

# Ophthalmology

## 2014 Rate Card

The #1  
Read Clinical  
Publication in  
the Market

—Kantar Media Data 2013

### JOURNAL CONTACTS

#### Advertising and Integrated Programs

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### PUBLISHING STAFF

Editor-in-Chief: **George Brian Bartley, MD**

### ORGANIZATIONAL AFFILIATION

American Academy of Ophthalmology

### EDITORIAL

*Ophthalmology* publishes original articles that pertain to clinical and basic research in all areas of ophthalmology. Each issue includes information on new diagnostic and surgical techniques, successful treatment methods, research findings, descriptions and locations of ongoing clinical trials, and news of new products and forthcoming meetings. Major reviews on specific topics by acknowledged authorities in each area of ophthalmology are also included, as are AAO procedure assessments.

### AUDIENCE

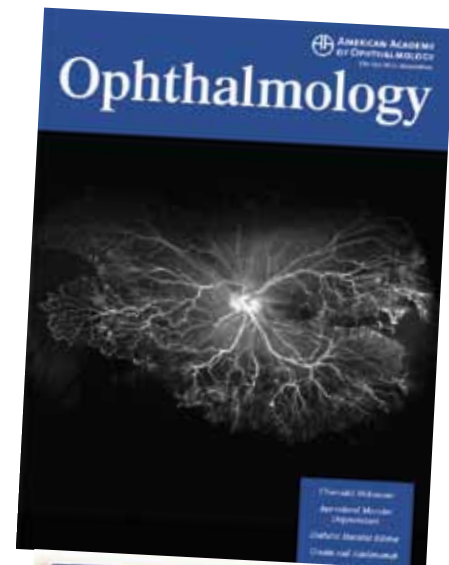
Every member of the American Academy of Ophthalmology, as well as other physicians, institutions, residents and other healthcare professionals interested in ophthalmology.

### CIRCULATION

27,500 (AAO membership + other HCPs, residents interested in ophthalmology)

### ISSUANCE

Frequency: 12 times per year



### Print Advertising

#### PRINT ADVERTISING RATES

##### Black & White

FREQUENCY	FULL PAGE (BLACK & WHITE)	1/2 PAGE (BLACK & WHITE)	1/4 PAGE (BLACK & WHITE)
1x	\$3,150	\$2,075	\$1,275
6x	\$3,030	\$1,965	\$1,250
12x	\$2,865	\$1,905	\$1,190
24x	\$2,785	\$1,850	\$1,165
36x	\$2,495	\$1,765	\$1,145
48x	\$2,485	\$1,730	\$1,090
60x	\$2,480	\$1,695	\$1,060
72x	\$2,455	\$1,655	\$1,010
84x	\$2,430	\$1,635	\$980
96x	\$2,355	\$1,580	\$925

#### 4-COLOR

**Standard Color**  
\$885

**Matched Color**  
\$1,035

**3/4 Color**  
\$2,500

#### PREMIUM POSITIONS

- Cover 4:** 50% of the Black and White rate
- Cover 2:** 35% of the Black and White rate
- Opposite TOC:** 25% of the Black and White rate
- Opposite 1st Editorial:** 10% of the Black and White rate
- First Right Hand Page:** 10% of the Black and White rate

#### COVER TIPS

Contact your sales representative for rates and opportunities.

#### OUTSERTS

Contact your sales representative for rates and opportunities.

#### EARNED RATES

Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate. AGENCY DISCOUNT 15% - All rates noted on this card are GROSS.

#### INSERTS

Furnished inserts are billed at the black and white rate times the number of insert pages.

**Two-page insert (one leaf):** Two-times earned frequency rate.

**Four-page or larger insert:** Black & White earned frequency rate per page.

**Cost**  
\$16,500

#### COMPOSITION

Printing	Full Page	1/2 Page	1/4 Page
Black & White only	\$150	\$125	\$95

All production charges are net and non-commissionable

### Print Advertising *(cont'd)*

#### CLOSINGS

- Cancellations: No cancellations will be accepted after closing date.
- Covers and preferred positions are non-cancellable.
- Dates subject to change.

#### BONUS DISTRIBUTION ISSUES

Contact your sales representative for more details.

