Welcome to the American Tinnitus Association, the nation’s foremost and trusted organization committed to improving the lives of people with tinnitus and related conditions by providing education, support, advocacy, and funding research for a cure.

The ATA’s core purpose is to promote relief, help prevent, and eventually cure tinnitus. We achieve our core values and guiding principles through:

Compassion: Evidenced in a spirit of hope reflected in the commitment to finding a cure, preventing the condition, and supporting those affected by tinnitus.

Credibility: Evidenced in accurate information from reliable sources, transparency in decision-making, and an earned reputation for trustworthiness.

Responsibility: Evidenced in patient-centered advocacy by a collaborative community of forward thinking leaders accountable to its mission and members.

ATA promotes synergy between dedicated medical professionals and researchers working with and within the tinnitus patient community.
What is Tinnitus?

Tinnitus is derived from the Latin word *tinnire* meaning “to ring” and is the perception of noise when no external sound is present.

Patients who experience tinnitus report reduced quality of life due to increased stress and anxiety, difficulty sleeping, concentration problems at work, reduced social activities, and decreased overall health.

ATA’s initiatives are to **educate, advocate** and **support** the 50 million Americans who experience tinnitus, with one in five finding it debilitating, making it one of the most prevalent health problems in the country. The U.S. Centers for Disease Control estimates that nearly 15% of the general public experience some form of tinnitus.

**Professional Members of the ATA include:**
- Audiologists
- Psychologists
- Otologists
- Psychiatrists
- Licensed Clinical Social Workers
- Researchers
- Neurologists
- Hearing Aid Dispensers
- Other healthcare professionals working in the area of tinnitus and related aural conditions

For more details, please contact: Torryn Brazell, ATA Executive Director [torryn.brazell@ata.org](mailto:torryn.brazell@ata.org) or call 800-634-8978
Advertise

Consider web advertising, advertising your product or service in *Tinnitus Today* magazine, sponsoring a *Conversations in Tinnitus* podcast, or becoming one of our corporate partners.

The American Tinnitus Association has been publishing *Tinnitus Today* magazine for over 30 years. Members receive the magazine three times per year, and have online access to the magazine archives. The magazine is considered the primary benefit to our members.

Discover ATA Readers
The majority of *Tinnitus Today* magazine readers have had tinnitus for over 10 years and report they are looking for:
1. Updates on treatments and therapies
2. Easy-to-read research reports
3. Products that mitigate tinnitus
4. FAQ/personal stories

*Tinnitus Today* Subscriber Demographics

- 97% - Age 55+
- 65% - College Graduate
- 65% - Male

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Why Advertise?

*Tinnitus Today* magazine advertisers provide the following services:

- Increased exposure and branding of your product and/or service
- Deliver your message to a definable readership & targeted audience
- Raise your profile as a market leader
- Association with a publication providing comprehensive coverage of leading research and professional advice for healthcare providers and patients

*Cognitive Behavioral Therapy*
*Cognitive Behavioral Therapy*
*Biofeedback Therapy*
*Tinnitus Retraining Therapy*
*Music Therapy*
*Non-wearable Masking Devices*
*Wearable Masking Devices*
*Hearing Aids*
*Sound Therapy*
*Cochlear Implants*

Articles include research news, tinnitus journey stories, ATA funded research grants information, special donor profiles, tributes, and much more

*Tinnitus Today* magazine is published Spring, Summer and Winter

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Tinnitus Today Circulation:
We place 20,000+ copies of Tinnitus Today magazine in the homes and offices of ATA members and healthcare providers annually. Tinnitus Today is read by thousands of patients in patient-provider waiting rooms around the country, by ATA member families, and online at: www.ata.org. Thousands of ATA members access the digital issue with even more utilizing the archives.

You have the opportunity to reach thousands of people, patients, and patient providers dealing with tinnitus. Tinnitus is a distinct condition and there is no organization more credible than the American Tinnitus Association.

