

ELEVATE YOUR VOICE!

An exclusive sponsored content (native ad) position is now available on the AAO-HNS *Bulletin* publication site and monthly newsletters. **Only one available each month!** Go in-depth with your messaging, capture the attention of otolaryngology leaders, and position your organization as a thought-leader in the specialty. Don't just advertise—engage, educate, and influence key professionals where they already turn for authoritative content.

Why native ads?



Brand trust and perception:

Because native ads resemble editorial content, they are perceived by some as more trustworthy than banner ads.



Engagement:

Users are more likely to interact with native ads compared with traditional banner ads, which are often ignored due to “banner blindness.”



Ad visibility:

Because native ads match the look and feel of the surrounding content, users don't perceive them as disruptive—nor are they blocked by ad blockers.



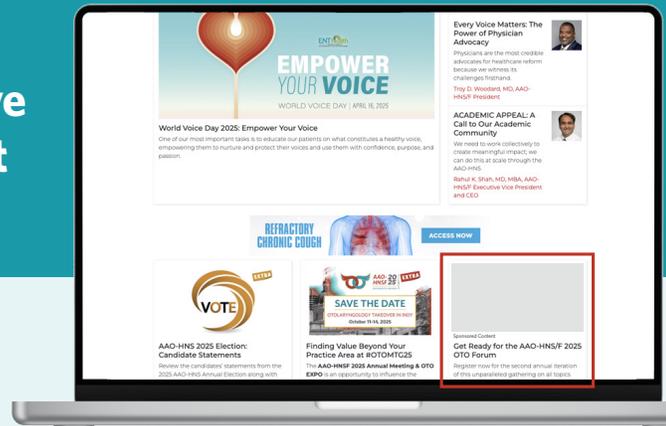
Click-through rates (CTR):

Native ads typically have a higher CTR than banner ads—sometimes five to 10 times higher!

Sponsored content (native ad) placement examples:



In the fourth position of the *Bulletin* newsletter, immediately above the first banner ad.



On the *Bulletin* home page. In the first row under the hero image.



In the third position of each weekly *OTO News*.



In the second position of the *Bulletin EXTRA* newsletter.

Contact your account manager today!

Criss John | 913-344-1420 | cjohn@ascendmedia.com



AMERICAN ACADEMY OF
OTOLARYNGOLOGY-
HEAD AND NECK SURGERY

Native ads must be educational in nature, providing value to AAO-HNS members

- Consider articles, case studies, and white papers.
- 3- to 5-minute sponsored video clips are also accepted.
- Showcase real-world applications of your products or services.
- Content will be clearly labeled as "Sponsored Content."
- Only one native ad available per month.

Rates:

Frequency	Native Ad	Video Ad
1X	\$15,000	\$20,000
3X	\$14,000	\$19,000
6X	\$13,000	\$18,000
9X	\$12,000	\$17,000
12X	\$11,000	\$16,000

Only one native ad available per month. See below for social media add-on rates.

Each package includes:

Publication	Average Monthly Metrics
Posting on <i>Bulletin</i> website (within issue of purchase)	14,000 users/month
<i>Bulletin</i> eTOC and EXTRA email distribution (native ad in both)	25,000 emails delivered 51% open rate
All issues of <i>OTO News</i> within month of purchase AAO-HNS version	55,000 emails delivered 52% open rate

Try a social media add-on!

Choose from the Academy's high-engagement social platforms to precisely target your audience. See our impressive reach metrics below. Ask about exclusive LinkedIn opportunities.

Native Ad social media add-on

Static image or text

- One post; one platform: \$5,000
- Each additional platform in same month: \$3,500 (10% discount for three or more)
- Post on all platforms in premium timeslots in same month: \$20,000

Carousel Post

- One post; one platform: \$7,500
- Each additional platform in same month: \$6,000 (10% discount for three or more)
- Post on all platforms in premium timeslots in same month: \$25,000

Video Ad social media add-on

- One post; one platform: \$10,000
- Each additional platform in same month: \$8,500 (10% discount for three or more)
- Post on all platforms in premium timeslots in same month: \$25,000

Channel	Reach/Followers	YTD Growth
Instagram	8,128	5.01%+
X @AAOHNS	12,986	0.11%-
Facebook	18,350	1.94%+
X @BeENTsmart	472	3.06%+
Linkedin	15,098	7.84%+

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