

Effective Rate Date: January 2017 for all advertisers.

# 2017 Rate Card

## Print

### RATES

#### 1. Black-and-White rates:

Frequency	1x	6x	12x	18x	24x	36x	48x	60x	72x	96x	108x
King Page	\$5,950	\$5,690	\$5,535	\$5,410	\$5,300	\$5,215	\$5,195	\$5,180	\$5,145	\$4,915	\$4,885
3/4 Page	5,085	4,730	4,530	4,495	4,430	4,420	4,380	4,360	4,350	4,310	4,285
Island/Half Page	4,180	4,005	3,855	3,835	3,815	3,745	3,725	3,670	3,660	3,505	3,475
1/3 Page	2,265	1,990	1,875	1,850	1,795	1,790	1,785	1,770	1,725	1,685	1,650
1/4 Page	1,920	1,790	1,775	1,755	1,710	1,680	1,655	1,650	1,605	1,585	1,545
1/8 Page	1,400	1,330	1,290	1,275	1,260	1,205	1,195	1,165	1,155	1,135	1,085

#### Color: In addition to earned black-and-white rates.

Charge per color per page or fraction	
Standard color	\$1,230
Matched color	1,380
Metallic color	1,770
Four color	2,220
Four color + PMS	3,600
Four color + Metallic	3,990

#### 2. Rates:

- Earned rates are given to advertisers (parent company and its subsidiaries) based on the total number of pages within a 12-month period. A spread counts as two pages regardless of its size (King-size or A-size).
- Agency commission:** Fifteen percent gross billings on space, color, cover, and preferred position charges.
- Cash discount:** Two percent if paid within ten days of invoice date. No discount allowed after this period.

#### 3. Bleed: No charge

#### 4. Covers, Special Positions:

- Covers:**
    - Second cover:** Earned b/w rate plus 25%. Color additional.
    - Third cover:** Earned b/w rate plus 15%. Color additional.
    - Fourth cover:** Earned b/w rate plus 50%. Color additional.
  - Special Positions:** Contact your sales representative for more details.
- Online Advertising Rates:** Please contact your sales representative for more information.
  - Recruitment/Classified Rates:** Please contact your sales representative at 800-257-8290.

**Get the Whole Story**  
**OCULAR SURGERY NEWS**

Volume 31 Number 14  
 MAY 25, 2016

**HEALIO**  
 With Health  
 Economics  
 Policy  
 Management  
 Information  
 System

**EXCLUSIVES**

**Cataract surgeons seek 'perfect' capsulotomy**

The capsulotomy is a key step, allowing entrance of a cataract to the lens to be removed from its place in the eye and allowing insertion of an IOL. In the past, the capsulotomy was made with a scalpel or the Nd:YAG laser. Now, however, the capsulotomy is being performed with a femtosecond laser, a technique known as "laser capsulotomy."

According to Mark Packer, MD, the perfect capsulotomy would be made from the optic nerve fibers allowing for a "hot" cutting of the IOL optic to the correct depth, a "cold" cut of the capsulotomy around the lens.

"This has been shown beneficial in reducing post-operative inflammation. The capsulotomy is a key step in the capsulotomy, and the capsulotomy is a key step in the capsulotomy, and the capsulotomy is a key step in the capsulotomy."

**Iris hooks aid cataract surgeons in complicated cases with narrow pupils**

When a cataract is removed from the eye, the iris hooks are used to hold the lens in place. The iris hooks are used to hold the lens in place, and the iris hooks are used to hold the lens in place.

"Iris hooks are used to hold the lens in place, and the iris hooks are used to hold the lens in place. The iris hooks are used to hold the lens in place, and the iris hooks are used to hold the lens in place."

