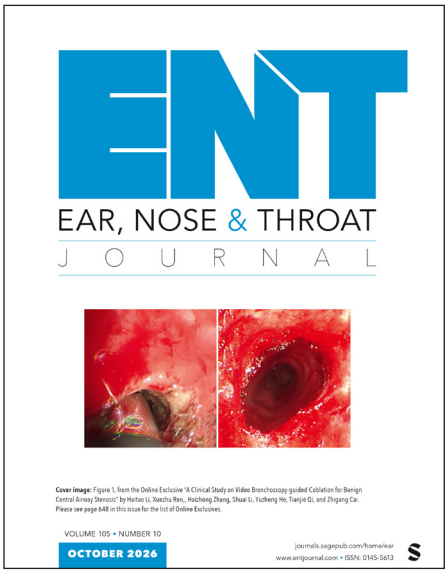
ADVERTISING RATES & SPECIFICATIONS - 2027



EDITOR: Rick Chandra, MD, University of Mississippi Medical Center, 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: 0.8

RANKING: Otorhinolaryngology 53 out of 67

FREQUENCY: PRINT: 12 DIGITAL: 12

CIRCULATION: 10,752

AVERAGE MONTHLY IMPRESSIONS: 73,756

AVERAGE MONTHLY PAGEVIEWS: 17,255

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*	$5,161	$4,759	$4,285	$4,126	$3,826	$3,768
• HALF PAGE	$3,807	$3,756	$3,411	$3,296	$3,079	$3,040
• QUARTER PAGE	$2,727	$2,695	$2,490	$2,420	$2,293	$2,177

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.

SCHEDULE

CLOSING DATES

ISSUE MONTH	SPACE RESERVATIONS	MATERIALS CLOSING	INSERTS DUE
JANUARY	16 NOVEMBER 2026	17 NOVEMBER 2026	2 DECEMBER 2026
FEBRUARY	15 DECEMBER 2026	17 DECEMBER 2026	4 JANUARY 2027
MARCH	14 JANUARY 2027	15 JANUARY 2027	29 JANUARY 2027
APRIL	15 FEBRUARY 2027	16 FEBRUARY 2027	2 MARCH 2027
MAY	18 MARCH 2027	19 MARCH 2027	1 APRIL 2027
JUNE	15 APRIL 2027	16 APRIL 2027	29 APRIL 2027
JULY	20 MAY 2027	19 MAY 2027	3 JUNE 2027
AUGUST	11 JUNE 2027	17 JUNE 2027	30 JUNE 2027
SEPTEMBER	13 JULY 2027	16 JULY 2027	29 JULY 2027
OCTOBER	17 AUGUST 2027	20 AUGUST 2027	2 SEPTEMBER 2027
NOVEMBER	17 SEPTEMBER 2027	17 SEPTEMBER 2027	30 SEPTEMBER 2027
DECEMBER	14 OCTOBER 2027	15 OCTOBER 2027	28 OCTOBER 2027

DIGITAL EDITION ADVERTISING OPTIONS

HIGH IMPACT BANNER ADS

Rate: $2,363

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.
- $525 in addition to ad placement rate

SPONSORED DISTRIBUTION

Rate: $10,290

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 • www.journals.sagepub.com/home/ear

STANDARD Minimum of 10,000 impressions per month	**CPM/Cost Per Thousand**
STANDARD BANNERS	**$105**
GEOTARGETED BANNERS	**$110**
EXPANDABLE	**$130**
STICKY BANNERS	**$140**
PERSISTENT FOOTER	**$140**

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

All prices are gross CPM unless otherwise noted. Minimums may apply.
Monthly Sponsorships Available. Contact Your Sales Representative For Pricing.

HIGH IMPACT ADVERTISING

INTERSTITIAL BANNERS	300 X 250 px - 700 X 700 px	**MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**
eARTICLE ADVERTISING		
DYNAMIC SUPER LEADERBOARD	Recommended size is 1237 x 250. Smaller banner sizes can be accepted but will not display optimally.	**MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**
FULL PAGE PDF	1237 X 1631 px	**MONTHLY SPONSORSHIP 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 **Otolaryngology channel,** maximizing exposure to your targeted audience. Take advantage of discounted CPMs for a high-volume purchase.

eBLASTS

Email Alerts	728 X 90 px	**CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**
Sponsored Emails	Custom HTML	**CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**

CONTEXTUAL ADVERTISING

Deliver ads to the most relevant audience using advanced AI and keyword targeting, ensuring seamless placement on pages that match your chosen keywords.
Contact your sales representative for pricing.

