

Journal of Refractive Surgery®

The Official Journal of the International Society of Refractive Surgery (ISRS),
a partner of the American Academy of Ophthalmology

Advertising/Sales Office

Group Sales Director, Eyecare: **Scott Wright**
Director, Business Development & Market Strategy: **Kathy Huntley**
Director, Business Development & Market Strategy: **Laura Renna**
Director of Sales Administration: **Carolyn Boerner**

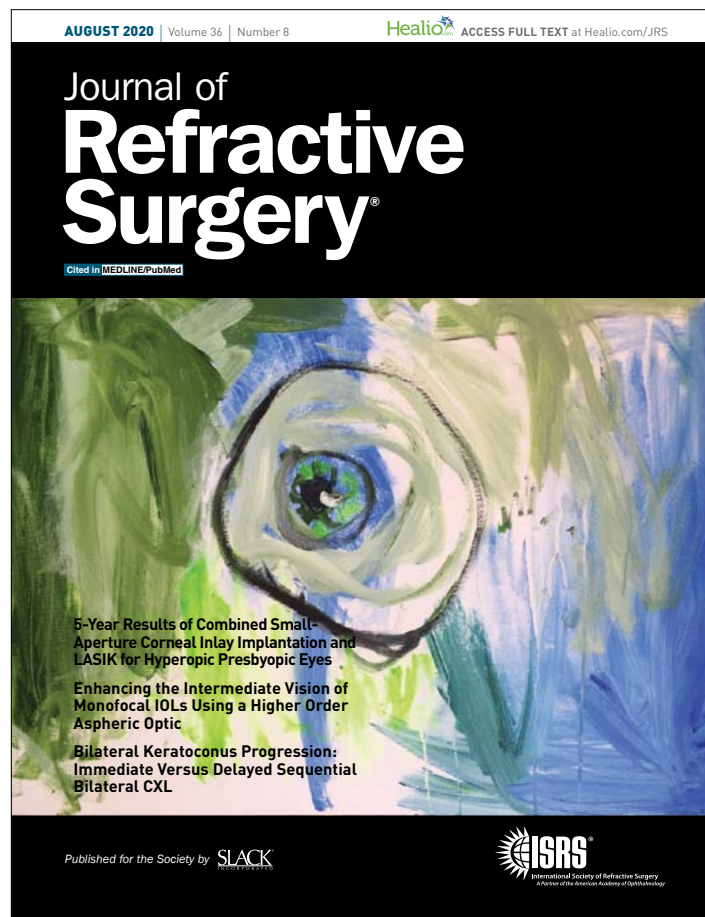
Publishing Office

Chief Operating Officer: **John C. Carter**
Senior Vice President: **Stephanie Portnoy**
Vice President, Editorial: **Jennifer A. Kilpatrick, ELS**
Director, Electronic Publishing and Production: **Karen G. Stanwood, ELS**
Executive Editor: **Eileen C. Anderer, ELS**
Director of Audience Development: **Stephanie McHugh**
Editor-in-Chief: **J. Bradley Randleman, MD**

SLACK
INCORPORATED
A Wyonoke Group Company



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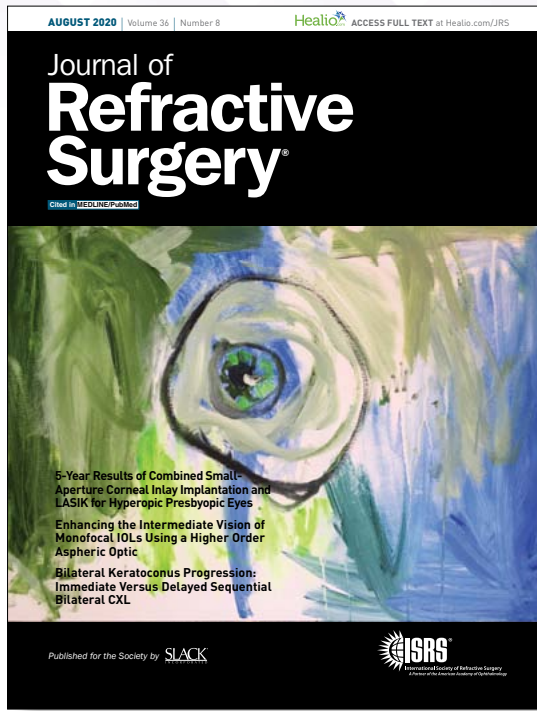


TO ADVERTISE, CONTACT:

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The JOURNAL OF REFRACTIVE SURGERY, *the Official Journal of the ISRS, a partner of the American Academy of Ophthalmology*, is a monthly peer-reviewed forum for original research, review, and evaluation of refractive and lens-based surgical procedures. Practical, clinically valuable articles provide readers with the most up-to-date information regarding advances in the field of refractive surgery.

Subscribers will also benefit from our featured Online Advanced Release, which allows them to read articles before they appear in the print issue!

