

ASCEND MEDIA ADVERTISING AGREEMENT

Subject to acceptance by Ascend Integrated Media LLC (dba Ascend Media)
All advertising subject to AAO-HNS approval.



AMERICAN ACADEMY OF
OTOLARYNGOLOGY-
HEAD AND NECK SURGERY

	Advertiser/Sponsor	Agency	Bill To	Materials From
Company Name				
Contact Name				
Address				
City, State Zip				
Contact Phone				
Contact Email				

Display Ads per month	_____ \$5,000
Display Ads per month 6x Frequency	_____ \$4,750
Display Ads per month 11x Frequency	_____ \$4,600
Featured Classifieds: Courses & Meetings per month	_____ \$2,000
Featured Classifieds: Employment per month	_____ \$2,000
Classified Ads: Courses & Meetings per month	_____ \$1,100
Classified Ads: Employment per month	_____ \$1,100

Bulletin 2023 Deadlines

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.

Please check box next to month to secure your space.

- ☐ February
Space/Materials: Jan. 18, 2023
- ☐ March
Space/Materials: Feb. 15, 2023
- ☐ April
Space/Materials: March 20, 2023
- ☐ May
Space/Materials: April 17, 2023
- ☐ June
Space/Materials: May 18, 2023
- ☐ July
Space/Materials: June 19, 2023
- ☐ August
Space/Materials: July 18, 2023
- ☐ September
Space/Materials: Aug. 18, 2023
- ☐ October
Space/Materials: Sept. 18, 2023
- ☐ November
Space/Materials: Oct. 18, 2023
- ☐ December
Space/Materials: Nov. 17, 2023

Please write your initials next to selected ad sizes. TOTAL AMOUNT: \$ _____

TO PAY BY CREDIT CARD, PLEASE CONTACT YOUR ACCOUNT MANAGER BY PHONE OR EMAIL.
CREDIT CARD PAYMENT IS QUICK, EASY AND SECURE.

By signing this agreement, you are agreeing to the Total Amount indicated on this Advertising Agreement, and to Ascend Media's Terms and Conditions attached to this Advertising Agreement.

Ascend Media Account Manager Signature	Date	Advertiser/Sponsor/Agency Signature	Date
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Ascend Media Account Printed Name

Advertiser/Sponsor/Agency Printed Name

Advertiser/Sponsor/Agency Company Name

SIGN AND RETURN TO:
Suzee Dittberner
Ascend Media
sdittberner@ascendmedia.com

ascend.
media

Each party agrees that the electronic signatures, whether digital or encrypted, of the parties included in this Agreement, are intended to authenticate this writing and to have the same force and effect as manual signatures.



ADVERTISING TERMS AND CONDITIONS

This agreement is between Ascend Media, LLC and the Advertiser/Sponsor and its Agency as listed on the attached "Advertising Agreement - Insertion Order".

TERMS AND CONDITIONS

1. Insertion orders, advertisements and space reservations are subject to materials approval and the provisions of the current rate card.
2. Cancellations are non-refundable.
3. Requested ad positions are not guaranteed unless the Advertiser/Sponsor or its Agency purchases a "special position" at an additional cost.
4. Advertiser/Sponsor and/or Agency will not be allowed to revise materials which are not received by Ascend Media's published "materials due" date.
5. Advertiser/Sponsor agrees that Ascend Media's liability (if any) on account of omissions or errors in purchased products and/or services shall in no event exceed the amount of charges for the products and/or services which were omitted or in which the error occurred, and such liability shall be discharged by (abatement of the charges) or (an advertising allowance) commensurate with the error for the particular products and/or services in which the omission or error occurred, but in no event exceeding the contract price of the particular products and/or services in which the omission or error occurred. No adjustment is applicable to any free products and/or services.
6. Ascend Media is not liable for any costs or real or consequential damages resulting from the failure to produce purchased products and/or services.
7. Ascend Media is not liable for any delays in delivery or for non-delivery of purchased products and/or services due to factors beyond the control of Ascend Media.
8. No conditions other than those set forth herein will be binding on Ascend Media unless specified in writing by Ascend Media. Ascend Media will not be bound by conditions printed or appearing on insertion orders, purchase orders, or similar documents when such conditions conflict with any provision contained herein.
9. A \$500 late fee may be charged for materials received after the "materials due" deadline.

