



2024 Bulletin and OTO News Media Kit

Expand your advertising reach into the Academy's catalog of publications and news sources sent to more than 12,000 members!

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One buy, 11 ads per month—six of them emailed to more than 12,000 AAO-HNS members!

Opportunity	Price	What's Included
Display Ad Package per month	\$6,000	<ul style="list-style-type: none"> • Five ROS ads in the online <i>Bulletin</i> • One banner ad in two <i>Bulletin</i> enewsletters • One banner ad in four weekly* issues of <i>OTO News</i> in one calendar month
Display Ad Package per month at 6x frequency	\$5,500	<ul style="list-style-type: none"> • Five ROS ads in the online <i>Bulletin</i> • One banner ad in two <i>Bulletin</i> enewsletters • One banner ad in four weekly* issues of <i>OTO News</i> in each of six calendar months
Display Ad Package per month at 9x frequency	\$5,375	<ul style="list-style-type: none"> • Five ROS ads in the online <i>Bulletin</i> • One banner ad in two <i>Bulletin</i> enewsletters • One banner ad in four weekly* issues of <i>OTO News</i> in each of nine calendar months
Display Ad Package per month at 12x frequency	\$5,250	<ul style="list-style-type: none"> • Five ROS ads in the online <i>Bulletin</i> • One banner ad in two <i>Bulletin</i> enewsletters • One banner ad in four weekly* issues of <i>OTO News</i> in each of 12 calendar months
<i>Bulletin</i> Classified Ads per month	\$1,100	Each ad includes a logo/image, headline, teaser and up to 500 words of body copy.
<i>Bulletin</i> Featured Classified Ads per month (two available)	\$2,000	Same as above, but ad is pinned to the top of the page.

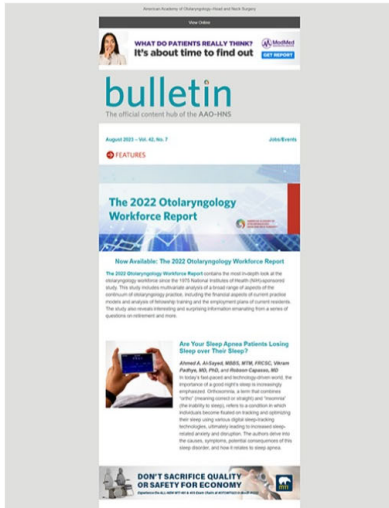
[Insertion Order/Ad Specifications](#)

*Five issues in February, May, August and October. Three issues in November and December. No change in rate.

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

Display Ads: The *Bulletin* Online and *Bulletin* enewsletters

AAO-HNS's highly read source of relevant, actionable information for more than 12,000 otolaryngologists and related practitioners. All articles are posted online and pushed to members twice a month via two enewsletters.



click to enlarge

The **Bulletin** Online content hub features approximately 25 new articles each month.

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

Average monthly metrics:*

- 59,000 average total ad impressions
- 10,000 users

[View the site](#)

Your banner ad also appears in two **Bulletin** newsletters per month, sent to more than 12,000 AAO-HNS members and driving traffic back to the **Bulletin** online.

Average monthly metrics:**

- 24,000 emails delivered
- 53% unique open rate

[View the Bulletin eTOC newsletter](#)

[View the Bulletin EXTRA newsletter](#)

*Data collected Jan. 1-Nov. 30, 2023
 **Data collected Jan. 1-Oct. 31, 2023

Display Ads: OTO News

A digest of the most important clinical, research, and practice management information critical to AAO-HNS members, delivered in a timely, weekly* format.



click to enlarge

Advocacy, coding, payment and policy changes, education, and research are heavily featured as well as AAO-HNS/F programs and services.

Four **OTO News** newsletters per month are sent weekly* to all AAO-HNS members.

Average monthly metrics:*

- 50,000 emails delivered
- 49.59% unique open rate

[View OTO News](#)

*Data collected Jan. 1-Nov. 30, 2023



Limited

Just five advertisers share the online publication and all six newsletters.



Affordable

\$6,000 per month for ROS ads online and banner ads in six newsletters per month.*



Distribution

More than 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.