VOLUME/ISSUE	PUBLICATION DATE	PRINT SPACE CLOSING DATE	PRINT MATERIALS DEADLINE	INSERTS DUE
121/1	January	11/25/2013	12/2/2013	12/6/2013
121/2	February	12/23/2013	12/30/2013	1/7/2014
121/3	March	1/29/2014	2/3/2014	2/7/2014
121/4	April	2/27/2014	3/4/2014	3/10/2014
121/5	May	3/31/2014	4/3/2014	4/9/2014
121/6	June	4/28/2014	5/2/2014	5/8/2014
121/7	July	5/30/2014	6/4/2014	6/10/2014
121/8	August	6/30/2014	7/3/2014	7/10/2014
121/9	September	7/29/2014	8/1/2014	8/7/2014
121/10	October	8/28/2014	9/4/2014	9/10/2014
121/11	November	9/25/2014	9/30/2014	10/8/2014
121/12	December	10/30/2014	11/4/2014	11/10/2014

#### ACCEPTANCE OF ADVERTISING

The Publisher, Editor, and Association reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher, Editor, and the owner of the journal from and against any loss, expense, claim, or

liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules, and regulations. New copy must be submitted by ad space closing date.

*\*State and local taxes may apply.*

## Production Specifications

### MECHANICAL SPECIFICATIONS

Keep live matter 1/4" from all trim edges.

AD SIZE	NON BLEED	BLEED
Trim	8-1/8" x 10-7/8"	—
Full Page	7-5/8" x 10-3/8"	8-3/8" x 11-1/8"
Spread	15" x 10"	16-1/2" x 11-1/8"
1/2 Horizontal	7" x 5"	8-3/8" x 5-11/16"
1/2 Vertical	3-1/2" X 10"	4-5/16" X 11-1/8"
1/4 Page	3-1/2" x 5"	—

**Binding:** Perfect; Jogs to head

**Printing Process:** Web

**Halftone Screen:** Cover: 150 line screen Text: 150 line screen

### PRINT AD SPECIFICATIONS

#### File Format

PDF or PDF/X-1a compliant files, saved as PDF version 1.3.

Transparencies within the supplied PDF(s) will be rejected. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flatten Presets.

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document:

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher
- Adobe Illustrator

Additional costs may apply if problems are encountered.

**NOTE:** When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.

#### Images

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300dpi
  - Combination Grayscale and Color images: 500–900dpi
  - Line art (Bitmap) images: 900-1200dpi
- Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

#### Fonts

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using Macintosh menu-stylized fonts, Macintosh "city" fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

#### Page Layout

Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8" bleed image on all four sides.
- Files will include trim marks with a minimum 3/16" offset
- Supply as single page files only
- Right Reading, Portrait Mode, 100%

size, No Rotation.

- No content is to be within 1/4" of all trim edges.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2" outside trim.

## Production Specifications (cont'd)

### PRINT AD SPECIFICATIONS (cont'd)

#### Color Space

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

#### Spot Colors

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

#### Trapping and Screening

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

#### Proofs

All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted.

Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit [www.swop.org/certification/systemlist.asp](http://www.swop.org/certification/systemlist.asp). Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black & white or gray-scale ads supplied require 100% size lasers for confirmation of ad content.

#### Delivery

Submit PDF ad files to Elsevier ad portal at [www.ads4els.com](http://www.ads4els.com)

#### Conformance to Specs

Variances from the above specifications may not yield results that conform to Elsevier quality control standards.

#### Insert Requirements

**Size - 2 page:** 8-3/8" x 11-1/8"

**Size - 4 page:** 16-3/4" x 11-1/8" , Furnish folded to 8-3/8" x 11-1/8"

**Trimming:** 1/8" trimmed off top, bottom, gutter and face. Keep all live matter 1/4" from all trim edges. Note that a 1/2" safety must also be applied

to both sides of the gutter.

**Stock weight:** 80# text preferred

**Closing Date:** Same as ad space closing

**Insert delivery date:** See Insert due dates

*Inserts that do not meet these minimum weights must be sent to the publisher for evaluation. All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of insert must accompany insertion order*

**Note:** Failure to meet insert specifications & packaging guidelines may result in additional charges.

#### Insert Quantity

Contact Ad Sales Services.

For conference copy distribution, contact Ad Sales Services.

#### Insert Packaging & Shipping Instructions

Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

#### INSERT SHIPMENTS ADDRESS

Ophthalmology  
RR Donnelley  
121 Matthews Drive  
Senatobia, MS 38668  
Attn: Elsevier Team

## DISPOSITION OF REPRODUCTION MATERIAL

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

## FOR CONTRACTS, INSERTION ORDERS & PRODUCTION MATERIALS

**Aretha Gaskin**, Elsevier, 360 Park Avenue South, New York, NY 10010

[a.gaskin@elsevier.com](mailto:a.gaskin@elsevier.com) (t) 212-633-3681 (f) 212-633-3820

Send new print ad files and submit pickup ads to [www.ads4els.com](http://www.ads4els.com).