Circulation: **18,405**

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**Advertising Office: SLACK Incorporated**

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**OCULAR SURGERY NEWS**  
 US EDITION

2017 Rate Card: Print

## DISCOUNTS

- 1. Combined Earned Frequency:** All insertions of a parent company and its subsidiaries are combined to determine the earned rate. Advertisers may combine space units run in all SLACK publications to achieve maximum rate frequency.
- 2. Global Continuity Incentive:** Advertisements for an individual product are eligible for a discount based upon the number of insertions placed in SLACK publishing's eye care newspapers (all global editions of OCULAR SURGERY NEWS plus PRIMARY CARE OPTOMETRY NEWS). Insertions do not need to be consecutive. This program may not be combined with the Comprehensive Marketing Incentive.
  - a) 3-6 insertions: 10% off
  - b) 7-12 insertions: 15% off
  - c) 13+ insertions: 20% off
- 3. Comprehensive Marketing Incentive:** Advertisers may be eligible for a customized incentive program based upon a total 2017 investment in promotional, marketing and educational services provided through all global print and online editions of SLACK publishing's eye care newspapers OCULAR SURGERY NEWS and PRIMARY CARE OPTOMETRY NEWS and/or associated live non-CME educational events. Contact your sales representative for details.
- 4. SLACK Corporate Discount:** Take advantage of SLACK's advertising, custom publishing, event management and other marketing services in 2017 and earn valuable discounts in 2018. Spend levels achieved in the year 2017 will determine your Corporate Discount savings in 2018 based on a total net spend.

- 5. When taking advantage of more than one discount program, discounts must be taken in the following order:**

**Gross Cost:**

- a) Less Global Continuity Incentive or Comprehensive Marketing Incentive
  - b) Less SLACK Corporate Discount
  - c) Less 15% Agency Discount
- Equals Net Cost**

## ISSUANCE AND CLOSING

- 1. Established:** January 1983
- 2. Frequency:** 24 times per year
- 3. Issue Dates:** 10th and 25th of each month
- 4. Mailing Dates & Class:** Mails within the issue month; Periodical Class.
- 5. Extensions and Cancellations:**
  - a) **Extensions:** If an extension date for material is agreed upon and material is not received by the Publisher on the agreed date, the advertiser will be charged for the space reserved.
  - b) **Cancellations:** If, for any reason, an advertisement is canceled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the closing date.

## EDITORIAL

- 1. General Editorial Direction:** OCULAR SURGERY NEWS U.S. Edition is a twice-monthly medical newspaper for ophthalmologists, providing timely coverage of scientific meetings and events, with special emphasis on cataract surgery, refractive surgery, retina, IOL technology, glaucoma treatment, ophthalmic laser therapy, clinical anterior and posterior segment issues and legislative, regulatory and business developments affecting the practice of ophthalmology. Every issue features an in-depth cover story on hot-button issues, an In the Journals section that summarizes all the latest journal news, and expert perspectives to put all the news in context, in addition to all the comprehensive meeting and news coverage readers have come to expect.
- 2. Average Issue Information:**
  - a) **Average number of articles per issue:** 50
  - b) **Average article length:** ½ page tabloid
  - c) **Editorial departments/features:**
    - Back to Basics
    - Complications Consult
    - By the Numbers
    - Grand Rounds at the New England Eye Center
    - Surgical Maneuvers
- 3. Origin of Editorial:**
  - a) **Staff written:** 70%
  - b) **Solicited:** 10%
  - c) **Submitted:** 20%
  - d) **Articles or abstracts from meetings or other publications:** None
  - e) **Peer review:** None

