## Rates

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

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$3,325</td>
<td>$2,165</td>
<td>$1,495</td>
</tr>
<tr>
<td>6x</td>
<td>3,235</td>
<td>2,105</td>
<td>1,450</td>
</tr>
<tr>
<td>12x</td>
<td>3,125</td>
<td>2,040</td>
<td>1,405</td>
</tr>
<tr>
<td>24x</td>
<td>3,060</td>
<td>1,990</td>
<td>1,380</td>
</tr>
<tr>
<td>36x</td>
<td>2,995</td>
<td>1,945</td>
<td>1,350</td>
</tr>
<tr>
<td>48x</td>
<td>2,940</td>
<td>1,915</td>
<td>1,320</td>
</tr>
<tr>
<td>60x</td>
<td>2,905</td>
<td>1,895</td>
<td>1,310</td>
</tr>
<tr>
<td>72x</td>
<td>2,885</td>
<td>1,880</td>
<td>1,305</td>
</tr>
<tr>
<td>96x</td>
<td>2,865</td>
<td>1,865</td>
<td>1,295</td>
</tr>
<tr>
<td>108x</td>
<td>2,845</td>
<td>1,845</td>
<td>1,280</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Color Type</th>
<th>Charge per color per page or fraction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard color</td>
<td>$575</td>
</tr>
<tr>
<td>Matched color</td>
<td>790</td>
</tr>
<tr>
<td>Metallic color</td>
<td>950</td>
</tr>
<tr>
<td>Four color</td>
<td>1,050</td>
</tr>
</tbody>
</table>

5. **Online Advertising Rates:** Please contact your sales representative for more information.

6. **Recruitment/Classified Rates:** Please contact your sales representative at 800-257-8290.

## Discounts

1. **Combined Earned Frequency Discount:** All insertions of a parent company and its subsidiaries are combined to determine the earned frequency rate. Advertisers may combine advertisements run in all Healio and SLACK publications to achieve maximum frequency.

2. **Global Continuity Incentive:** Advertisements for an individual product are eligible for a discount based upon the number of insertions placed in Healio Publishing's eye care publications (all global editions of Ocular Surgery News, OSLI Retina and Primary Care Optometry News). Insertions do not need to be consecutive. This program may not be combined with the Comprehensive Marketing Incentive or the Combo Discount.
   - 3-6 insertions: 10% off
   - 7-12 insertions: 15% off
   - 13+ insertions: 20% off

3. **Combo Discount:** Reserve ad space in OSLI Retina and OSN US in the same month and receive 20% off your ad in OSN US. Island Half-page or larger ad unit. This offer is for the same month and based on a page-for-page ratio (buy a 2-page unit in OSLI Retina, get 20% off the same number of pages in OSN).

4. **Comprehensive Marketing Incentive:** Advertisers may be eligible for a customized incentive program based upon a total 2020 investment in promotional, marketing and educational services provided through all global print and online editions of Healio Strategic Solutions 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.

5. Corporate Discount: Take advantage of Healio Strategic Solutions's advertising, custom publishing, event management and other marketing services in 2020 and earn valuable discounts in 2021. Spend levels achieved in the year 2020 will determine your Corporate Discount savings in 2021 based on a total net spend.

6. When taking advantage of more than one discount program, discounts must be taken in the following order:
   a) Less Global Continuity or Combo Discount or Comprehensive Marketing Incentive.
   b) Less Healio Strategic Solutions Corporate Discount.
   c) Less 15% Agency Discount.

   Equals net cost.

ISSUANCE AND CLOSING

1. Established: 1970
2. Frequency: 12 times per year.
3. Issue Dates: January, February, March, April, May, June, July, August, September, October, November, December.
4. Mailing Dates & Class: Mails within the issue months; Periodical Class
5. Closing dates:

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Ad Closing</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/2/2019</td>
<td>12/9/2019</td>
</tr>
<tr>
<td>February</td>
<td>1/2/2020</td>
<td>1/17/2020</td>
</tr>
<tr>
<td>March</td>
<td>2/3/2020</td>
<td>2/19/2020</td>
</tr>
<tr>
<td>April</td>
<td>3/2/2020</td>
<td>3/19/2020</td>
</tr>
<tr>
<td>May</td>
<td>4/1/2020</td>
<td>4/20/2020</td>
</tr>
<tr>
<td>June</td>
<td>5/1/2020</td>
<td>5/20/2020</td>
</tr>
<tr>
<td>July</td>
<td>6/1/2020</td>
<td>6/19/2020</td>
</tr>
<tr>
<td>August</td>
<td>7/1/2020</td>
<td>7/20/2020</td>
</tr>
<tr>
<td>September</td>
<td>8/3/2020</td>
<td>8/19/2020</td>
</tr>
<tr>
<td>October</td>
<td>9/1/2020</td>
<td>9/21/2020</td>
</tr>
<tr>
<td>November</td>
<td>10/1/2020</td>
<td>10/20/2020</td>
</tr>
<tr>
<td>December</td>
<td>11/2/2020</td>
<td>11/19/2020</td>
</tr>
</tbody>
</table>

EDITORIAL

1. General Editorial Direction:
   OSLI RETINA focuses exclusively on retinal diseases, surgery and pharmacotherapy. OSLI RETINA will offer an expedited submission to publication effort of peer-reviewed clinical science and case report articles. The front of the journal will offer practical clinical and practice management features and columns specific to retina specialists. In sum, readers will find important peer-reviewed retina articles and the latest findings in technique and science, as well as informative business and practice management features in one journal.