PAYMENT AND COMMISSIONS POLICY

1. Payment for a Classified Ad is due upon order and the Ad will not be considered received until payment is satisfied. Payments for classified ads are made via credit card. For frequency ads, a single invoice for the entire campaign will be sent with a credit card link. Credit cards will be charged the first of each month for which an ad is ordered. All credit card information will be retained by the credit card processor only. Display Ads are invoiced upon receipt of a signed order and payment is due (30) days from the invoice date.
2. Orders for an Advertiser/Sponsor whose account is more than sixty (60) days past due may be refused. Advertisers/Sponsors with delinquent accounts lose their place on any waiting list for consideration of preferred positions.
3. Any outstanding invoice balance over thirty (30) days past due will be assessed 3% interest per month to the extent permitted by law.
4. If Ascend Media takes an Advertiser's/Sponsor's account to collection, the Advertiser/Sponsor agrees to pay all costs associated with the collection, including paying Ascend Media's attorney fees and all court costs, if it is determined by a court of competent jurisdiction that the Advertiser/Sponsor is at fault.
5. Ascend Media reserves the right to hold the Advertiser/Sponsor and/or its Agency jointly and severally liable for such monies as are due and payable to Ascend Media for advertising or sponsorships which the Advertiser/Sponsor or its Agency ordered and which advertising/sponsorship was produced, even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

DISPLAY ADS

Bulletin Online

Five ROS ads rotate through the following five positions. All ad sizes need to be submitted.

Leaderboard

728x90 and 300x50 pixels

Premium Banner (2)

600x100 and 300x50 pixels

Rectangle (2)

300x250 pixels

ROS Advertising

- Leaderboard, Rectangle, and Premium Banner must be in GIF or JPG format at 72 dpi, RGB and submitted at actual size. (SWF files are not accepted.)
- URL must be submitted along with creative material by email or in a Word document. Both the ad and the URL for linking are subject to the approval of AAO-HNS.
- The maximum ad file size is 100kb–125kb.
- All third-party vendor supplied tags are subject to approval and must be accompanied by actual GIF or JPG image(s) and destination URL. In addition, tags need to be distinct for email or site usage.

Ad Tagging Policy

- For the privacy of our clients' members, we DO NOT allow tracking pixels or tracking mechanisms that expose any personal identifying information or that would attempt to extract personal identifying information on landing pages or other websites.
- For advertising on landing pages and other websites, we allow:
 - JavaScript Double-Click (DCM) Ad Tags
 - We also support all ad tags that are supported by Google Ad Manager.
- We will provide a standard report for any ad upon request. Requests for custom reporting may incur an additional fee.
- Advertisers may request that ad tags change for existing creative for our daily projects. There is a fee of \$150 per change.

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The Official Member Magazine of the American Academy of Otolaryngology-Head and Neck Surgery

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Leaderboard

November 2022 - Vol. 41, No. 10

GRATITUDE & GROWTH:
Renewing the Academy's Commitment to Promote the Highest Standards in Clinical Care Worldwide

Gratitude & Growth: Renewing the Academy's Commitment to Promote the Highest Standards in Clinical Care Worldwide

During this season of gratitude, we want to share our genuine appreciation for the international otolaryngology community.

LEADING EDGE

The Perfect Storm

The way forward is for us, as individuals and institutional stakeholders, to come together and respond to our legislators...

Kathleen L. Yaremchuk, MD, MSA

Re-imagining the Bulletin for the Future

Based on this trending and increasing digital engagement, the Academy is excited to announce that, starting with this...

James C. Denney III, MD, AAO-HNSF EVP/CEO

Premium Banner

Humanitarian Outreach

Since the pandemic began, medical humanitarian outreach trips have been postponed, canceled, restructured, and reimagined.

Global Grand Rounds

Open to all otolaryngologists at no cost, the 2022 Global Grand Rounds Webinar Series welcomed, educated, and connected physicians from ALL over the world!