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Select the option that best suits your marketing budget

*Tinnitus Today* magazine – Advertising Pricing Structure

<table>
<thead>
<tr>
<th>Size</th>
<th>Width x Height</th>
<th>1x</th>
<th>3x</th>
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<tr>
<td>Inside Front Cover</td>
<td>7 ½” x 10”</td>
<td>$3,750</td>
<td>$3,375</td>
</tr>
<tr>
<td>Inside Back Cover</td>
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<tr>
<td>Back Cover (3/4)</td>
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<td>$1,900</td>
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<tr>
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<tr>
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<td>$450</td>
<td>$405</td>
</tr>
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</table>

**Ad Submission**

Ads are due for review 45 days in advance of the issue date:

- Summer Issue due May 1
- Winter Issue due October 1
- Spring Issue due February 1

**Camera Ready Files**

*Tinnitus Today* accepts ads in the following formats:

- PDF/JPEG/TIFF: High resolution, 300+ dpi, 150 line screen minimum
- EPS: Please submit a .eps file for the digital version of the magazine

*Tinnitus Today* is printed using the CMYK color space – please convert all images & artwork to CMYK (RGB, LAB, & ICC colors will not print correctly)

Send electronic files to the *Tinnitus Today* editor at editor@ata.org. For more information about *Tinnitus Today* or advertising, please call the ATA at 800-634-8978.

For more details, please contact: Torryn Brazell, ATA Executive Director torryn.brazell@ata.org or call 800-634-8978
ATA recently introduced Conversations in Tinnitus podcasts as part of its growing educational initiative to help professional providers better diagnose and treat tinnitus patients, and give hope to patients through credible news about progress in research and treatment. Podcasts are easily accessible with thousands tuning in monthly. With new releases bi-monthly, your company will receive logo recognition as a sponsor listed in the 47,000+ email announcements sent prior to each podcast. Other benefits include formal recognition by the co-hosts before and after each podcast, social media recognition, and continued recognition through open access archives online at ATA.org.

ATA’s PODCAST HOSTS
Dr. John A. Coverstone, AuD, and Dr. Dean Flyger, AuD, both of whom have thriving private practices.

Each podcast focuses on current issues, research, and treatment methods for people living with tinnitus.

“When you listen to a podcast every week, it inevitably becomes a real presence in your mind, in the way that reading a writer’s articles does not. There’s an intimacy with podcasts that makes people interested in getting more.” — Gabriel Roth, Editorial Director, Slate Plus

Single Podcast Exclusive Sponsorship: $1,800
Podcast Co-sponsorships available
Call 1-800-634-8978 for more information

For more details, please contact: Torryn Brazell, ATA Executive Director torryn.brazell@ata.org or call 800-634-8978
Increase traffic activity on your company’s website by placing a banner advertisement or company logo on our home page or an internal page of the ATA website. With an average of 80,000+ unique visitors each month, the ATA website is the perfect place for your organization to reach those troubled by tinnitus. Space may be purchased in six or 12-month increments.

Digital advertising is cost-effective – a small investment puts your company name, product, or services in front of thousands of people visiting ATA.org. Your banner advertisement will be featured within days of receipt of a signed agreement, leaving you with no print deadlines or schedules to worry about. Your ad appears, in rotation with other advertisers, on a selection of pages, giving your company comprehensive coverage within a variety of online resources that patients and professionals trust and access regularly.

Company logo on internal page:
- $1,000 - 6 months
- $1,800 - 12 months

Banner advertisements:
- $1,500 - 6 months
- $2,750 - 12 months

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CORPORATE Partner Program

Interested in all areas of advertising and sponsorship? ATA has developed a corporate partner program that bundles opportunities and provides your company ongoing visibility among ATA’s members and the healthcare provider community. The corporate partner program is a customized, multi-platform, annual agreement designed to meet your strategic goals, develop brand awareness, and build buzz with patients and patient providers, along with enhancing industry initiatives and educational opportunities.

Exclusive Access | Prominent Positioning
High Level Recognition | Savings

- Banner advertising on ATA.org
- Corporate Partner recognition & advertising in Tinnitus Today magazine
- Corporate membership tagline
- Podcast sponsorship
- Ongoing and consistent brand visibility
- Your company benefits from its alliance with ATA, helping us help others dealing with tinnitus by promoting relief, educating on prevention and funding research for more effective treatments and cures.

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