**2017 Rate Card:** Print**CIRCULATION**

1. **Description of Circulation Parameters:**
  - a) **Office-based:** 14,934
  - b) **Hospital-based:** 2,765
  - c) **Other professional activity:** 254
  - d) **Osteopathic specialties:** 452
2. **Demographic Selection Criteria:**
  - a) **Prescribing:** N/A
  - b) **Circulation distribution:** Controlled: 98%; Paid: 2%
  - c) **Paid information:** Association members: N/A  
Is publication received as a part of dues? No
  - d) **Subscription rates:** U.S.: \$531/yr. individual; Canada: add 5% tax/yr.;  
Outside the U.S.: add \$156/yr.
3. **Circulation Verification:**
  - a) **Audit:** BPA Worldwide
  - b) **Mailing house:** Publishers Press
4. **Coverage:**
  - a) **Date and source of breakdown:** BPA Worldwide, July 2016
5. **Estimated total circulation for 2017:** 18,405/issue

**GENERAL INFORMATION**

1. **Requirements for Advertising Acceptance:** Professional and non-professional products or services are accepted, provided they are in harmony with the policy of service to the health care profession and subject to Publisher's approval. Non-professional product and service advertisers must submit ad copy two weeks prior to closing date.
2. **New Product Releases:** Yes
3. **Editorial Research:** June 25
4. **Ad Format Placement Policy:**
  - a) **Format:** Within articles
  - b) **Are ads rotated?:** Yes
5. **Ad/Edit Information:** 50/50 Ad/Edit Ratio
6. **Value-Added Services:**
  - a) **Bonus distribution:** See Editorial Calendar.
  - b) **Other:** Advertiser Index
7. **Online Advertising Opportunities:** Contact your sales representative or visit [Healio.com/Ophthalmology](http://Healio.com/Ophthalmology) for more information.
8. **Additional Advertising Opportunities:**
  - a) **BRC inserts:** See Insert Information under 5b on page 14 for specifications
  - b) **Split-run advertising:** Contact publisher for information
9. **Reprint Availability:** Yes, email [reprints@healio.com](mailto:reprints@healio.com).
10. **Publisher's Liability:** The Publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents or other circumstances beyond the Publisher's control.
11. **Indemnification of Publisher:** In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the publication, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements or plagiarism.
12. **Competitor Information:** OCULAR SURGERY NEWS does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.
13. **Advertorials:** In order to be considered for acceptance, advertisements or inserts which contain text or copy describing a product or surgical technique, must be substantially different in text and font of the receiving publication and the word "Advertorial" or "Advertisement" will be prominently displayed in 10 point, black type, in ALL CAPS at the center top of each page.
14. **Billing Policy:** Billing to an advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

## 2017 Rate Card: Print AD SPECIFICATIONS

### 1. Available Advertising Unit Sizes:

Ad sizes:	Non-bleed (Live area) sizes:		Trim sizes:	
	Width	Height	Width	Height
King Spread	20.5"	x 13.5"	21"	x 14"
King Page	10"	x 13.5"	10.5"	x 14"
¾ Page (Vertical)	7.05"	x 13.5"	7.55"	x 14"
¾ Page (Horizontal)	10"	x 10"	10.5"	x 10.5"
Island ½ Page	7.13"	x 10"	7.63"	x 10.5"
Island Spread	14.6"	x 10"	15.1"	x 10.5"
½ Page (Vertical)	4.68"	x 13.5"	5.18"	x 14"
½ Page (Horizontal)	10"	x 6.5"	10.5"	x 7.0"
⅓ Page	4.68"	x 10"	5.18"	x 10.5"
¼ Page (Vertical Block)	4.68"	x 6.25"	5.18"	x 6.75"
¼ Page (Horizontal Block)	7.13"	x 4.75"	7.63"	x 5.25"
¼ Page (Vertical Strip)	2.23"	x 13.5"	2.73"	x 14"
¼ Page (Horizontal Strip)	10"	x 3"	10.5"	x 3.5"
⅛ Page (Vertical Block)	2.23"	x 6.25"	2.73"	x 6.75"
⅛ Page (Horizontal Block)	4.68"	x 2.84"	5.18"	x 3.34"

a) Trim size of journal: 10.5" x 14"

b) To view thumbnails of ads specs, visit [healio.com/slackadspecs](http://healio.com/slackadspecs).

