Cataract surgeons seek 'perfect' capsulotomy

This helps aid cataract surgeons in complicated cases with narrow pupils.

Exclusives

28 Bassano

Meeting News Coverage

April 9

Bassano

Meeting

Bassano Del Grappa, Italy — Iris hooks aid cataract surgeons in complicated cases with narrow pupils. "I like to use iris retractors in these cases," said Sandro Franchini, MD. He said in cases of persistent refractory pupillary constriction, the surgeon should always consider the use of an iris hook.

"With flaccid iris, they not only open up the pupil to a safe size for surgery, but don't trade in your vision," Franchini noted. He said he used iris hooks to open the pupil when sutures had failed to keep the iris in place.

"In case of PEX, where the zonule is unstable and there is a high risk of crystalline lens subluxation, I move the hooks intraoperatively," Franchini said. He said in these cases the surgeon should think about doing another capsulotomy in order to make the pupil safe to open.

"The hook is placed from the iris to the anterior capsule. This also prevents iris fluctuations, a well-known risk factor for complications," he said.

Disclosure:

Franchini receives compensation from Alcon, Santarini, Abbott Medical Optics, and Bausch + Lomb. He receives honoraria from Alcon, Santarini, Abbott Medical Optics, and Bausch + Lomb.

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Honing

Surgical Maneuvers:

The technique eliminates risks associated with keratoplasty assisted anterior lamellar surgery.

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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.

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   b) 7-12 insertions: 15% off
   c) 13+ insertions: 20% off

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   **Gross Cost:**
   a) Less Global Continuity Incentive or Comprehensive Marketing Incentive
   b) Less SLACK Corporate Discount
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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
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
   b) 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 for more information.

8. Additional Advertising Opportunities:
   a) BRC inserts: See Insert Information under 5b on page 14 for specifications
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9. Reprint Availability: Yes, email 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. Advertisers: 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 CAPITALS at the center top of each page.

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1. Available Advertising Unit Sizes:

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<th>Ad sizes:</th>
<th>Non-bleed (Live area) sizes:</th>
<th>Trim sizes:</th>
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a) Trim size of journal: 10.5" x 14"

b) To view thumbnails of ads specs, visit healio.com/slackadspecs.
For spread ads, keep content (images/text) 1/4" in on each side of the gutter.
For bled ads, add 1/8" 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

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.

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.

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

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Sales Administrator
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c/o SLACK Incorporated
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Thorofare, NJ 08086-9447
wgranato@healio.com
856-848-1000 ext. 451
Fax: 856-848-6091

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Send inserts and BRCs to:
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Lebanon Junction, KY 40150-8218

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