

Ophthalmology Times

CUTTING-EDGE ADVANCEMENTS

2019 media kit

ModernMedicine

NETWORK



Engaging healthcare professionals
with content that matters.

ModernMedicine Network includes over 30 brands, spanning 17 markets to meet the marketing needs of the healthcare industry.

ModernMedicine Network reaches all sectors of the healthcare industry with tactical brands thru multiple touchpoints. We take pride in our creative approach to targeting qualified audiences, understanding those audiences and delivering relevant, practical content to decision makers. From custom solutions to standard display, our team optimizes the diversity and reach of the **ModernMedicine Network** to meet your expectations.

For more information on ModernMedicine brands and marketing materials go to ModernMedicine.com.

1.25M+
database
of HCPs

1.5M
unique
visitors/month

3.5M
average page
views/month

780K
print
subscribers

1000+
KOL's on
Editorial board

Ophthalmology Times

CUTTING-EDGE ADVANCEMENTS

Ophthalmology Times presents cutting - edge advancements in surgery, drug therapy, technology, and clinical diagnosis to elevate progressive eye health from physician to patient.

www.ophthalmologytimes.com



13K+
US E-News
subscribers

20K+
Qualified
Circulation

101K+
Page views/
month*

36K
Unique
Visitors*

2.0
Pages
per visit*

6.00
Mins. Time
on Site*

*Based on 6 month rolling average



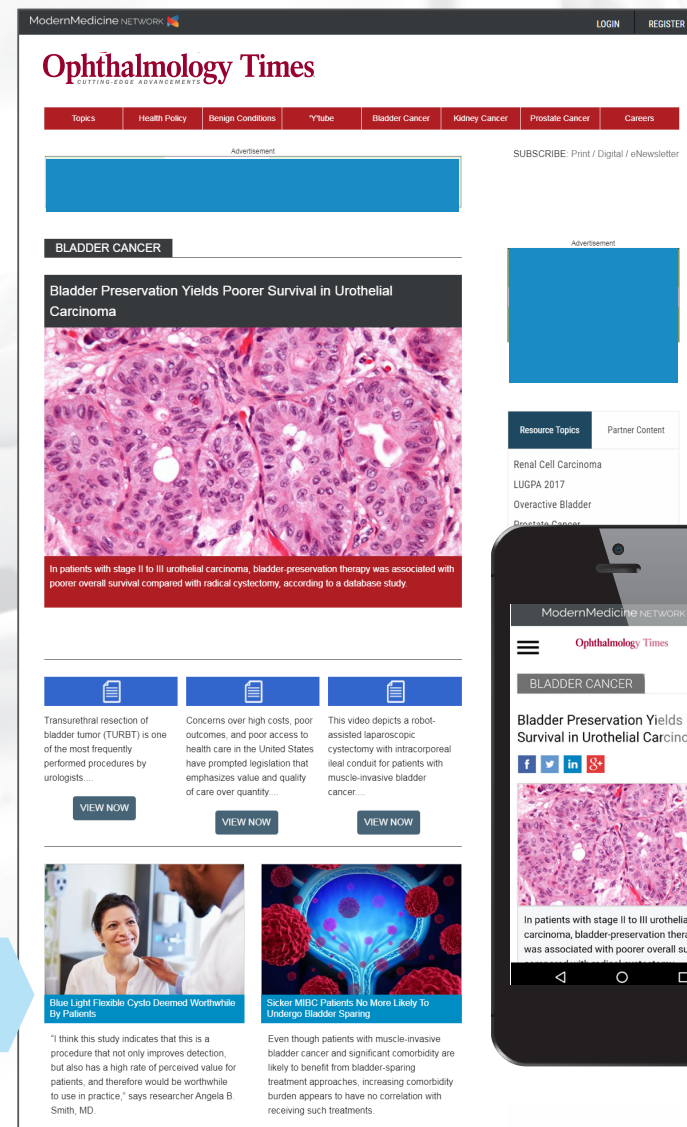
Focus On...

Keep your brand top-of-mind within an on-site section exploring contextually relevant topics to your target audience.

- » **Exclusive sponsorship** of a dedicated, on-site section and email
- » **Content including**, news, perspectives, resources, articles, videos and slide shows
- » **No Medical Legal Regulatory review**
- » **Pricing options** by audience and impression volume

Custom-designed programs to fit your needs.
Contact your sales representative for pricing and availability.

New Engaging Format!





