

# JAMA Otolaryngology– Head & Neck Surgery

Covertip  
Advertising  
Available

# 2017 Print Edition Rate Card

Effective January 1, 2017

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# Contacts

## Editor

Jay F. Piccirillo, MD, FACS, CPI  
Professor of Otolaryngology and Vice Chairman of Research  
Washington University School of Medicine, St. Louis

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### Insertion Order or Billing Questions

Denise Steinhauser  
(312) 464-2455  
denise.steinhauser@ama-assn.org

### Production Questions

Dan DeGroot  
(312) 464-4290  
daniel.degroot@ama-assn.org

### Display + Online

119 Cherry Hill Road  
Suite 330  
Parsippany, NJ 07054-1114  
(973) 263-9191  
(973) 263-9898 Fax

### Multimedia Account Manager

Tim Melroy  
tim.melroy@ama-assn.org

### Recruitment, Hospital Branding and CME

(800) 262-2260  
(312) 464-5909 Fax  
classifieds@jamanetwork.com

### Domestic Subscriptions and Site Licensing

Saskia Bolore  
(312) 464-4371

### Reprints

Sue Lovenberg, Manager,  
Reprint Communications  
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reprints@jamanetwork.com

*JAMA Otolaryngology – Head & Neck Surgery* provides timely information for physicians and scientists concerned with diseases of the head and neck. It publishes clinical and basic research from an array of disciplines. Structured abstracts help readers efficiently assess validity and relevance from a clinical perspective. *JAMA Otolaryngology – Head & Neck Surgery's* editorial integrity and vitality attract many international authors and readers.

*JAMA Otolaryngology–Head & Neck Surgery* is the official publication for the American Academy of Facial Plastic and Reconstructive Surgery, Inc., the American Head and Neck Society, and the American Society of Pediatric Otolaryngology.

Besides balanced clinical coverage, the journal publishes popular, interactive features such as Radiology and Pathology quizzes. *JAMA Otolaryngology–Head & Neck Surgery's* broad circulation ensures that the journal gets into the hands of office- and hospital-based otolaryngologists and leading academicians.

The *JAMA* Specialty Network allows advertisers to target specialty audiences with more flexibility and value than ever before. For details, refer to information on page 6.

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## Publication Statistics

**Established:** 1925; **Current title:** 2013

**Editorial source:** peer-reviewed, original manuscripts

**Manuscripts submitted, accepted:** 830, 25%

**Time from acceptance to publication:** average: 3 months

**Average issue total folio:** 110 pages

**Average ad/edit ratio:** 12:88

**Ad placement policy:** fair ad rotation front/back from issue to issue

## Advertising Policy

Advertising is subject to approval by the American Medical Association (AMA), which reserves the right to decline advertising deemed not in keeping with the publication's standards. Advertising orders are accepted subject to the terms and provisions of the current rate card, and conditions set forth in *Principles Governing Advertising in Publications of the American Medical Association*, which by this reference are made part of this rate card.

No conditions, printed or otherwise, appearing on insertion orders, billing instructions, or copy instructions conflicting with AMA's stated policies shall be binding on publisher. Positioning of advertising is at discretion of the publisher, except when a preferred position has been confirmed in writing by Advertising Services. Conditions other than rates are subject to change by publisher without notice. All new advertisements should be faxed to Denise Steinhauser at (312) 464-5840 for approval.

## Issue and Closing Dates

Published monthly. Mailed the first week of the month.

Issue	Space Due	Material Due
1/1/17	12/12/16	12/16/16
2/1/17	1/12/17	1/19/17
3/1/17	2/10/17	2/16/17
4/1/17	3/17/17	3/23/17
5/1/17	4/14/17	4/20/17
6/1/17	5/11/17	5/17/17
7/1/17	6/15/17	6/21/17
8/1/17	7/14/17	7/20/17
9/1/17	8/17/17	8/23/17
10/1/17	9/15/17	9/21/17
11/1/17	10/13/17	10/19/17
12/1/17	11/15/17	11/21/17

All space reservations and cancellations must be confirmed in writing prior to closing date. Mail or fax to:

*JAMA Otolaryngology – Head & Neck Surgery*

Advertising Services, 41st Floor

American Medical Association

330 North Wabash Ave.

Suite 39300

Chicago, IL 60611-5885

(312) 464-5840 Fax

## CIRCULATION

**Field served:** physicians specializing in otolaryngology, and others interested in the field.

**Qualified recipients:** office- or hospital-based MDs and DOs in the US, with a controlled primary specialty. Included are all PGY2+ residents and residency program directors. Personal written request is mandatory for physicians other than residents and program directors.

**Qualified list origin:** AMA Physician Masterfile

**Source breakout:** 40% rosters, 50% request, 7% paid, 3% complimentary.

**Verification:** sworn statement

**Specialty/geographic breakout:** see circulation statement

**Projected 2017 circulation:** 4,057

## Rates

\$1500 flat, net rate including color. \$750 black and white page.

## Premium Positions

Special positions are available on a limited basis for ad units of one page or more. Position cancellations must be made at least 30 days prior to closing date to avoid the premium charge.

Position	Additional
2nd Cover (4-Color mandatory)	375
4th Cover (4-Color mandatory)	450
Opp In This Issue	250
Opp Staff List	250
Opp 1st Reading	250

## Insert Rates

Full-run insert rates are the B&W page rate times the number of insert pages.