Make your message stand out with these unique advertising opportunities:

- Cover-tips
- BRCs
- Supplements
- Belly Bands
- Polybagged Outserts
- Advertorials

RATES AND DISCOUNTS

1. **Effective Rate Date:** January 2021 for all advertisers.
2. **Rates:**
 - a) Earned rates are given to advertisers (parent company and its subsidiaries) based on the total number of pages placed 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 of gross billings on space, color, cover and preferred position charges.
 - c) **Cash discount:** Two percent if paid within 10 days of invoice date. No discount allowed after this period.
3. **Black-and-white Rates:**

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$2,395	\$1,540	\$935
6x	2,295	1,465	865
12x	2,235	1,400	800
24x	2,125	1,335	710
36x	2,065	1,275	635
48x	1,970	1,190	570

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

Charge per color per page or fraction

- Standard color \$560
- Matched color \$765
- Metallic color \$1,020
- Four color \$1,530
- Four color + PMS.....\$2,040
- Four color + Metallic\$2,550

4. **Bleed:** No charge
5. **Covers and 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:** Add 25% to earned b/w rate. Color additional.
 - c) **Special Positioning:** Consult sales representative for details and availability.
6. **Discount Programs:**
 - a) **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.
 - b) **Free Ad Program:** Buy 2, Get 1 Free. Purchase two ads any time during 2021 and receive an additional ad of equal size and color in the same publication at no cost. **May not be combined with Clinical Trial Ad Program or Global Continuity Incentive.*
 - c) **Clinical Trial Ad Buy One, Get One Free:** Clinical trial advertisements may run a second insertion of the same ad unit in any issue for no charge. Ad creative must promote participation in a current clinical trial. Corporate and/or disease state advertisements are not eligible. **May not be combined with other Free Ad Program or Global Continuity Incentive.*
 - d) **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 (OCULAR SURGERY NEWS, OSLI RETINA and JOURNAL OF REFRACTIVE SURGERY). Insertions do not need to be consecutive. **May not be combined with the Free Ad Program or Clinical Trial Ad Buy One, Get One Free.*
 - a) 3-6 insertions: 10% off
 - b) 7-12 insertions: 15% off
 - c) 13+ insertions: 20% off
 - e) **Corporate Discount:** Total net spend achieved in the year 2021 will set a Corporate Discount to be taken off 2022 advertising.
 - f) **When taking advantage of more than one Discount Program, discounts must be taken in the following order:**
 - Gross cost:**
 - 1) Less FREE Ad Program Or Clinical Trial Ad Buy One, Get One Free or Global Continuity Incentive
 - 2) Less Healio Strategic Solutions Corporate Discount
 - 3) Less 15% Agency Discount
 - Equals net cost**

7. **Classified/Recruitment Display Advertising:** Please contact your sales representative at slack@kerhgroup.com. Toll Free: 855-233-8100. Phone: 484-362-2365.
8. **Online Advertising Rates:** Please contact your sales representative for more information.

ISSUANCE AND CLOSING

9. **Established:** March 1985. Previously *Refractive and Corneal Surgery*.
10. **Frequency:** 12 times per year.
11. **Issue Date:** Second week of month of issue.
12. **Mailing Date and Class:** Mails within the issue month; Periodical Class.
13. **Closing Dates:**

Issue	Ad Closing	Material Due
January	12/1/2020	12/18/2020
February	1/4/2021	1/19/2021
March	2/1/2021	2/18/2021
April	3/1/2021	3/19/2021
May	4/1/2021	4/19/2021
June	5/3/2021	5/19/2021
July	6/1/2021	6/16/2021
August	7/1/2021	7/19/2021
September	8/2/2021	8/18/2021
October	9/1/2021	9/17/2021
November	10/1/2021	10/19/2021
December	11/1/2021	11/17/2021

- a) **Extensions:** If an extension date for material is agreed upon and the 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 cancelled 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

14. **Organization Affiliation:** The International Society of Refractive Surgery (ISRS), a partner of the American Academy of Ophthalmology (AAO).
15. **Editorial:** Editorial content includes original articles on clinical and research aspects of refractive and corneal surgery.
16. **Average Issue Information:**
 - a) **Average number of articles per issue:** 10-12
 - b) **Average article length:** 6 pages
17. **Origin of Editorial:**
 - a) **Source:** Original contributions
 - b) **Staff written:** N/A
 - c) **Solicited:** 10%
 - d) **Submitted:** 90%
 - e) **Peer-review:** Yes

CIRCULATION

18. **Circulation:**
 - a) **Association:** 937
 - b) **Paid:** 75
 - c) **Total:** 1482
19. **Circulation Verification:**
 - a) **SRDS Sworn Statement:** June 2020
 - b) **Printer & Mailing house:** LSC Communications
20. **Coverage and Market:**
 - a) **Coverage:** Global
 - b) **Market:** International and domestic ophthalmologists
21. **Territorial Distribution:** Available on request
22. **Subscription Data:** U.S.: \$329/yr. Outside the U.S.: add \$74/yr.
23. **Estimated total circulation for 2021:** 1,375

