

Sourcing Recommendations

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Job Title: Otolaryngologist

Comments: Below are recommendations for the Otolaryngologist position. I noticed while searching that the American Academy of Otolaryngology has a list of their members on their site, while they don't provide email addresses for all of them, they do have mailing addresses. We can break this list down for you and do a direct mail.

Aside from that, I've updated issue dates, deadlines etc for you below.

PEOPLE SEARCHING / DIRECT MAIL

Conduct a web-based search for names and lists of Otolaryngologists, thereby creating a customized mailing list to which we would send an e-card requesting nominations/referrals for this position.

Concept to completion in 5-10 business days.

Cost: TBD

WEB SITES

Name:	AttnHR Job Marketing Package
Approx. Cost:	\$235/30 days, includes landing page
Features:	Job gets posted to following sites for 30 days: Craigslist, Indeed, SimplyHired, LinkedIn, Yahoo, Facebook, Myspace, Google, Bing, Jobster
Name:	American Academy of Otolaryngology
URL:	www.entnet.org
Approx. Cost:	\$885 for 30 days
Name:	Journal of the American Medical Association online
URL:	http://jamacareernet.ama-assn.org/
Approx. Cost:	\$380 for 30 days; \$555 for 60 days
Name:	New England Journal of Medicine online
URL:	http://www.nejmjobs.org/
Approx. Cost:	\$530 for 30 days
Name:	Association of American Medical Colleges
URL:	http://www.aamc.org/
Approx. Cost:	\$485/30 days
Name:	Academic Physician and Scientist online
URL:	http://www.acphysci.com/
Approx. Cost:	\$610 for 30 days; \$890 for 60 days

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PRINT

Name: **Bulletin - American Academy of Otolaryngology – Head and Neck Surgery**
 The *Bulletin*, the monthly socioeconomic magazine of the AAOHNS/F, features timely articles written by member otolaryngologists and Academy staff, as well as regular segments on political advocacy, the grassroots member network, practice management, and the latest specialty news and information.

Next Available Issue: March (Deadline: February 1)

Approx. Cost: ¼ page: \$1415 gross
 1/3 page: \$1485

Circulation: 10,500

Comment: Jobpostings are through Healthcareers network

Name: **Otolaryngology- Head and Neck Surgery**
 American Academy of Otolaryngology
 Official peer-reviewed publication of the American Academy of Otolaryngology-Head and Neck Surgery Foundation, Inc., and the American Academy of Otolaryngic Allergy.

Issue Dates: April (Deadline: February 22)

Approx. Cost: 1/4 page - \$1530
 1/2 page - \$820

Circulation: 9,900

Name: **The Laryngoscope**

Issue Dates: April (Deadline: February 25)

Approx. Cost: 1/4 page - \$1550
 No online available

Name: **Archives of Otolaryngology - Head & Neck Surgery**

Issue Dates: April (Deadline: March 15)

Approx. Cost: ¼ page: \$1125
 1/3 page - \$1215
 Additional \$200 for online posting which appears on <http://jamacareernet.com>

Circulation: 11,126

Name: **Journal of the American Medical Association**

Next Available Issue: February 24 (Deadline: February 3)

Approx. Cost: 1/6 page: \$2305
 ¼ page: \$2920
 Additional \$200 for online posting on <http://jamacareernet.com>

Circulation: 350,000

COMBO RATES if you run in both Archives of Otolaryngology and JAMA:
 1/6 page: \$2565
 1/4 page: \$3275
 2/3 page: \$4440

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Name: **New England Journal of Medicine**
Next Available Issue: February 25; Deadline: February 5
Approx. Cost: 1/8 page: \$2045
1/6 page: \$2355
1/4 page: \$30901
Incolumn word ads - \$7.11/word
Additional \$40 online with print ad: <http://www.nejmjobs.org/>
Circulation: 188,228

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