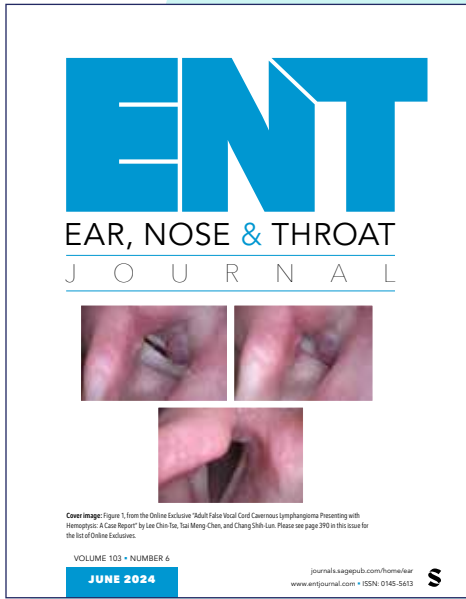


# ADVERTISING RATES & SPECIFICATIONS - 2025



**EDITOR:** Rick Chandra, MD, Vanderbilt University, Nashville, TN, USA

**DESCRIPTION:** Scientific, clinical articles and case reports for practicing otolaryngologists. Ear, Nose & Throat Journal (ENT Journal) provides practical, peer-reviewed original clinical articles, highlighting scientific research relevant to clinical care, and case reports that describe unusual entities or innovative approaches to treatment and case management. ENT Journal utilizes multiple channels to deliver authoritative and timely content that informs, engages, and shapes the ENT field now and into the future.

ENT is available in print, online, and as a digital edition.

**READERSHIP PROFILE:** Physicians, nurse practitioners, and administrators representing a wide range of organizations including hospitals, medical clinics, group practices, integrated delivery systems, managed care organizations, ambulatory care centers, government facilities, and more.

**IMPACT FACTOR:**  
• 1.0

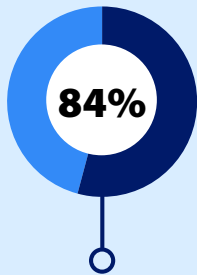
**RANKING:**  
• Otorhinolaryngology  
43 out of 65

**PRINT:**  
• Circulation: 11,000  
• Frequency: 12

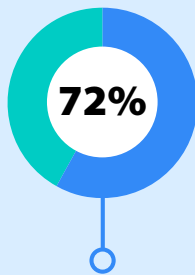
**DIGITAL:**  
• Circulation: 21,000  
• Frequency: 12



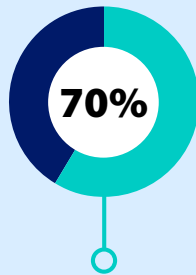
## Actions taken after viewing an advertisement for a medical product, procedure, or treatment



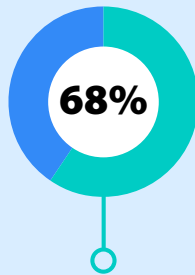
learn something new or recall facts about advertised product



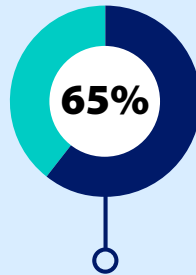
discuss the product with colleagues



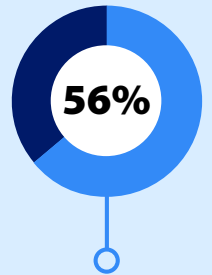
discussed product with a rep



research the product or another website or offline resource



go to the advertised brand's website



start using the product

## CONTACTS



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## PRINT ADVERTISING (Rates include print and digital issues)

FULL COLOR RATES	1 INSERTION	3 INSERTIONS	6 INSERTIONS	9 INSERTIONS	12 INSERTIONS	18 INSERTIONS
• FULL PAGE*	\$4,683	\$4,318	\$3,888	\$3,744	\$3,471	\$3,419
• HALF PAGE	\$3,454	\$3,408	\$3,095	\$2,991	\$2,793	\$2,758
• QUARTER PAGE	\$2,474	\$2,445	\$2,260	\$2,196	\$2,080	\$1,975

## SPECIAL POSITION PREMIUMS

- Inside front cover Earned rate + 35%
- Inside back cover Earned rate + 25%
- Back cover Earned rate + 35%
- Facing table of contents Earned rate + 30%
- Facing first text page Earned rate + 25%
- Other specified positions Earned rate + 15%

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate. Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

**AGENCY COMMISSION:** 15%

**PAYMENT TERMS:** Terms for invoices are net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

**HIGH IMPACT** advertising opportunities, including cover tips, inserts and outserts, are available. Contact your sales representative for pricing.

