



## 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 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 2020 investment in promotional, marketing and educational services provided through all global print and online editions of Healio 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. 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.
- 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 Healio Strategic Solutions 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

## CIRCULATION

- 1. Description of Circulation Parameters:**
  - a) **Office-based:** 15,016
  - b) **Hospital-based:** 2,692
  - c) **Other professional activity:** 239
  - 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.: \$581/yr. individual; Canada: add 5% tax/yr.; Outside the U.S.: add \$164/yr.
- 3. Circulation Verification:**
  - a) **Audit:** BPA Worldwide
  - b) **Mailing house:** LSC Communications
- 4. Coverage:**
  - a) **Date and source of breakdown:** BPA Worldwide, July 2019
- 5. Estimated total circulation for 2020:** 18,441/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. Ad Format Placement Policy:**
  - a) **Format:** Within articles
  - b) **Are ads rotated?:** Yes.
- 4. Ad/Edit Information:** 50/50 Ad/Edit Ratio
- 5. Value-Added Services:**
  - a) **Bonus distribution:** See Editorial Calendar.
  - b) **Other:** Advertiser Index
- 6. Online Advertising Opportunities:** Contact your sales representative 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 the 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 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.
- 11. Competitor Information:** OCULAR SURGERY NEWS 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 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.

## 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-ASCRC, ASCRC, Post-ASCRC, 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.

**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 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 limited to three per issue.  
 b) **Acceptance:** A paper and insert sample 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: 8⅞" 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 — 24,000 (estimated). Exact quantity will be given upon Publisher's approval of insert or call Publisher prior to closing date.
7. **Shipping:** Carton packing must 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.



# 2020 EDITORIAL CALENDAR

Print

Note: Editorial content subject to change

### 1st issue of the month

- Practice Management
- The Premium Channel
- By the Numbers
- Complications Consult

### 2nd issue of the month

- CEDARS/ASPENS Debates
- The Dry Eye
- Back to Basics
- Ophthalmic Business

ISSUE	AD CLOSING	MATERIAL DUE	FEATURED TOPICS	SUBTOPIC	MEETING COVERAGE	BONUS DISTRIBUTION
January 10	11/20/2019	12/3/2019	Dry Eye Diagnostics			
January 25	11/20/2019	12/6/2019		Vitreoretinal Surgery		Hawaiian Eye/Retina 2020
February 10	12/18/2019	1/2/2020	Premium IOLs			CS: TILLI
February 25	1/2/2020	1/16/2020		Comanagement with ODs	Hawaiian Eye 2020	American Glaucoma Society
March 10	1/17/2020	2/3/2020	Glaucoma Surgery		Retina 2020 Glaucoma 360	American Association of Pediatric Ophthalmology and Strabismus (AAPOS)
March 25	2/4/2020	2/18/2020		Disruptive Innovation	CS: TILLI	
April 10	2/18/2020	3/2/2020	OSD in ocular surgery		ESCRS Winter American Glaucoma Society	
April 25	3/3/2020	3/17/2020		Femto Cataract Surgery	Wills Eye	Association of Research in Vision & Ophthalmology (ARVO)
May 10	3/23/2020	4/6/2020	Astigmatism Management		AAPOS	Ophthalmology Innovation Summit (OIS) American Society of Cataract & Refractive Surgery (ASCRS)
May 25	4/6/2020	4/20/2020		Cornea-Based Refractive Surgery		Kiawah Eye
June 10	4/16/2020	5/1/2020	Phacoemulsification		ARVO	
June 25	5/4/2020	5/18/2020		Anterior Segment Pain and Inflammation	OIS at ASCRS ASCRS	OTS OCTANe
July 10	5/20/2020	6/3/2020		Diagnostics and Test instrumentation	OSN Italy Kiawah Eye	
July 25	6/5/2020	6/19/2020		Medical Retina		
August 10	6/18/2020	7/2/2020	Diagnostics and Treatment of Glaucoma		OTS OCTANe	Women in Ophthalmology Summer Symposium (WIO)
August 25	7/6/2020	7/20/2020		ASCs, In-Office Surgery		
September 10	7/20/2020	8/4/2020	Presbyopia Management		American Society of Retina Specialists	
September 25	8/7/2020	8/21/2020		Cornea Transplant Surgery	WIO	
October 10	8/24/2020	9/9/2020	Glaucoma Therapeutics			OSN New York Symposium
October 25	9/8/2020	9/21/2020		MIPS		
November 10	9/21/2020	10/5/2020	Cataract diagnostics and calculations		ESCRS	Ophthalmology Innovation Summit (OIS)/ American Academy of Ophthalmology (AAO)
November 25	10/5/2020	10/19/2020		Diabetic Retinopathy		
December 10	10/19/2020	11/2/2020	Dry Eye		AAO Subspecialty Days	
December 25	11/4/2020	11/19/2020		Cross-linking	OIS at AAO AAO	