

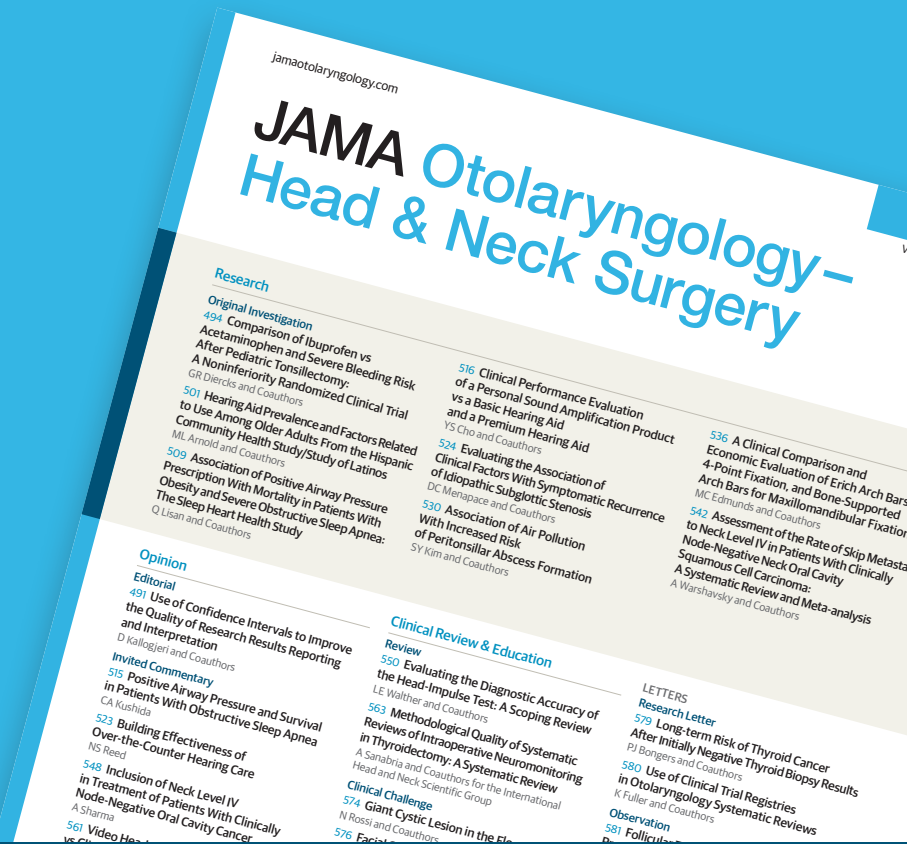
# JAMA Otolaryngology— Head & Neck Surgery

# 2020 Print Edition Rate Card

## New in 2020!

- Patient Point of Care
- *Selections*  
A supplement of curated articles on a therapeutic topic
- Microsites

Effective January 1, 2020



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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

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

### Production Questions

**Dan DeGroot**

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

### Display + Online

Pharmaceutical | Device

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**Tim Melroy**

Tim.melroy@ama-assn.org

**Jeff Bonistalli**

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jeff.bonistalli@ama-assn.org

Health Systems Branding | Products and Service | CME  
Recruitment Advertising

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

**Thalia Moss**

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**Anna Frazier**

Director of Advertising Health Systems & Recruitment  
anna.frazier@jamanetwork.com

### Domestic Subscriptions and Site Licensing

**Saskia Bolore**

(312) 464-4371

### Reprints

**Rachel Sisholtz**

JAMA Network Reprint Sales  
Rachel.Sisholtz@jamanetwork.com  
USA: 1-800-482-1450  
Rest of World: 1-856-489-4446

*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* Network of journals allows advertisers to target specialty audiences with more flexibility and value than ever before.

**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
1/1/20	12/9/19	12/13/19
2/1/20	1/16/20	1/23/20
3/1/20	2/14/20	2/20/20
4/1/20	3/13/20	3/19/20
5/1/20	4/17/20	4/23/20
6/1/20	5/14/20	5/20/20
7/1/20	6/11/20	6/17/20
8/1/20	7/17/20	7/23/20
9/1/20	8/13/20	8/19/20
10/1/20	9/11/20	9/17/20
11/1/20	10/16/20	10/22/20
12/1/20	11/11/20	11/17/20

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 2020 circulation:** 2,636

**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
<b>2nd Cover (4-Color mandatory)</b>	<b>375</b>
<b>4th Cover (4-Color mandatory)</b>	<b>450</b>
<b>Opp In This Issue</b>	<b>250</b>
<b>Opp Staff List</b>	<b>250</b>
<b>Opp 1st Reading</b>	<b>250</b>

**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@quad.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.

## Disposition of Material

Contact Production Services if you do not want excess inserts destroyed - there may be a storage charge for holding excess inserts. The agency or advertiser will be contacted if the excess is 10% or more than what was requested by Production Services (312) 464-5713.

## 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
Homepage Roadblocks	\$300, 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 <i>eTOC</i> , <i>Key Content</i> , and <i>Online First</i> .

## Cover Tip Advertising

- The issue, with cover tip, will be poly bagged (included in the price)
- Maximum circulation: 150,000
- Regular production deadlines apply (see rate card)
- Cover tips are subject to editorial approval
- Cover Tips over 1/4" thickness may be rejected or may need additional manufacturing
- Cover Tips with multiple pages must be tabbed closed. Do not use perforated tabs
- Cover Tips with a pita pocket must be tabbed closed. Do not use perforated tabs
- Maximum Size: 7" w x 5" h
- Minimum size: 4.5" w x 4" h
- Preferred Stock: 80# textbook
- Maximum Weight: 8pt or 120#
- Bleed 1/8" (7-1/4 x 5-1/4)
- Margin for live matter is 3/8" from trim edge
- Required Spoilage by Circulation:
  - 0-25,000 = 20%
  - 25,001-50,000 = 15%
  - 50,001-100,000 = 10%
  - Over 100,000 = 7%

## 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

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## 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

- The issue, with outsert, will be poly bagged (included in the price)
- Regular production deadlines apply (see rate card)
- Outserts are subject to editorial approval
- Outserts over 1/4" thickness may be rejected or may need additional manufacturing
- Outserts with multiple pages must be tabbed closed. Do not use perforated tabs
- Outserts with a pita pocket must be tabbed closed. Do not use perforated tabs
- Maximum Size: 7 7/8" x 10 3/4" (trimmed size of publication)
- Minimum Size: 4.5" x 4"
- Preferred Stock: 80# textbook
- Maximum Weight for 2 page outsert: 16 pt
- Required Spoilage by Circulation:
  - 0-25,000 = 20%
  - 25,001-50,000 = 15%
  - 50,001-100,000 = 10%
  - Over 100,000 = 7%

### 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

*JAMA (Journal of the American Medical Association)*  
*JAMA Cardiology*  
*JAMA Dermatology*  
*JAMA Internal Medicine*  
*JAMA Neurology*  
*JAMA Oncology*  
*JAMA Ophthalmology*  
*JAMA Otolaryngology – Head & Neck Surgery*  
*JAMA Pediatrics*  
*JAMA Psychiatry*  
*JAMA Surgery*