

The official content hub of the American Academy of Otolaryngology–Head and Neck Surgery.

A fully online publication in 2023!

Express your commitment to education, research, clinical management, and patient care throughout the world by advertising through the *Bulletin*.



AMERICAN ACADEMY OF  
OTOLARYNGOLOGY–  
HEAD AND NECK SURGERY

PRINT THIS PAGE

## Display Ads

### Transform your marketing to otolaryngologists-head and neck surgeons

A highly read source of timely, relevant, actionable information for nearly 12,000 otolaryngologists and related practitioners, AAO-HNS's official member magazine is transforming to a fully online publication. All articles are posted online and pushed to members twice a month via two newsletters.

#### ROS Ads

Online ads rotate in five home page positions, one position on a channel page and in three positions on all article pages.

#### Enewsletters

Advertiser banner ad also appears in two monthly newsletters. [Click here for sample.](#)

#### Limited

Just five advertisers share the online publication and both newsletters.

#### Affordable

\$5,000 per month for ROS ads online and a banner ad in two newsletters.

#### Distribution

Approximately 12,000 AAO-HNS member otolaryngologists and related practitioners.

Position your company as a leader in the specialty by showcasing your latest products, services, and discoveries to the world's leading otolaryngology-head and neck surgeons, researchers, and healthcare providers.

SEE THE ONLINE PUBLICATION

SEE THE ENEWSLETTER

One buy.  
Three placements.

Online  
Approximately  
25 new  
articles posted  
each month

Enewsletters  
Two per month  
pushed to all  
AAO-HNS  
members

20% SOV in all  
three for your  
message!

Online *Bulletin*





## Classifieds

### The specialty's most important classifieds

AAO-HNS members use the *Bulletin* as a go-to source for classifieds – either for employment or education courses and meetings. This important section of the *Bulletin* is now online as well in a dedicated channel.

#### Dedicated

An entire channel of the online publication dedicated exclusively to classified ads.

#### Affordable

\$1,100 per month to reach up to 12,000 AAO-HNS members with your message.

#### Promoted

The classified channel is promoted from the home page and in two newsletters per month.

#### Featured

Pin your ad to the top of the classified channel for maximum visibility!

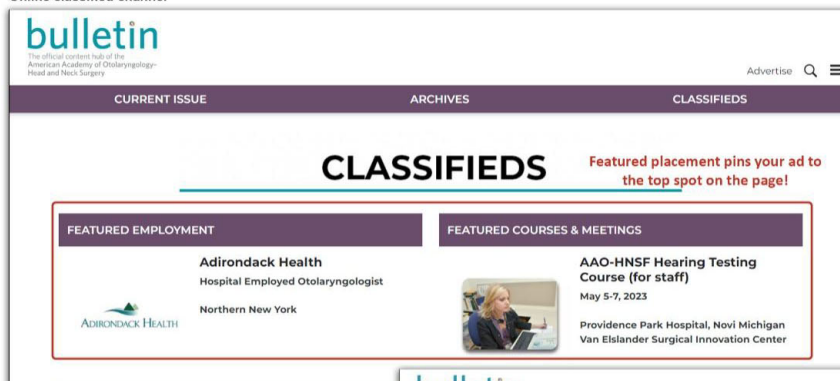
[SEE THE CLASSIFIED CHANNEL](#)

### Bulletin Classifieds

**Employment**  
Fill your open positions

**Courses**  
Drive registrations for your courses and meetings

#### Online classified channel



Individual ad

**EMPLOYMENT**

**Employment Opportunity for a Hospital Employed Otolaryngologist**

Join us in the heart of the Gorgeous Adirondack Mountains of Northern New York

**ADIRONDACK HEALTH**

**Bulletin**  
The Official Journal of the American Academy of Otolaryngology-Head and Neck Surgery

Advertise

**CURRENT ISSUE**    **ARCHIVES**    **CLASSIFIEDS**

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## Employment Opportunity for a Hospital Employed Otolaryngologist

Join us in the heart of the Gorgeous Adirondack Mountains of Northern New York

Join our Facial Plastic Surgeon in a busy, well established outpatient center.