### Digital Advertising

#### WWW.AAOJOURNAL.ORG

- The official online edition of *Ophthalmology*, including full text archives from and abstracts – [www.aaojournal.org](http://www.aaojournal.org)
- Find full text articles, full text PDFs, and article abstracts
- Citation alerts, related article links, Medline searches, saved searches, and more
- Posted monthly in advance of print issue

#### Banner Sizes:

BANNER TYPE	AD SIZE	FORMATS ACCEPTED
Leaderboard	728 x 90	GIF, JPEG, SWF
Wide Skyscraper	160 x 600	GIF, JPEG, SWF
Large Rectangle	300 x 250	GIF, JPEG, SWF

#### Stats

Average CTR: 0.05%—0.1%

Total U.S. impressions per month: 60,000

#### Cost

\$85 CPM

### SPECIFICATIONS

**Size:** 40K max

**Rotation:** Accepted

**Animated GIF:** Max 3 loops of animation – up to 15 seconds per loop

**Required Resolution:** 72 dpi

**Acceptable File Format:** GIF, JPEG, SWF [rich media (e.g., Flash)]

**Color Palette:** 216 (for GIF files)

**Rich Media:** Yes

**Target URL:** Required

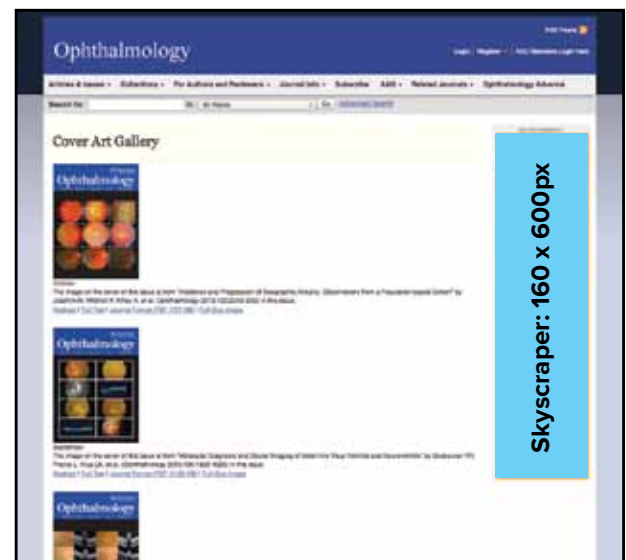
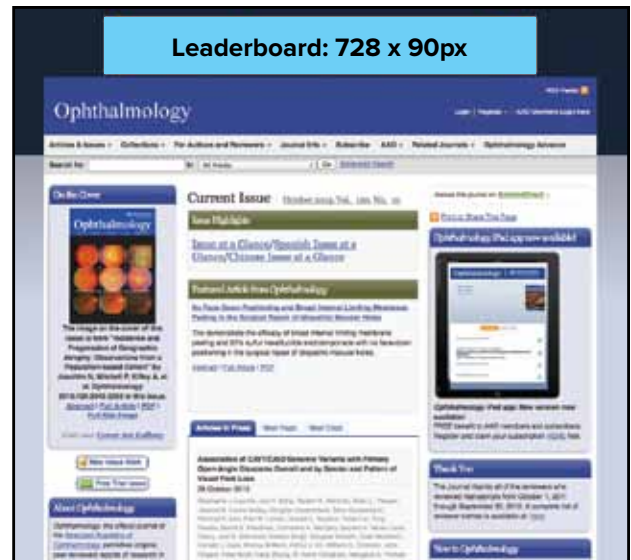
**3rd Party Tags:** Accepted

**NOTE:** Rich media ads (FLA/SWF) must be accompanied by a backup GIF or JPG.

#### ADDITIONAL NOTES

- Flash Versions accepted: 6 and higher, with click tag
- Flash SWF files should not be hardcoded with the clickthrough url.
- No point roll
- Can target by zone
- Ads served via DART (DFP Doubleclick)

We do not manipulate or modify supplied tags: Client is responsible to provide fully functioning tags.  
We do not pad creatives with white space to ensure they meet ad size specifications.