[View the Bulletin site](#) | [View the Bulletin eTOC](#) | [View the Bulletin EXTRA](#) | [View OTO News](#)

*Five issues in February, May, August and October. Three issues in July, November and December. No change in rate.

Bulletin Classifieds: The go-to source for AAO-HNS members



Employment

Fill your open positions

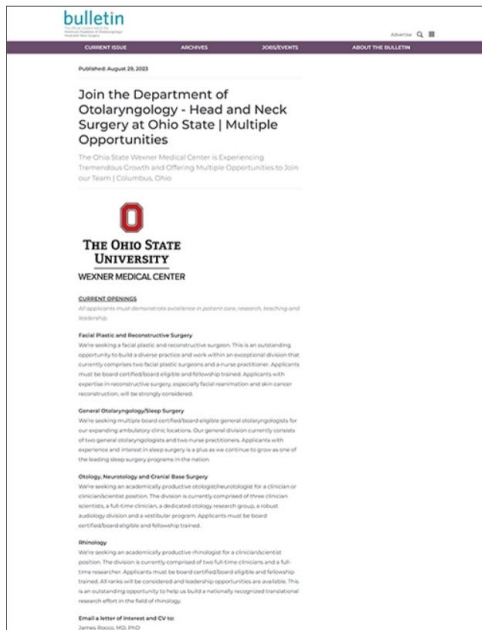


Courses

Drive registrations for your courses and meetings

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 featured as a dedicated channel.



click to enlarge

Dedicated

An entire channel of the *Bulletin* is dedicated exclusively to classified ads.

[View the classified channel](#)

Affordable

\$1,100 per month for your message to reach more than 12,000 AAO-HNS members.

Promoted

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

Featured

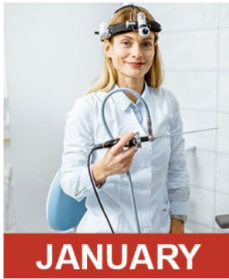
Pin your ad to the top of the classified channel for maximum visibility!

[View the classified channel](#)

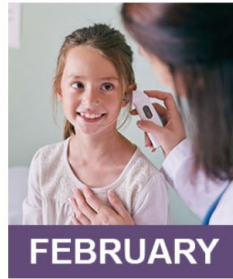
2024 Deadlines and *Bulletin* Editorial Calendar

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 more than 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.

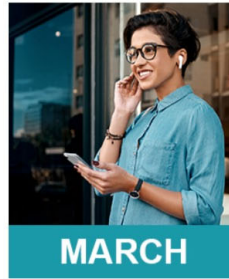
The following deadlines are for full-month ad placements for both display and classified ads. Ads can be purchased any time during the month, but full monthly rates will apply. Materials received after the first of the month will post 2-3 business days after receipt.



Comprehensive Otolaryngology
Space/materials deadline:
Nov. 21, 2023



Kids ENT Health/Pediatric
Space/materials deadline:
Jan. 18, 2024



**Otology/World Hearing Day/
Sleep Awareness Week**
Space/materials deadline:
Feb. 16, 2024



**Voice, Airway, and Swallowing/
World Voice Day**
Space/materials deadline:
March 18, 2024



**Allergy/Annual Meeting/Better
Hearing & Speech Month**
Space/materials deadline:
April 17, 2024



Advocacy/Geriatric
Space/materials deadline:
May 17, 2024



**Research & Quality/ Head and
Neck/Endocrine**
Space/materials deadline:
June 17, 2024



OTO Experience/Sleep Disorders
Space/materials deadline:
July 18, 2024



**Rhinology/World Sinus Health
Awareness Day/Education**
Space/materials deadline:
Aug. 19, 2024



**Neurotology/
Member Engagement**
Space/materials deadline:
Sept. 17, 2024



**Facial Plastics and Reconstructive
Surgery/International**
Space/materials deadline:
Oct. 18, 2024



**Patient Safety and Quality
Improvement/Annual Report**
Space/materials deadline:
Nov. 14, 2024

Dates and editorial themes are preliminary and subject to change.

Contact



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