- Brand new State-of-the-Art OR with 2 minor surgery rooms.
- Dedicated OR time.
- Sinus navigation system.
- This practice is well supported by primary care Physicians as well as Specialists' referrals.
- Courtesy ER calls are valued, and there is no trauma call!
- Healthy mix of Adult/Pediatric population.
- Interest in otology is welcomed.

This position comes with a generous benefits package and competitive salary, centered in an employee friendly environment.

Qualified candidates who are Board Certified with an unrestricted license to practice medicine are invited to apply by contacting Joanne Johnson at [jjohnson@adirondackhealth.org](mailto:jjohnson@adirondackhealth.org).

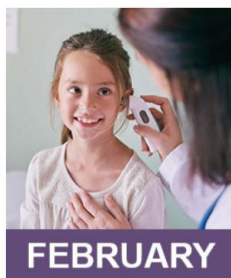
**Come live where others vacation!**

- Flexible schedules
- Competitive salaries & benefits

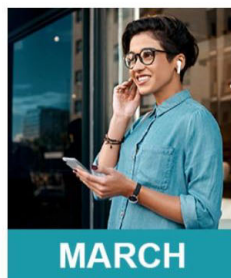
## 2023 Editorial Calendar

The goal of the *Bulletin* is to provide access to content that can be used by otolaryngologist-head and neck surgeons for quality patient care and public health. The audience includes the approximately 12,000 members of the American Academy of Otolaryngology-Head and Neck Surgery (AAO-HNS), one of the world's largest organizations representing specialists who treat the ears, nose, throat, and related structures of the head and neck.

The following deadlines are for full-month ad placements for both display and classified ads. Ads can be purchased anytime during the month, but full monthly rates will apply. Materials received after the first of the month will post 2-3 business days after receipt.



**Pediatric Otolaryngology issue**  
Space/materials deadline:  
Jan. 18, 2023



**Hearing issue**  
Space/materials deadline:  
Feb. 15, 2023



**Voice, Airway, and Swallowing issue**  
Space/materials deadline:  
March 20, 2023



**Annual Meeting and Allergy issue**  
Space/materials deadline:  
April 17, 2023



**Geriatric Otolaryngology issue**  
Space/materials deadline:  
May 18, 2023



**Head and Neck and Endocrine issue**  
Space/materials deadline:  
June 19, 2023



**Sleep Medicine issue**  
Space/materials deadline:  
July 18, 2023



**Annual Meeting and Rhinology issue**  
Space/materials deadline:  
Aug. 18, 2023







**OCTOBER**

**Neurotology issue**  
Space/materials deadline:  
Sept. 18, 2023



**NOVEMBER**

**Facial Plastics and Reconstructive  
Surgery issue**  
Space/materials deadline:  
Oct. 18, 2023



**DECEMBER**

**Patient Safety and Quality  
Improvement issue**  
Space/materials deadline:  
Nov. 17, 2023

*Dates and editorial themes are preliminary and subject to change.*

## Rates and Specifications

### Rates

Opportunity	Price	Details
Display ads per month	\$5,000	Includes five ROS ads online and a banner ad in two enewsletters for one month.
Display ads per month at 6x frequency	\$4,750	Includes five ROS ads online and a banner ad in two enewsletters for six consecutive months.
Display ads per month at 11x frequency	\$4,600	Includes five ROS ads online and a banner ad in two enewsletters for 11 consecutive months.
Classified ads per month	\$1,100	Each ad includes a logo/image, headline, teaser and up to 500 words of body copy.
Featured classified ads per month (two available)	\$2,000	Same as above, but ad is pinned to the top of the page.

INSERTION ORDER/AD SPECIFICATIONS

*All rates are net. No agency discounts apply. Cancellations are non-refundable.*

## Contact



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