2. Average Issue Information:
   a) Average articles: 13
   b) Average article length: 2,500 words
   c) Editorial features/columns: Peer-review clinical science and case reports
   d) Features: Editorial, The Business of Retina, Practical Retina, 5 Questions, Briefly Noted

3. Origin of Editorial:
   a) Source: Original contributions
   b) Staff written: N/A
   c) Solicited: 10%
   d) Submitted: 90%
   e) Peer-review: Yes

CIRCULATION

1. Description of Circulation Parameters:
   a) Ophthalmologists and Retina Specialists

2. Circulation Distribution:
   a) Controlled Circulation: 96%
   b) U.S. Subscribers: 2%
   c) International Subscribers: 2%
   d) Subscription Rates: U.S.: $228 per year individuals; Canada: add 5% GST; Outside the U.S.: add $64

3. Circulation Verification:
   a) Audit: SRDS
   b) Requestor Requalification: 3 years
   c) Mail House: LSC Communications

4. Estimated total circulation for 2020: 4,636

GENERAL INFORMATION

1. Requirements for Advertising Acceptance:
   Advertisements for 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 products and service advertisers must submit ad copy two weeks prior to closing date.

2. Editorial Research:

3. Ad Format: Welled

4. Ad/Edit Information: 20/80 Ad/Edit Ratio

5. Value-Added Services:
   a) Bonus distribution:

   Meeting | Issue | Date
   --------|-------|-----
   Hawaiian Eye/Retina 2020 | January | March
   Association of Research in Vision & Ophthalmology | April |
   American Society of Retina Specialists | June |
   American Academy of Ophthalmology | October |

6. Online Advertising Opportunities: Contact your sales representative or visit Healio.com/OSLIRETINA for more information.

7. Additional Advertising Opportunities:
   a) BRC inserts: See Insert Information under 3b for specifications.
   b) Split-run advertising: Contact publisher for information.

8. Reprint Availability: Yes, email: scscreprints@sheridan.com.

9. Publisher's Liability: The Publisher shall not be liable for any failure to print, publish, or circulate 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 Publisher's control.

10. 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 magazine, 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.

11. Competitor Information: OSLI RETINA does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.

12. Advertisements: 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 from the advertising, 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.

13. Billing Policy: Billing to the 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.
**AD SPECIFICATIONS**

1. Available Advertising Unit Sizes:

<table>
<thead>
<tr>
<th>Ad sizes:</th>
<th>Non-bleed (Live area) sizes:</th>
<th>Bleed sizes:*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Width</td>
<td>Height</td>
</tr>
<tr>
<td>Full Page Spread</td>
<td>15¾&quot; x 10¾&quot;</td>
<td>16½&quot; x 11¼&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>7½&quot; x 10¾&quot;</td>
<td>8¼&quot; x 11¼&quot;</td>
</tr>
<tr>
<td>½ Page Horizontal</td>
<td>7½&quot; x 4¾&quot;</td>
<td>8¼&quot; x 5½&quot;</td>
</tr>
<tr>
<td>½ Page Vertical</td>
<td>3¾&quot; x 10¾&quot;</td>
<td>4¼&quot; x 11¼&quot;</td>
</tr>
<tr>
<td>¼ Page</td>
<td>3¾&quot; x 5&quot;</td>
<td></td>
</tr>
</tbody>
</table>

* Bleed ads use non-bleed size for live area. If in doubt about size, contact the Healio Strategic Solutions office.

2. Paper Stock:
   a) Inside pages: 70# gloss
   b) Covers: 100# gloss

3. Type of Binding: Perfect bound

4. Print Ad Requirements:
   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.
   c) Insert Charges: Furnished inserts billed at black-and-white space rate at frequency earned on a page-for-page basis, plus a $250 non-commissionable tip-in charge.
   d) Sizes and Specifications: All inserts must be full size, supplied untrimmed, printed, folded (except single leaf), and ready for tipping/binding. Varnished inserts are acceptable at the Publisher’s discretion. Inserts are jogged to foot.

**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: Furnished inserts billed at black-and-white space rate at frequency earned on a page-for-page basis, plus a $250 non-commissionable tip-in charge.

3. Sizes and Specifications: All inserts must be full size, supplied untrimmed, printed, folded (except single leaf), and ready for tipping/binding. Varnished inserts are acceptable at the Publisher’s discretion. Inserts are jogged to foot.

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2020 Rate Card: Print

OSLI Retina

Healio.com/OSLIRetina