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The *Bulletin* is a highly read source of timely, relevant, actionable information for nearly 12,000 otolaryngologists and related practitioners.



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91% of AAO-HNS members prefer to read the *Bulletin* in print

Data based on a profile of AAO-HNS Annual Meeting & OTO Experience attendees and AAO-HNS member surveys.

Bulletin Print

The *Bulletin* is the AAO-HNS official member magazine providing the latest in practice, policy, and patient care.

Published 11 times per year, the *Bulletin* reaches nearly 12,000 AAO-HNS members with essential content, including:

- Allergy
- Annual Meeting & OTO Experience coverage
- Business of Medicine
- Comprehensive and General Otolaryngology
- Endocrinology
- Facial Plastics and Reconstructive Surgery
- Geriatric Otolaryngology
- Head and Neck
- Laryngology, Voice, Airway, and Swallowing
- Neurotology
- Otolaryngology
- Patient Safety and Quality Improvement
- Pediatric Otolaryngology
- Rhinology
- Telemedicine

Premium position details:

- **Inserts:*** Stand out in the *Bulletin* with an insert that showcases your brand and carries your message.

Showcase your program or job openings in our popular **classified section** for all AAO-HNS members to see – nearly 12,000! Best rates in the industry.

*Advertiser provides printed materials.

View a *Bulletin* issue

VIEW THE EDITORIAL CALENDAR

INSERTION ORDER/SPECS

PRINT AD RATES

Display ad rates

Standard placement ad unit (4C)	1x	3x	6x	11x
Full Page	\$2,470	\$2,395	\$2,355	\$2,280
Half Page Horizontal	\$2,040	\$2,020	\$1,985	\$1,935
Half Page Vertical	\$2,040	\$2,020	\$1,985	\$1,935
Third Page	\$1,965	\$1,920	\$1,880	\$1,830
Quarter Page	\$1,185	\$1,150	\$1,125	\$1,095
Sixth Page	\$520	\$495	\$440	\$415

Premium placement ad unit (4C)	1x	3x	6x	11x
Four-Page Insert*	\$7,800	\$7,500	\$7,360	\$7,070
Two-Page Insert*	\$4,435	\$4,270	\$4,185	\$4,020
Back Cover	\$3,695	\$3,590	\$3,545	\$3,415
Inside Front Cover	\$3,325	\$3,230	\$3,185	\$3,070
Inside Back Cover	\$3,210	\$3,110	\$3,070	\$2,955
Opposite President's Page	\$3,080	\$3,000	\$2,945	\$2,845
Opposite Table of Contents	\$3,080	\$3,000	\$2,945	\$2,845

*Advertiser provides printed materials.

Classified ad rates

Ad unit (4C)	1x	3x	6x	11x
Full Page	\$2,065	\$1,995	\$1,965	\$1,885
Half Page Horizontal	\$1,655	\$1,630	\$1,600	\$1,560
Half Page Vertical	\$1,655	\$1,630	\$1,600	\$1,560
Quarter Page	\$1,490	\$1,435	\$1,365	\$1,300

Ad unit (B&W)	1x	3x	6x	11x
Full Page	\$1,610	\$1,540	\$1,510	\$1,430
Half Page Horizontal	\$1,200	\$1,175	\$1,145	\$1,105
Half Page Vertical	\$1,200	\$1,175	\$1,145	\$1,105
Quarter Page	\$1,035	\$980	\$910	\$845

Space extensions may be available for classified ads upon request. Issues mail the first week of each month.



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Bulletin eNewsletter

Be one of the first messages readers see when they open their monthly *Bulletin* email!

Sent 11 times per year to an average 11,000 AAO-HNS members.

34.7% average total open rate

Data collected September 2020-August 2021.

INSERTION ORDER/SPECS

Deadlines	Ad Sales Close	Materials Due
February	Jan. 11, 2022	Jan. 18, 2022
March	Feb. 11, 2022	Feb. 18, 2022
April	March 11, 2022	March 18, 2022
May	April 11, 2022	April 18, 2022
June	May 11, 2022	May 18, 2022
July	June 10, 2022	June 17, 2022
August	July 11, 2022	July 18, 2022
September	Aug. 11, 2022	Aug. 18, 2022
October	Sept. 12, 2022	Sept. 19, 2022
November	Oct. 11, 2022	Oct. 18, 2022
December	Nov. 9, 2022	Nov. 16, 2022

Rates (per month)	
Leaderboard	\$970
Premium Banners	\$895 (two available each month)
Footer	\$840



bulletin.ENTNET.org

When AAO-HNS members receive their monthly *Bulletin* email with headlines from that month's issue, every article brings them to this page – and your branding!

All three positions will run on the home page and all content pages. No ad positions will run on the archives page.

[View the site](#)

7,917 average monthly users
18,156 average monthly page views

Data collected January-August 2021.

INSERTION ORDER/SPECS

Deadlines (ad sales close and materials due)	
January	Dec. 21, 2021
February	Jan. 18, 2022
March	Feb. 17, 2022
April	March 18, 2022
May	April 19, 2022
June	May 19, 2022
July	June 20, 2022
August	July 18, 2022
September	Aug. 17, 2022
October	Sept. 20, 2022
November	Oct. 18, 2022
December	Nov. 21, 2022

Rates (per month)	
Leaderboard	\$820
Premium Banners	\$685 (two available each month)
Medium Rectangles	\$580 (two available each month)

All rates are net. No agency discounts apply. Cancellations are nonrefundable.