



**Circulation: 4,636**

[Click to view print advertising terms and conditions](#)

**Advertising Office:**

**HEALIO STRATEGIC SOLUTIONS**

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**Send Product insertion orders and ad materials to:**

Carolyn Boerner  
 Director of Sales Administration  
[cboerner@healiostrategicsolutions.com](mailto:cboerner@healiostrategicsolutions.com), ext. 355

6900 Grove Road  
 Thorofare, NJ 08086-9447  
 856-994-9909 • 800-257-8290  
 Fax 856-848-6091

**Send inserts and BRCs to:**

Jesse Davis  
 OS LI RETINA  
 LSC Communications  
 13487 S. Preston Highway  
 Lebanon Junction, KY 40150-8218

# 2020 RATE CARD

Print

Effective Rate Date: January 2020 for all advertisers.

## RATES

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

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

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

Charge per color per page or fraction	
Standard color	\$575
Matched color	790
Metallic color	950
Four color	1,050

**2. Rates:**

- a) **Earned rates:** Given to advertisers (parent company and its subsidiaries) based on the total number of pages within a 12-month period. Fractional pages count as single pages and each page of an insert counts as one page.
- b) **Agency commission:** Fifteen percent gross billings on space, color, cover, and preferred position charges.
- c) **Cash discount:** Two percent if paid within ten days of invoice date. No discount allowed after this period.

**3. Bleed:** No charge

**4. Covers, Positions:**

- a) **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.
- b) **Positions:**
  - Facing table of contents:** Earned b/w rate plus 25%. Color additional.
  - Facing First Text:** Earned b/w rate plus 15%. Color additional.
  - Opposite Masthead:** Earned b/w rate plus 20%. Color additional.

**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, OS LI 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.
  - a) 3-6 insertions: 10% off
  - b) 7-12 insertions: 15% off
  - c) 13+ insertions: 20% off
- 3. Combo Discount:** Reserve ad space in OS LI 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 OS LI 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:**

**Gross Cost:**

- 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:**

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

- 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:**

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 techniques 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  
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%  
**International Subscribers:** 2%
- c) **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 product and service advertisers must submit ad copy two weeks prior to closing date.

2. **Editorial Research:** No

3. **Ad Format:** Welled

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

5. **Value-Added Services:**

a) **Bonus distribution:**

Meeting	Issue
Hawaiian Eye/Retina 2020	January
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](http://Healio.com/OSLIRetina) for more information.

7. **Additional Advertising Opportunities:**

- a) **BRC inserts:** See Insert Information under 5b for specifications.
- b) **Split-run advertising:** Contact publisher for information.

8. **Reprint Availability:** Yes, email: [scsreprints@sheridan.com](mailto:scsreprints@sheridan.com).

9. **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 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. **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.

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:

Ad sizes:	Non-bleed (Live area) sizes:			Bleed sizes:*		
	Width		Height	Width		Height
Full Page Spread	15¾"	x	10¾"	16½"	x	11½"
Full Page	7¾"	x	10¾"	8¾"	x	11½"
½ Page Horizontal	7¾"	x	4¾"	8¾"	x	5½"
½ Page Vertical	3¾"	x	10¾"	4¾"	x	11½"
¼ Page	3¾"	x	5"			

Trim size of journal: 8½" x 10¾"

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

b) For spread ads, keep content (images/text) ¼" from each side of gutter.

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

### 2. Paper Stock:

- a) Inside pages: 70# gloss
- b) Covers: 100# gloss

### 3. Type of Binding: 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.

**Ad File Submission:** Electronic files must be submitted as a high-resolution, print ready PDF. Minimum 300 dpi. Ads are accepted on CD/DVD, via email or uploaded to the Healio Strategic Solutions ftp site. Contact the sales administrator for ftp instructions.

### 5. Disposition of Ad Materials: 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: 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.

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"

### 4. Trimming: Supply size: 8¾" x 11½". Trim size 8½" x 10¾". Trimming of oversized inserts will be charged at cost. Keep live matter ¼" from trim edges and ⅜" from gutter trim. Book is jogged to foot. Trims ⅛" from head, face and foot plus ⅛" gutter grind.

### 5. BRCs:

- a) **Pricing:** Contact your sales representative for prices. Non-commissionable.
- b) **BRC Specifications:** 3½" x 5" minimum to 4¼" x 6" maximum; perforated with ½" lip (from perforation) for tipping/binding. Add ⅛" for foot trim. Cardstock minimum: 75# bulk or higher.

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

### 7. Shipping: Inserts must be carton packed and have publication name, issue date, and insert quantity clearly marked. Inserts shipped in e-containers cannot be verified and Healio Strategic Solutions will not be responsible for shortages on press.