

AAO-HNS' THE NEWS

REACH 10,050

OTOLARYNGOLOGISTS

EVERY WEEK

MEDIA KIT



AMERICAN ACADEMY OF
OTOLARYNGOLOGY-
HEAD AND NECK SURGERY

MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

A **DocuMENT** Electronic medical records for ENT. More efficient than dictation (really!). Legal compliance.

C **THE NEWS** www.entnet.org. Working for the Best Ear, Nose, and Throat Care. **THE LEAD** AAO-HNS/F Election Results Are In! See who you've chosen to lead the Academy in the coming years [here](#).

C **TAKE ACTION** Sterile, pre-mixed, & easy to use. No messy wet-pot or squeeze bottle clean-up. Ready to use right out of the box. [www.OCCAR-Complete.com](#)

B **RADIESSE** Injection Laryngoplasty. Proven Effective. Majority of patients report voice quality improvement.

E **IN THE PRESS** **Lack of Sleep Linked to Distress in Young Adults** MedPage Today. Skipping on sleep can increase the risk for common psychological problems, such as low mood and anxiety, according to a large prospective study. [MORE](#)

E **NEW! High-level features in a cost-effective surgical microscope** The Leica M320 F32 bundles superior-quality optics with cutting-edge LED illumination and high-definition imaging technologies. ENT surgeons also benefit from ease of use and smooth maneuverability. [MORE](#)

D **ACADEMY NEWS** **Come to the 2010 Annual Meeting Opening Ceremony** Plan to meet the leaders in otolaryngology, gathered to kick off this year's extraordinary annual meeting. Don't miss General B. Healy, MD, deliver the John Conley Lecture on Medical Ethics. See among the recognized leaders in your specialty—both legendary and up-and-coming. Witness the recounting of the state of the AAO-HNS/F and hear of unprecedented growth in collaborative activities that strengthen the specialty. To learn more about the ceremony, [click here](#).

F **Residents: Last Chance to Win 2011 Annual Meeting Registration** Complete the "Third Annual Academic Bowl Online Quiz" for a chance to win a complimentary registration for the 2011 Annual Meeting & OTO EXPO. [More](#)

D **Starts to reduce wrinkles today... without surgery** **Pelleve™ Skin Tightening System** Pelleve™ is the newest innovation in skin tightening, recently FDA-cleared to treat facial wrinkles without surgery. Using radiowaves, the Pelleve™ system heats the deep layers of the skin, causing collagen to contract and tighten. After treatment, the skin begins to produce new collagen, improving skin firmness and resulting in a naturally refreshed appearance. To learn more please [click here](#).

D **2010 Leadership Development Program** The AAO-HNS Leadership Development Program is designed to inform, engage, network and leave participants feeling empowered to apply their honed leadership skills within the Academy, the workplace, and other organizations. For more information, please contact Caitlin Belford at cbelford@entnet.org. Location: Westin Boston Waterfront Hotel, Commonwealth Ballroom. Date: Saturday, 25, 2010. Time: 3:00-6:00 pm. [RSVP here](#)

C1 **Patanase** LEARN MORE

C/1 **BUSINESS OF MEDICINE** **Business of Medicine Saturday Workshop** The Academy, in conjunction with the Association of Otolaryngology Administrators (AOA), will host a workshop, "Strategies to Improve the Financial Health of Your Practice" during the AOA convention in Boston on September 25, from 1:00-5:00 pm. This workshop will cover specific practice management concepts to help you maximize your operations and functionality. [Register here](#).

E **System 2000 FireWire Auto-Traverse** Micromedical Technologies, Inc. System 2000 Firewire Rotational Chair now available with our new Auto-Traverse micro-centrifuge option. Call 800-334-4154 today to discuss your clinic's needs for vestibular evaluation. [MORE](#)

F **AAO-HNS/F - The News** Jonathan Berger, Director of Advertising Sales, 469.420.2633. Download media kit. Frank Humada, Sr. Content Editor, 469.420.2683. Contribute news. **Disclaimer:** Online publication of "In the Press" items does not imply endorsement by, or official policy of, the AAO-HNS. News organizations' internet websites are randomly reviewed and items of interest to AAO-HNS members are selected. Academy executives staff approve the final summaries. Any comments regarding content or this new publication should be emailed to the AAO-HNS.
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Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to 10,050 otolaryngologists (one 90 day cycle)



Leaderboard
\$5000

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$4000/\$3500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$4000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$2950

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Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**
Max File Size **30k**



Callout Text Ad
\$2500

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Text **five word headline, fifty word description**
Image Dimensions **125x100** File Format **JPEG, GIF**
Max File Size **30k**

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Traditional Text Ad
\$1500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**
Max File Size **15k**

AAO-HNS' THE NEWS, POWERED BY MULTIBRIEFS,
PROVIDES NEWS AND INFORMATION TO LEADERS
IN THE OTOLARYNGOLOGY INDUSTRY.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications. Delivered to the inboxes of otolaryngologists, The News keeps professionals informed of topics that impact the daily operation of their practices. Subscribers are decision-makers with purchasing power – the top-tier professionals in the industry.

AAO-HNS' THE NEWS
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN AAO-HNS' THE NEWS:



CREDIBLE SOURCE

For over 75 years, our members have turned to the association as the informational authority of the industry. Advertising in AAO-HNS' The News solidifies your place among weekly information provided to AAO members.



TARGETED DISTRIBUTION

Advertising in AAO-HNS' The News allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to AAO-HNS' The News have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, AAO-HNS' The News ensures your ad will be every week by our 10,050 subscribers.



AFFORDABLE

Advertising in AAO-HNS' The News is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of AAO-HNS' The News has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in AAO-HNS' The News.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.