ENT JOURNAL

EAR NOSE & THROAT

CIRCULATION • READERSHIP • EDIT CALENDAR • PRINT • ONLINE • RATES/SPECS • CIRCULATION • READERSHIP • EDIT CALENDAR • PRINT • ONLINE • RATES/SPECS

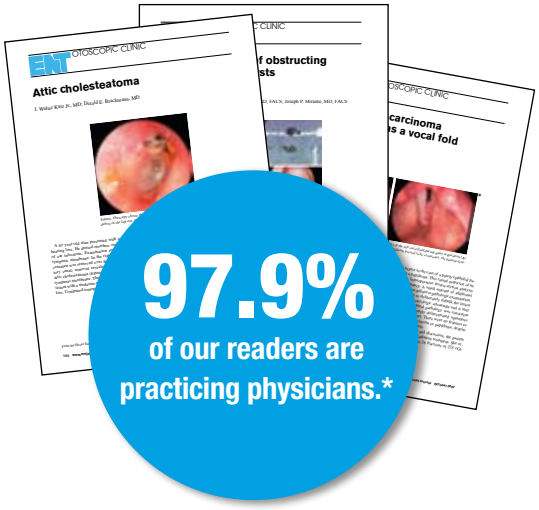
MEDIA PLANNER 2010

VENDOME GROUP

ENT EAR NOSE & THROAT JOURNAL

Ear, Nose & Throat Journal provides practical peer-reviewed, original scientific and clinical articles, as well as case reports. *ENT Journal* is dedicated to serving the needs of practicing otolaryngologists and related professionals by highlighting scientific research relevant to clinical care and case reports that describe unusual entities or innovative approaches to treatment and case management.

Regularly featured ENT clinics include:



- Otoscopic Clinic
- Rhinoscopic Clinic
- Laryngoscopic Clinic
- Imaging Clinic
- Pathology Clinic
- Dysphagia Clinic
- Head and Neck Clinic
- Facial Plastic Surgery Clinic
- Pediatric Otolaryngology Clinic
- Clinical Nuggets

Reach 11,138 practicing ear, nose and throat professionals.*

62% see, on average, 21+ patients daily; 12% see over 40 patients daily***

72% write, on average, 11+ prescriptions daily; 35% write 21+, 10% write more than 40***

48% spend more than 26% of their time in surgery; 16% spend more than 51%***

CIRCULATION BREAKDOWN*			
Otolaryngology:	10,249	Allergy:	105
Allergy & Immunology:	329	Others allied to the field:**	242
Surgery Head and Neck:	213	Total:	11,138

Percentage of our readers prescribing for these indications:***			
Sinusitis	88%	Laryngitis/Pharyngitis	79%
Allergic Rhinitis	87%	Balance/Vestibular Disorders	65%
Otitis	83%	Cholesteatoma	46%
Throat Infections	82%	Head & Neck Cancer	43%
Gastroesophageal Reflux Disease	81%	Asthma	31%

2010 Calendar & Bonus Distribution Schedule

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Ad close	12/15	1/21	2/18	3/19	4/20	5/20	6/18	7/21	8/20	9/20	10/21	11/18
Ad material due	12/21	1/27	2/24	3/25	4/26	5/26	6/24	7/27	8/26	9/24	10/27	11/24
Bonus Distribution and Specialty Issues				**COSM:** 4/28-5/2 Las Vegas, NV				Vendor Profiles	**AAO-HNSF:** 9/26-9/29 Boston, MA		Buyers Guide	

*Source: BPA Statement, January 2009. **Note: "Others allied to the field" includes family medicine, otolaryngology registered nurses/physician assistants, and other paid circulation.
***Source: 2009 Readership Survey, Zoomerang.

ENT Journal Online: www.entjournal.com

Our online ads, available in a variety of sizes and options, give you access to the most qualified practicing physicians.

Bringing ENT physicians the most comprehensive and user-friendly site today

Our Web site includes:

- Online-only peer-reviewed articles
- Free full-text articles & archives
- News & Events
- Reader polls
- Keyword search capability
- Online article submission
- Online Buyers Guide
- Online reader service program

Our NEW monthly E-Newsletter includes:

- Details on what's in the upcoming issue
- Online Exclusive articles

ENT Journal **is now available in both Print and Digital Formats!**

Running a banner ad in our E-Newsletter gives you direct access to 4,470* *ENT Journal* readers.

Online Branding & Lead Generation

Receive a detailed report and registrants' demographic information with any of the following programs:

- **White paper Program:** Vendome Group can host a white/research paper on our publication's Web sites for 12 months under a special section where only white/research papers can be found.
- **White paper + Lead Generation Program:** Vendome Group can host a white/research paper as well as set up a registration page in order for readers to access the paper.
  —You set the cap on how many registrations/leads you would like to receive
  —You select the length of time Vendome is able to acquire the registrations/leads
- **Webinars — www.vendomewebinars.com:** Vendome can produce a 60-minute online program offering valuable content, a fully co-branded marketing campaign, and answers to polling questions while interacting with a targeted audience.
- **Streaming Video:** Your banner ad will appear at the top of the video screen during viewing, and Vendome will promote the video to generate traffic.
- **Podcasts:** Vendome can record, produce, promote, and host your podcast.