WEBINARS

Engage and convert qualified audiences through custom educational webinars, delivering expert-led content and interactive experiences that inspire action and generate valuable leads.

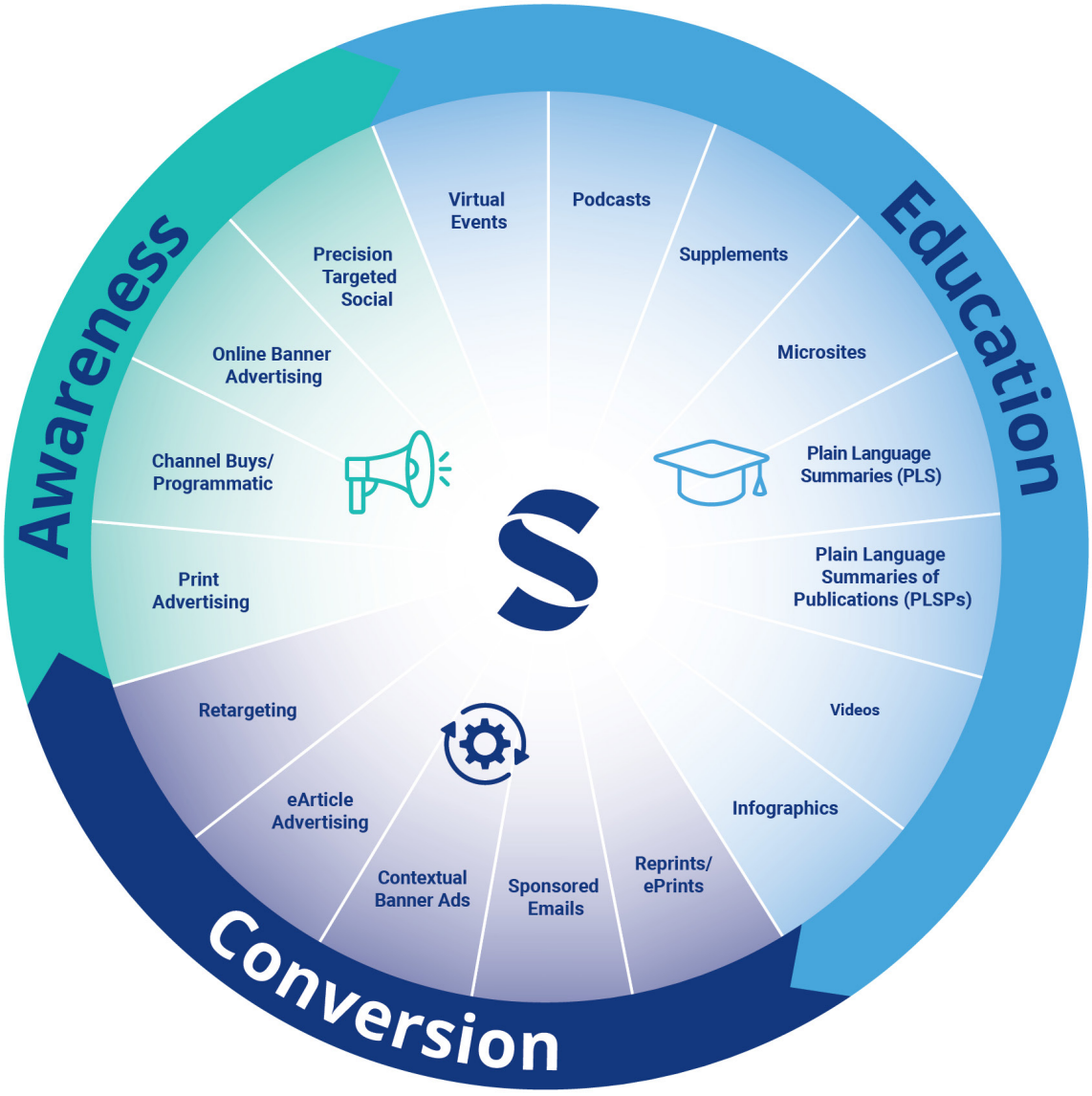
EBOOKS

Reach and educate your target audience with custom eBooks, delivering insightful content that highlights your expertise, strengthens brand awareness, and drives lead generation.

RETARGETING

CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

MULTICHANNEL MARKETING SOLUTIONS FROM SAGE



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