## DIGITAL EDITION ADVERTISING OPTIONS

### HIGH IMPACT BANNER ADS

Rate: \$2,250

Pricing includes 2 of the options below per issue (can mix & match):

- Bottom Banner pop up (728 X 90)
- Box ad pop up (300 X 250)
- Specs: JPG or PNG, less than 1 MB.
- \$500 in addition to ad placement rate

### SPONSORED DISTRIBUTION

Rate: \$9,800

Sponsorship includes:

- Banner (468x60) and your logo (120x60) to be used in an ENT email promotion.
- Full Page (color) Ad
- One Pop Up Ad of your choice in the digital issue
- One embedded video

## PRINT MECHANICAL REQUIREMENTS

SIZE	NON-BLEED	BLEED
• FULL PAGE	7.5" X 10.125"	8.5" X 11.125"
• HALF PAGE VERTICAL	2.25" X 8"	N/A
• HALF PAGE HORIZONTAL	7.75" X 5"	N/A
• QUARTER PAGE VERTICAL	3.625" X 5"	N/A

- **A high-resolution press-ready PDF is required for all electronic ad submissions.**
- **All fonts must be embedded.**
- **Minimum required image resolution is 300 dpi for color or grayscale images and 900-1200 dpi for line art (1-bit) images.**

• **TRIM SIZE:** 8.25" X 10.875"

• **BINDING:** Perfect Bind

- All advertising is subject to approval
- Ad dimensions are listed in inches
- All live copy should be no closer than 1/4" from trim
- For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides
- All color files must be created and submitted to publisher in CMYK color mode. **Black & white** ads must be designed

and output files in 1-color black only. Publisher will convert files supplied in color (rich black, CMYK, RGB) but is not responsible for color reproduction on these ads.

• **PRE-PRINTED INSERTS**

List journal name, issue # and quantity on boxes/skid  
SHIP TO:  
Rob Daniels  
Sheridan NH  
69 Lyme Road  
Hanover, NH 03755 USA  
Phone: (603) 643-2220

• **BANNER ADVERTISING REQUIREMENTS**

- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Geo-targeting is available (higher CPMs apply).
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

• **ARTWORK DELIVERY**

Email: advertising@sagepub.com

## BANNER ADVERTISING

### STANDARD

Minimum of 10,000 impressions per month

		CPM
STANDARD BANNERS		\$100
GEOTARGETED BANNERS		\$105
STICKY BANNERS		\$130
EXPANDABLE		\$125
<b>INTERSTITIAL BANNERS</b>	300 X 250 px - 700 X 700 px	<b>\$3,000/MONTHLY SPONSORSHIP</b>

### BANNER ADVERTISING REQUIREMENTS

- Standard banner positions include: 728 x 90 px; 160 x 600 px; 300 x 250 px; 300 x 600 px
- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

### • ARTWORK DELIVERY

Email: [advertising@sagepub.com](mailto:advertising@sagepub.com)

All prices are gross CPM unless otherwise noted. Minimums may apply.

**Monthly Sponsorships Available. Contact Your Sales Representative For Pricing.**

## CHANNEL BUYS

Boost your reach with a Channel Buy. Your banner ad rotates across various journal websites within the **Otorhinolaryngology channel**, maximizing exposure to your targeted audience. Take advantage of discounted CPMs for a high-volume purchase.

## SCHEDULE

### CLOSING DATES

ISSUE MONTH	SPACE RESERVATIONS	MATERIALS CLOSING	INSERTS DUE
JANUARY	8 NOVEMBER 2024	15 NOVEMBER 2024	28 NOVEMBER 2024
FEBRUARY	13 DECEMBER 2024	17 DECEMBER 2024	2 JANUARY 2025
MARCH	9 JANUARY 2025	13 JANUARY 2025	29 JANUARY 2025
APRIL	7 FEBRUARY 2025	14 FEBRUARY 2025	28 FEBRUARY 2025
MAY	11 APRIL 2025	18 APRIL 2025	1 MAY 2025
JUNE	16 MAY 2025	20 MAY 2025	5 JUNE 2025
JULY	12 JUNE 2025	17 JUNE 2025	2 JULY 2025
AUGUST	11 JULY 2025	18 JULY 2025	31 JULY 2025
SEPTEMBER	8 AUGUST 2025	15 AUGUST 2025	29 AUGUST 2025
OCTOBER	17 SEPTEMBER 2025	19 SEPTEMBER 2025	6 OCTOBER 2025
NOVEMBER	31 OCTOBER 2025	4 NOVEMBER 2025	20 NOVEMBER 2025
DECEMBER	27 NOVEMBER 2025	1 DECEMBER 2025	16 DECEMBER 2025



▲  
Digital  
Advertising  
Examples

## eBLASTS

Email Alerts	728 X 90 px	<b>CONTACT YOUR SALES REPRESENTATIVE FOR PRICING</b>
Sponsored Emails	Custom HTML	<b>\$3,500/1 INSERTION</b> <b>\$3,000/3 INSERTIONS</b> <b>\$2,750/6 INSERTIONS</b> <span style="float: right;">All eBlasts include an echo send</span>

## eARTICLE ADVERTISING

<b>DYNAMIC SUPER LEADERBOARD</b>	Recommended size is 1237 x 250 Smaller banner sizes can be accepted but will not display optimally.	<b>\$2,500/OTOLARYNGOLOGY CHANNEL MONTHLY SPONSORSHIP</b>
<b>FULL PAGE PDF</b>	1237 X 1631 px	<b>\$2,500/OTOLARYNGOLOGY CHANNEL MONTHLY SPONSORSHIP</b>

## RETARGETING

CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION.

## RELATED TITLES