What It Means (Meant) to Me to Be a Military Otolaryngologist

International Visiting Scholarship Program (IVS) Program

The AAO-HNSF awards scholarships annually through the IVS Program aiding junior academics from lower resourced countries to attend the AAO-HNSF Annual Meeting & OT...

Confederation of European ORL-HNS

ICS Network & Joint Meetings

Rectangle

OUT OF COMMITTEE: Voice | Acid Reflux: Week In and Week Out. What We See, What We Know...

OUT OF COMMITTEE: Outcomes Research and Evidence-Based Medicine | Revamping NIH...

Premium Banner

Tech Talk | Medical Device Cybersecurity: What You Need to Know

Like IoT devices, medical devices may be made up of various components: the physical device, the network interface, the mobile app used to control the device and exchange data...

What is the role of your group (physician)? 208 responses

Private Practice Study Group Survey: Emergency Room Coverage in Private Practice

The business of medicine in 2022 is challenging. Decreasing reimbursement, increasing workloads, and skyrocketing overhead means that every working minute...

OUT OF COMMITTEE: Otolaryngology Gift and Craniofacial Introducing the...

Our training in otolaryngology concentrates heavily on these outcomes and competencies, which enables otolaryngology-head and neck surgeons to the highest level...

IN-DISTRICT GRASSROOTS OUTREACH

AAO-HNS Advocacy Leadership on Display: Lance A. Manning, MD, and U.S. Representative Steve...

One of the most effective ways for the Academy to shape healthcare policy is through grassroots advocacy.

Rectangle

In Memoriam: Jack L. Gluckman, MD, AAO-HNS/F President 2000-2001

Jack L. Gluckman, MD, who was known as a natural and charismatic leader, served as President of the American Academy of Otolaryngology-Head and Neck Surgery and...

The AAO-HNSF 2023 Annual Meeting & OTO Experience Call for Science: Nashville

The Annual Meeting Program Committee offers advice on preparing a successful submission for Panel Presentations and Expert Lectures as well as Scientific Oral presentations.

Celebrate #GivingTuesday by Supporting the 125 Strong Campaign

As the top year 125 Strong Campaign comes to an end this year, the Academy and its Foundation humbly ask you to consider making a tax-deductible gift in support of this...

ENThealth

ENThealth.org recently published an FAQs article for consumers considering whether or not to purchase over-the-counter (OTC) hearing aids.

AAO-HNSF 2023 Annual Meeting & OTO Experience Call for Science: Nashville

AAO-HNS Election Nominates

The AAO-HNS Nominating Committee is calling for recommendations of individuals to be considered for an elected office.

2023-2024 Committee Cycle: Applications Opened November 1

2023-2024 Committee Cycle: Applications Opened November 1

2023 AAO-HNS/F Election CALL FOR NOMINEES

2023 AAO-HNS/F Election CALL FOR NOMINEES

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DISPLAY ADS

Bulletin eNewsletter

Advertisers will alternate ad positions by month (i.e. leaderboard one month, premium banner #1 the next month, etc.)

Leaderboard

600x100 pixels

Premium Banner

600x100 pixels

Specifications

- Leaderboard and banner ads must be in GIF or JPG format at 72 dpi, RGB and submitted at actual size. (SWF files are not accepted.)
- URL must be submitted along with creative material by email or in a Word document. Both the ad and the URL for linking are subject to the approval of AAO-HNS. We can only provide ad metrics for ads that have an associated hyperlink.
- The maximum ad file size is 100kb–125kb.
- Animated GIF files are accepted, but not all email platforms support animation. If you wish to submit an animated ad, please include all critical information on the first slide. Only one URL is accepted per animated GIF; we do not allow separate URLs embedded in individual frames.
- We can only provide ad metrics for ads that have an associated hyperlink.

Ad Tagging Policy for emails

- Ad tagging for email deployment is not available. We can only accommodate static JPEG/PNG or animated GIF and a URL.