For spread ads, keep content (images/text) ¼" in on each side of the gutter.

For bleed ads, add ⅛" on all sides of trim size.

### 2. Paper Stock:

a) Inside pages: 40# gloss

b) Covers: 70# gloss

### 3. Type of Binding:

Saddle-stitch depending on the size of each issue. Pre-ASCRS, ASCRS, Post-ASCRS, Pre-AAO, AAO, and Post-AAO Convention issues may be perfect bound.

### 4. Print Ad Requirements:

For specifications, go to: [healio.com/slackadspecs](http://healio.com/slackadspecs)

**Color Proofs:** One proof made from supplied files and meeting SWOP specifications, must be provided with data file. Proof must be at 100% of the print size. Publisher accepts Kodak approvals, Matchprints, Chromalins, High-end Epson Quality or Iris Digital proofs.

**If only color lasers are furnished, color match on press cannot be guaranteed.**

**Note:** Spread ads should be sent as a one-page file.

**Media:** CDs and DVDs. Ads will not be accepted via e-mail. Ftp site also available.

5. **Disposition of Ad Material:** Ad Materials will be held one year from date of last insertion and then destroyed unless notified otherwise in writing.

## INSERT INFORMATION

### 1. Availability and Acceptance:

a) **Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are accepted.

b) **Acceptance:** A sample of the insert must be submitted to the Publisher for approval.

### 2. Insert Charges:

a) **Furnished inserts:** Billed at black-and-white space rate at frequency earned on a page-for-page basis, plus an \$850 non-commissionable tip-in charge.

b) A-size inserts charged at the island/half page rate.

c) Tabloid-size inserts charged at the king page rate.

### 3. Sizes and Specifications:

No. of Pages	Paper Stock		Max Micrometer Reading
	Max	Min	
2 page (one leaf)	80# coated text	70# coated text	.004"
4, 6, 8 page	70# coated text	60# coated text	.004"

a) **Full size inserts:** supplied untrimmed, printed, folded (except single leaf), and ready for binding. Varnished inserts are acceptable at the Publisher's discretion.

b) **A-size:** Supply size: 8½" x 11" pre-trimmed on head and face. ⅛" foot and gutter grind.

4. **Trimming:** Trimming of oversized inserts will be charged at cost. Keep live matter ½" from trim edges and ⅜" from gutter trim. Inserts are jogged to the foot. Book trims ⅛" at head, face and foot.

### 5. BRCs:

a) **Pricing:** When accompanied by a minimum of an island/half page, a tip-in fee of \$850 is charged; non-commissionable.

b) **BRC Specifications:** 3½" x 5" minimum to 4¼" x 6" maximum; perforated with ½" lip (from perforation) for binding. Add ⅛" for foot trim. Cardstock minimum: 75# bulk or higher.

6. **Quantity:** Full run –25,000 (estimated). Exact quantity will be given upon the Publisher's approval of insert or call the Publisher prior to closing date.

7. **Shipping:** Inserts must be shipped in cartons and have publication name, issue date, and insert quantity clearly marked. Inserts shipped in e-containers cannot be verified and SLACK will not be responsible for shortages on press.

## CONTACT INFORMATION

### Send product insertion orders and ad materials to:

Wanda Granato  
Sales Administrator  
OCULAR SURGERY NEWS U.S. EDITION  
c/o SLACK Incorporated  
6900 Grove Road  
Thorofare, NJ 08086-9447  
[wgranato@healio.com](mailto:wgranato@healio.com)  
856-848-1000 ext. 451  
Fax: 856-848-6091

### NEW SHIPPING ADDRESS FOR 2017

#### Send inserts and BRCs to:

Jesse Davis  
OCULAR SURGERY NEWS U.S. EDITION  
Publishers Press, Inc.  
13487 S. Preston Highway  
Lebanon Junction, KY 40150-8218

## TERMS AND CONDITIONS

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