## Digital Ad Specifications

### Digital Files

The preferred digital file format is:

- PDFX-1a

For processing of formats not listed, contact Dan DeGroot, daniel.degroot@ama-assn.org, Phone (312) 464-4290.

Fax (312) 464-5840.

For closing dates see page 3.

### Digital Proofing

- Color proofs made from supplied files and meeting SWOP specifications must be provided with data files.
- Include 6 mm 100%, 75%, 50%, 25%, 5% C, M, Y, K patches on color proof.
- Black text and LW file are to be merged and overprint the 3/C underneath.
- Keep all registration marks, color bars and crop lines outside of 4C bleed.

### Instructions / Standards

- All images/scans and Pantone colors must be in CMYK mode.
- Four color solids should not exceed SWOP density of 300%.
- When supplying digital ads in spread format, it is preferred they be sent as a spread rather than single pages.
- Single page image area should be no more than trim plus bleed.
- Keep all registration marks, color bars and crop lines outside of 4C bleed.
- All digital files will be retained for twelve months.

### Labeling Requirements

- Issue date, advertiser name and ad number.
- Agency name, agency contact and phone number.
- Return address for materials. Discs can be returned to the agency after the ad, in its final form, has been digitally archived by the printer. Printer prefers to keep the original disc until the press run has been successfully completed.
- Directory printout of disc contents must be included.

## Digital File (ROB Ads) Shipping Instructions

Send digital files, progressive proof, SWOP standard color proof, conversion material, and color patches in wrapper marked with date of issue to:

Brian Donald/Imaging  
JAMA Otolaryngology (issue date)  
Quad Graphics  
1900 W. Sumner Street  
Hartford, WI 53027  
Phone: (262) 673-1617  
Brian.Donald@qg.com

## Ad Page Dimensions

	STANDARD PAGE		BLEED PAGE	
	WIDTH	DEPTH	WIDTH	DEPTH
1 Page	7 in	10 in	8-1/8 in	10-3/4 in
Spread			16-1/4	10-3/4
2/3 Page	4-5/8	10	5-3/16	10-3/4
1/2 Page/Vertical	3-3/8	10	4	10-3/4
1/2 Page/Horizontal	7	4-7/8	8-1/4	5-1/4
1/3 Page/Vertical	2-1/4	10	2-7/8	10-3/4
1/3 Page/Horizontal	4-5/8	4-7/8		
1/4 Page	3-3/8	4-7/8		
1/6 Page	2-1/4	4-7/8		

**Trim:** 7-7/8" x 10-1/2". **Safety:** keep live matter 1/4" from trim.

If a spread does not align, it can be single pages.

If a spread ad is in alignment, it needs to be sent as a spread.

## Insert Specifications

Send samples of insert stock to Production Services.

**2 page:** 8-1/8in x 10-3/4in (single leaf), trims to 7-7/8 x 10-1/2

**4 page:** 16-1/4in x 10-3/4in folds to 8-1/8in x 10-3/4in

**6 page:** 2 page piece (see above for size) should be glued (inter-leaved) inside the 4-page unit.

**Jog:** to head.

**Trimming:** 1/8" off all 4 sides.

**Safety:** keep live matter 1/4" from trim.

**Stock:** Acceptable basis weights are computed using 500 sheets, 25" x 38", 80# preferred.

**High-bulk stock:** subject to publisher's approval.

**BRCs:** subject to publisher's approval.

## Insert Shipping Instructions

**Closing dates:** see page 3. Inserts must be clearly marked on shipping label as to journal, issue date(s), and quantity per issue. Attach a sample of insert to each carton. Ship to:

Melissa Hum  
JAMA Otolaryngology (issue date)  
Quad/Graphics, Inc.  
555 South 108th Street  
West Allis, WI 53214-1145

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Inserts will be accepted 7:00am to 11:00pm, Monday-Friday on a “First Come, First Serve” basis. Please call 414-566-3277 for appointment to expedite receiving product. Inserts should be shipped in telescopic cartons (T-boxes). Stack inserts with approximately 50 head to foot, and then 50 foot to head. Place a sheet of corrugated cardboard every 4-5 inches within stacks of inserts.

or

Pack inserts in standard cartons with 50 head to foot and then 50 foot to head.

- Do not shrink wrap or slip sheet between each book or item.

## **Insert Use and Disposal Guidelines**

Unless otherwise indicated on the insertion order, after issue mailing is completed, any unused inserts marked for that issue will be destroyed. However, if the leftover inserts exceed 10% of publisher’s requested quantity, client will be advised prior to disposition. Excess inserts held in storage at client’s request, after an insertion order is completed, may be subject to a storage charge. For details, consult Production Services (312) 464-4290.

## **AMA Publications**

*Journal of the American Medical Association (JAMA)*

*JAMA Cardiology*

*JAMA Dermatology*

*JAMA Facial Plastic Surgery*

*JAMA Psychiatry*

*JAMA Internal Medicine*

*JAMA Neurology*

*JAMA Oncology*

*JAMA Ophthalmology*

*JAMA Otolaryngology – Head & Neck Surgery*

*JAMA Pediatrics*

*JAMA Surgery*