*Circulation subject to change.

ENT Journal 2010 Rates

COLOR							
Frequency	**1x**	**3x**	**6x**	**9x**	**12x**	**18x**	**24x**
1 page	$3,327	$3,275	$3,205	$3,163	$3,112	$3,057	$2,990
1/2 page	$2,586	$2,552	$2,499	$2,473	$2,440	$2,397	$2,382
1/4 page	$2,061	$2,041	$1,996	$1,980	$1,967	$1,955	$1,944

Note: Add 40% for 2nd cover, 25% for third cover, 50% for 4th cover, 25% TOC, 25% other specified.

BLACK & WHITE							
Frequency	**1x**	**3x**	**6x**	**9x**	**12x**	**18x**	**24x**
1 page	$2,055	$2,003	$1,933	$1,891	$1,840	$1,785	$1,718
1/2 page	$1,314	$1,280	$1,227	$1,201	$1,168	$1,125	$1,110
1/4 page	$789	$769	$724	$708	$695	$683	$672

CLASSIFIED RATES (noncommissionable)	1/2 page	1/4 page	Per column inch
B/W only	$750	$400	$200

ONLINE RATES (NET)		
Type	**Size**	**Rate/Frequency**
Leaderboard	728x90	$1,050/month
Full Banner	468x60	$950/month
Skyscraper	160x600	$950/month
Medium Rectangle	300x250	$950/month
Rectangle	180x150	$750/month
Welcome Mat	640x468	$3,000/month

E-NEWSLETTER RATES (NET)		
Type	**Size**	**Rate/Frequency**
Full Banner	468x60	$500/month
Skyscraper	160x600	$500/month
Product Ads	125x125	$200/month

Note: Vendome can create your banner ads. Contact your sales representative.

Calendar Sponsorship:	$2,940/month

Display and Online Ad Specifications

All Insertion Orders And Contracts Should Be Directed To:

Traffic Coordinator
Vendome Group
149 Fifth Avenue, 10th Floor
New York, NY 10010
P: 212-812-8976 • F: 212-228-1308
adtraffic@vendomegrp.com

All Ad Materials Should Be Directed To:

https://vendome.sendmyad.com

General Mechanical Requirements

Printing method: Web offset
Binding method: Perfect Bound
Line Screen: 133-line screen preferred, 120-150 accepted
Trim Size: 8-1/8" x 10-7/8".
Bleeds: Bleed supplied 8-1/2" x 11-1/8"
Keep live matter 3/8" from head, bottom, outside edge, and gutter of final trim.
Colors Available: 4-color process and 4A standard colors

Display Ad Dimensions

Full page (bleed): 8-3/8" x 11-1/8"
Full page (nonbleed): 7" x 10"
1/2 page (vertical): 3-1/4" x 10"
1/2 page (horizontal): 7" x 4-7/8"
1/4 page: 3-1/4" x 4-7/8"

Insert Requirements

Supplied inserts: 8-3/8" x 11-1/8"

- This includes trim at outside edges.
- Multiple page inserts to be supplied folded (no gutter trim).
- 80 lb maximum for single leaf insert, 70 lb for multiple leaf.
- Inserts jog to the head.
- Consult publisher on quantities, shipping, and binding

Preferred Material:

Material should be submitted in one of the following program files: InDesign, Quark, Illustrator (please convert all fonts to outline), or Photoshop (If layers are not needed for final artwork, please flatten all layers). All images in the ad should be 300 dpi or higher, and all fonts (screen and printer) must be supplied. We cannot accept Windows Post Script fonts (.pfb/.pfm). Press-ready PDFs are preferred. Spot colors, unless arranged in advance with your sales representative, will automatically be converted to CMYK. Please be aware that while we make every effort to match color, there may be a color shift due to the process of converting spot colors to CMYK. Crop and bleed marks should appear outside of the bleed and trim of the ad. When creating the PDF, crop and bleed marks should be turned on, with the Offset set to at least 12 points, or .1667". Files should be submitted on CD and must include an Iris, Fuji, or Kodak approval. Ads can also be submitted via email and if color is critical please supply a proof. Please indicate which publication and which issue the ad is to publish in. Please include the name, phone number, and e-mail address of the designer in the event that we would need to contact them about the ad.

For more advertising information, contact (216) 373-1200 or visit vendomemarketing.com

VENDOME GROUP, LLC

ONLINE SPECIFICATIONS

FORMAT CATEGORY	DIMENSIONS (WxH)	MAXIMUM FILE SIZE	FORMAT	AUDIO INITIATION	ANIMATION LENGTH	CONTROLS	LABELING & OTHER ITEMS
UAP Units	728x90; 640x468; 300x250; 160x600	30 KB	.gif, .jpg, .swf, javascript, Real Media	User Initiated (on click)	15 seconds	Not applicable	Label = Advertisement Font = 16pt
	180x150	20 KB					
In-Page Units	468x60	30 KB	.gif, .jpg, .swf, javascript, Real Media	User Initiated (on click)	15 seconds	Not applicable	Label = Advertisement Font = 16pt

Note: Flash ads can only be served on the Web site. Vendome Group accepts IAB.net Media Standard. WWW.IAB.NET