

JAMA Otolaryngology – Head & Neck Surgery

Covertip
Advertising
Available

2019 Print and Digital Rate Card

Effective January 1, 2019

Contacts

Editor

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

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

One Upper Pond Road
Bldg E
Parsippany, NJ 07054
(973) 263-9191

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
(312) 464-0776
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.

Publication Statistics

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

Editorial source: peer-reviewed, original manuscripts

Manuscripts submitted, accepted: 830, 12%

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
1/1/19	12/10/18	12/14/18
2/1/19	1/17/19	1/24/19
3/1/19	2/15/19	2/21/19
4/1/19	3/15/19	3/21/19
5/1/19	4/12/19	4/18/19
6/1/19	5/16/19	5/22/19
7/1/19	6/13/19	6/19/19
8/1/19	7/12/19	7/18/19
9/1/19	8/15/19	8/21/19
10/1/19	9/13/19	9/19/19
11/1/19	10/18/19	10/24/19
12/1/19	11/13/19	11/19/19

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

Verification: sworn statement

Specialty/geographic breakout: see circulation statement

Projected 2019 circulation: 3,100

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:

Mike Strzyzewski/Imaging
JAMA Otolaryngology (issue date)
Sussex BlueSoho
N64W23110 Main Street
Sussex, WI 53089
Phone: (262)-673-1494
mjstrzyzews@blue-soho.com

Ad Page Dimensions

	Standard Page Width	Standard Page Depth	Bleed Page Width	Bleed Page 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: 8-1/8 in x 10-3/4 in (single leaf), trims to 7-7/8 x 10-1/2

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

6 page: 2-page piece (see above for size) should be glued (interleaved) 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

Inserts will be accepted 7:00 am to 11:00 pm, Monday-Friday on a first come, first served basis. Please call 414-566-3277 for appointment to expedite receiving product. Inserts should be shipped in telescopic cartons (T-boxes). 2 Page Inserts stack head to head. Stack all other 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.

Digital Rates and Placements

Placement	Rate	728 x 90	120 x 600	160 x 600	300 x 250	300 x 600
Run of Site	\$85, CPM	X	X	X	X	X
Geo-Targeting	\$120, CPM	X	X	X	X	X
Affinity Targeting	\$200, CPM	X	X	X	X	X
Ads on Articles	\$130, CPM	X			X	X
Homepage Roadblocks	\$375, Flat	X			X	
Mobile	\$85, CPM				X	X
Riser	\$130 CPM	X				
Prestitials*	\$200, CPM				X	
Email Alert**: e-ToC	\$1500, Flat	X				
Email Alert**: Online First	\$1200, Flat	X				
International ROS	\$90, CPM	X	X	X	X	X

*Prestitial placements generally run a 300 x 250 banner; however, other ad units are possible once online services tests the unit for performance.

Available Placement Type Definition

Placement	Definition
Run of Site	Banner placements. Special targeting options available include: Geo-Targeting, User Content "Affinity," and Mobile only.
Geo-Targeting	Banners served based on visitor location, such as metro/zip code, city, region/state, or country.
Affinity Targeting	Banners served based on identified clinical/subject affinities of site visitors.
Ads on Articles	Banner placements only on Article content pages.
Homepage Roadblocks	Sole sponsorship of all banner positions on the homepage of site for one week (Monday-Sunday).
Mobile	Placement on Mobile/Smartphone screen sizes formatted using responsive design.
Riser	728 x 90 placement on research content pages. Banner "rises" from bottom of page to float over content.
Prestitials	Sole banner placement within single position page that surfaces on page load. Page content is obscured to ensure maximum focus on centered banner placement.
Email Alerts	Top position placement on JAMA alert sent to subscribers. Alert types include eTOC, Key Content, and Online First.

Cover Tip Advertising

- The issue, with Cover Tip, will be poly bagged (included in the price).
- Regular journal production deadlines apply, see page 3.
- Cover Tip creative is subject to editorial approval.
- Samples must be forwarded to publisher and printer, see addresses below.
- Contact your sales rep for pricing and to schedule your project.

Specs

- Size: 7" x 5" (7" across the cover and 5" down the spine)
- Minimum size: 4.5" x 4"
- Preferred Stock: 60# minimum textbook weight
- Maximum Weight: 8 pt or 120#
- Required Spoilage: increase circulation by 20%

Shipping information:

Denise Steinhauser (samples only)
American Medical Association
330 N. Wabash Avenue
Chicago, IL 60611-5885

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

Poly Bagging of Advertising/Marketing Material

Advertisers may mail their materials with the publication inside a poly bag. Materials may include: outserts, dosage cards, sell sheets, and brochures. Materials will run off the back cover. An advertiser may choose the full circulation or use a list match.

Outsert specs

- Samples must be forwarded to publisher and printer; see addresses below.
- Outserts larger than the trimmed size of the journal, 7-7/8" x 10-1/2", may bend or tear the poly bag.
- Outsert pricing may incur additional manufacturing charges.

Shipping information:

Denise Steinhauser (samples only)
American Medical Association
330 N. Wabash Avenue
Chicago, IL 60611-5885

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

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