### Digital Advertising

#### OPHTHALMOLOGY eTOC

Ophthalmology Journal eTOC's are sent prior to each monthly issue release to opt-in subscribers.

#### Banner Sizes:

BANNER TYPE	AD SIZE	FORMATS ACCEPTED
Leaderboard	728 x 90	GIF, JPEG
Wide Skyscraper	160 x 600	GIF, JPEG
Large Rectangle	300 x 250	GIF, JPEG

#### Stats

Opt-ins: 7,200+

Average Open Rate: 22%

#### Cost

\$3,500 net per slot

\$9,500 for all three (3) slots

### SPECIFICATIONS

**Size:** 40K max

**Rotation:** Accepted

**Required Resolution:** 72 dpi

**Acceptable File Format:** GIF, JPEG

**Color Palette:** 216 (for GIF files)

**Rich Media:** No

**Animation:** No

**Target URL:** Required

**3rd Party Tags:** Not accepted

The screenshot shows the Ophthalmology journal website interface. At the top, there is a navigation bar with 'JOURNAL HOME', 'RSS', and 'SUBSCRIBE TO JOURNAL'. Below this, the main content area is titled 'Current issue' and includes 'Volume 119 • Issue 7 July 2012'. A 'Leaderboard: 728 x 90px' ad is positioned at the top left of the content area. A 'Skyscraper: 160 x 600px' ad is positioned vertically on the right side. A 'Big Box: 300 x 250px' ad is positioned at the bottom right. The main content area lists sections such as 'This Issue at a Glance', 'Editorial', 'Original Articles', and 'Translational Science Review', each with a list of articles and authors.

### Digital Advertising (cont'd)

#### EYE CARE PRACTICE UPDATE

[www.practiceupdate.com](http://www.practiceupdate.com)

EPCU cuts through volumes of Eye Care information, and hand-selects the content that makes a difference in healthcare. Elsevier's healthcare editorial team add their context and perspectives, thereby allowing our readers to discover what really matters for patient care.

- Expert overviews and selection of must-read content
- Reliable, high quality information
- Clinical relevance

#### Banner Sizes:

Leaderboard . . . . . 728 x 90px  
 Skyscraper . . . . . 160 x 600px  
 Big Box . . . . . 300 x 250px

#### Stats

Average CTR: 0.05%—0.1%  
 Average Monthly Impressions: 21,000

#### Cost

Flat Fee buy of \$3,000 per month (3 month minimum)



### OPHTHALMOLOGY ALERT

Custom e-mail messaging

#### Stats

10,000+ Eye MD's

#### Cost

\$5,000 per e-mail  
 Send 3 get the 4th free



**NEW from Mylan**

High quality, low cost Fenofibric Acid Delayed-release Capsule—a bioequivalent alternative to TRILIPID<sup>®</sup> (fenofibric acid) capsule, delayed release for oral use

Please see Important Safety Information below.

Mylan is proud to introduce Fenofibric Acid Delayed-release Capsules in once-daily 45 mg or 135 mg strengths

Fenofibric acid delayed-release capsules are indicated as an adjunct to diet — to complement with a diet to reduce TG and increase HDL-C in patients with mixed dyslipidemia and CHD or a CHD risk equivalent who are on optimal stable therapy to reach their LDL-C goal — to reduce TG in patients with severe hypertriglyceridemia — to reduce LDL-C, TG, and Apo B and to increase HDL-C in patients with primary hyperparathyroidism or mixed dyslipidemia

Every new or stable patient should be treated to control serum lipids with diet, other disease state management, and other existing medications before and during treatment with fenofibric acid delayed-release capsules.

**Important Limitations of Use**  
 No serious or fatal events of fenofibric acid delayed-release capsules are cardiovascular morbidity and mortality over and above that observed with other statin monotherapy has been established. Fenofibric acid delayed-release capsules (135 mg) of fenofibric acid delayed-release capsules was found to reduce cardiovascular disease morbidity and mortality in 2 large trials of patients with type 2 diabetes mellitus.

### OPHTHALMOLOGY FOR iPad

- Original research and major reviews with just a tap
- Latest issues and the most current articles published ahead of print
- Search and browse locally stored content
- User can share images and articles
- Content can be bookmarked
- Notes can be added with a quick navigational feature
- Now can be added to the Newsstand in the iPad

#### Stats

Over 11,000 downloads

#### Banner Sizes:

Leaderboard ... 728 x 90px

#### Cost

\$2,500 for a 25% SOV