GENERAL INFORMATION

- 24. 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.
- 25. Requirements for Acceptance of New Professional Products for Advertising:** New advertising must be approved. Copy submitted in duplicate for review two weeks prior to closing date. The Publisher reserves the right to reject any advertising.
- 26. Requirements for Ad Clearance:** Any new copy for a new application of an old product must be treated the same as in Paragraph 25.
- 27. Policy on Placement of Advertising:** Ad Well
- 28. Editorial/Advertising Ratio:** Editorial 80%, Advertising 20%.
- 29. Cancellation of Advertising by Publisher:** The Publisher reserves the right to cancel scheduled advertising at any time.
- 30. Value-Added Services:**
- Availability of mailing list:** Mailing list available to 3x contractual advertisers by permission of the Publisher. Contact your sales representative for details.
 - Bonus distribution**
- 31. Reprint Availability:** Yes; email scsreprints@sheridan.com.
- 32. Full-Text Online:** The JOURNAL OF REFRACTIVE SURGERY offers current and archived full-text articles online at Healio.com/JRS. This valuable tool will allow subscribers unlimited access to every article in each issue. In addition, non-subscribers may obtain full-text articles on a pay-per-view basis.
- 33. 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 any 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.
- 34. 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.
- 35. Competitor Information:** The JOURNAL OF REFRACTIVE SURGERY does not accept advertisements that contain competitor(s)' names, publication covers, logos or other content.
- 36. 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" must be prominently displayed in 10 point black type, in ALL CAPS, at the center top of the ad.
- 37. 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.

INSERT INFORMATION

- 38. Availability and Acceptance:**
- Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are accepted.
 - Acceptance:** A sample of the insert must be submitted to the Publisher for approval.
- 39. Charges:**
- Furnished inserts are billed at the black-and-white space rate at frequency earned. Commissionable. On a page-by-page basis.
- 40. Sizes and Specifications:**
- All inserts to be full size, supplied untrimmed, printed, folded (except single leaf) and ready for binding. Varnished inserts are acceptable at the Publisher's discretion. Inserts are jogged to foot.

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

- 41. Trimming:** Supply size: 8 3/8" x 11 1/8". Trim size: 8 1/8" x 10 7/8". Trimming of oversized inserts will be charged at cost. Keep live matter 1/2" from trim edges and 3/16" from gutter trim. Book is jogged to foot. Head, foot, and outside edge trim 1/8".
- 42. BRCs:**
- Pricing:** Contact your sales representative for prices.
 - BRC specifications:** 3 1/2" x 5" minimum to 4 1/4" x 6" maximum; perforated with 1/2" lip (from perforation) for binding. Add 1/8" for foot trim. Cardstock minimum: 75lb bulk or higher.
- 43. Quantity:** Full run – 2,500 (estimated). Exact quantity will be given upon Publisher's approval of insert (or call Publisher prior to closing date).
- 44. 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. Make sure all pieces are oriented the same way in the carton (all facing the same direction). Do not include slip sheets in between pieces or shrink wrap in bundles. Additional costs will be incurred if hand work is necessary to remove slip sheets and/or shrink wrapping.

AD REQUIREMENTS

45. Available Advertising Unit Sizes:

	Non-bleed Sizes		Bleed Sizes	
	Width	Height	Width	Height
Full Page Spread	15 3/4" x	10 3/8"	16 1/2" x	11 1/8"
Full Page	7 5/8" x	10 3/8"	8 3/8" x	11 1/8"
1/2 Page (Horizontal)	7 5/8" x	4 3/4"	8 3/8" x	5 1/2"
1/2 Page (Vertical)	3 3/8" x	10 3/8"	4 1/8" x	11 1/8"
1/4 Page	3 5/8" x	5"		

Trim size of Journal: 8 1/8" x 10 7/8"

- Bleed ads use non-bleed sizes for live area. If in doubt about size, contact the SLACK office.
- For spread ads, keep content (images/text) 1/4" from each side of gutter
- To view thumbnails of ad spaces, visit Healio.com/adspecs.

- 46. Type of Binding:** Perfect bound
- 47. Digital Ad Requirements:** For specifications, go to Healio.com/adspecs.
- 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 SLACK ftp site. Contact the sales administrator for ftp instructions.
- 48. Digital Material:** Advertising material will be held one year from date of last insertion and then destroyed unless instructed otherwise.

CONTACT INFORMATION

Insertion Orders and Ad Materials:

Carolyn Boerner
 JOURNAL OF REFRACTIVE SURGERY
 6900 Grove Road
 Thorofare, NJ 08086 USA
 856-994-9909 x355
cboerner@healio.com

Send inserts and BRCs to:

Jesse Davis
 JOURNAL OF REFRACTIVE SURGERY
 LSC Communications
 13487 S. Preston Highway
 Lebanon Junction, KY 40150-8218