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American Academy of Otolaryngology–Head and Neck Surgery

View Online

Leaderboard



bulletin

November 2022 – Vol. 41, No. 10

Download PDF

Classifieds

Premium Banner

FEATURE



GRATITUDE & GROWTH: Renewing the Academy's Commitment to Promote the Highest Standards in Clinical Care Worldwide

In this special section on the AAO-HNSF International Affairs Program, Mark E. Zaferero, Jr., MD, AAO-HNSF Coordinator for International Affairs, highlights the many components of the program that work to bring the global otolaryngology community together. "During this season of gratitude, we want to share our genuine appreciation for the international otolaryngology community, including the AAO-HNSF's global network of International Corresponding Societies, as well as many humanitarian outreach programs and AAO-HNS physicians who support training and medical aid efforts in lower-resourced countries." Read more about these programs as well as the [Global Grand Rounds Webinar Series](#) and the [International Visiting Scholarship program](#).

Private Practice Study Group Survey: Emergency Room Coverage in Private Practice

PPSG

Marc G. Dubin, MD (PPSG Chair), David E. Melon, MD (PPSG Vice Chair), and Daniel R. Gold, MD, Annette M. Pham, MD, and Melanie Wilson Seybt, MD (PPSG Executive Committee Members)

As the authors note, the Business of Medicine in 2022 is challenging. Decreasing reimbursement, increasing workloads, and skyrocketing overhead means that every workday minute spent not providing reimbursed patient care negatively impacts a practice's financial viability. One of these challenges for physicians and independent practices is health systems' mandate for the provision of emergency coverage. Time out of the office as well as the mental and physical toll of this uncompensated coverage has led some to question, "Is this too much in the current environment?"

Recently, the Private Practice Study Group (PPSG) surveyed its membership on the matter and provide this overview report for the *Bulletin* readers.

OUT OF COMMITTEE: Voice | Acid Reflux: Week in and Week Out, What We See, What We Know, and What We Are Learning

GERD AWARENESS WEEK
GASTROESOPHAGEAL REFLUX DISEASE

Jordan I. Teitelbaum, DO, and Lee M. Akst, MD

In recognition of GERD Awareness Week, the authors discuss the specialty's role in treating acid reflux. "[A]s ENT specialists, we must be aware of the changing data and trends in GERD and LPR diagnosis. Taking a balanced history and awareness of the broad differential can be just as essential as a comprehensive therapy plan. This presenting symptomatology is a hallmark and mainstay of otolaryngology-head and neck surgery, and we must be ready to treat accordingly and yet also ready to abandon our previous algorithms and to cohesively and collectively embrace new management strategies for this provocative entity within our field."


Premium Banner

THE LEADING EDGE





The Perfect Storm

Kathleen L. Yaremchuk, MD, MSA, AAO-HNS/F
President




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Head and Neck Surgery

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CLASSIFIEDS

FEATURED EMPLOYMENT




Adirondack Health
Hospital Employed Otolaryngologist
Northern New York

FEATURED COURSES & MEETINGS



AAO-HNSF Hearing Testing Course (for staff)
May 5-7, 2023
Providence Park Hospital, Novi Michigan
Van Elslander Surgical Innovation Center

EMPLOYMENT



Employment Opportunity for a
Hospital Employed
Otolaryngologist
Join us in the heart of the Gorgeous
Adirondack Mountains of Northern New
York

COURSES & MEETINGS

The *Bulletin's* new classified
section
AAO-HNS's official *Bulletin* classifieds are

Headline: up to 65 characters

- Employment: Position title
- Courses & Meetings: Course name


Teaser: up to 225 characters

- Employment:
Institution/practice name and location
- Courses & Meetings:
Course sponsor name, dates, and
location



Body Copy: up to 500 words

Logo and Primary Image: High resolution JPEG/ PNG

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MATERIALS FORM**



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CURRENT ISSUE
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Published: October 11, 2022

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.

Come live where others vacation!

- Flexible schedules
- Competitive salaries & benefits
- Unparalleled quality of life
- Family friendly community
- Excellent schools, both private and public
- Located nearby Whiteface Mountain ski resort
- Home of the 1932 & 1980 Winter Olympics
- World Cup Bobsled and Ski Events
- Home of Paul Smith's College (ranked #2 for Most Innovative School)
- Hike, fish, ski, golf, boat or simply relax and take in the beauty and serenity of the Adirondack Region

www.adirondackhealth.org



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