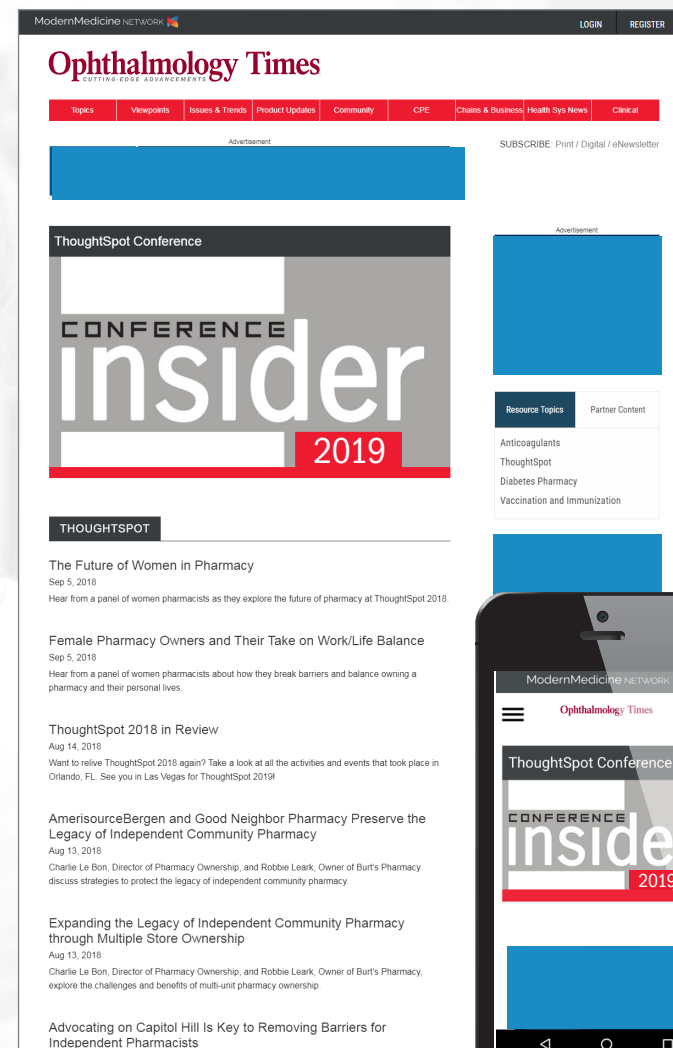
Conference Coverage

From-the-floor reporting aligns your brand message with *Ophthalmology Times*'s objective news and commentary before, during and after major industry events.

PROGRAM MAY INCLUDE:

- » Banners and sponsored content links within show coverage area for 3 months
- » Banners on daily eNewsletters during show to our most engaged subscribers
- » Pre-roll on video
- » Dedicated eBlast

**Custom-designed programs to fit your needs.
Contact your sales representative for pricing and availability.**





Champions' Challenge

Peer-to-peer engagement with friendly competition, brand awareness and market research rolled into one successful gaming platform.

- » Scalable from 2-12 qualifying rounds with a leaderboard and final, "invitational" round
- » Questions may be supplied in a variety of formats, including video

**Custom-designed programs to fit your needs.
Contact your sales representative for pricing and availability.**

The screenshot displays the ModernMedicine NETWORK website interface. At the top, there's a navigation bar with 'Home', 'All games', and 'Share' options. The main content area features a 'CHAMPIONS' CHALLENGE banner and a table listing various game rounds. A mobile app interface is overlaid on the right side of the screenshot, showing the same challenge details on a smartphone screen.

GAME NAME AND DESCRIPTION	ROUNDS	STATUS	VALUE
<p>Diagnostic Champions' Challenge</p> <p>Cancer Network will host the "Diagnostic Champions' Challenge" for a total of five weeks. Each of these weeks will feature their own set of multiple choice questions to test your diagnostic ability. Every time you choose correctly, you'll win points based upon the level of difficulty. Did you make the high score leaderboard for that week's round? Congratulations! Don't make it? Try again! Build your skills and take the test as many times as you want, but only your first score counts.</p> <p>The preliminary rounds take place for the first four weeks. The top 10 scores for each week (from both the MD and non-MD tracks) will be invited to participate in the "Diagnostic Champions' Final Challenge" - the fifth week's round - to go head-to-head. The top scorer of the final round for the MD and non-MD track will be recognized as the champion!</p>	2	OPEN	21 pts
<p>Diagnostic Champions' Challenge #2</p> <p>Cancer Network will host the "Diagnostic Champions' Challenge" for a total of five weeks. Each of these weeks will feature their own set of multiple choice questions to test your diagnostic ability. Every time you choose correctly, you'll win points based upon the level of difficulty. Did you make the high score leaderboard for that week's round? Congratulations! Don't make it? Try again! Build your skills and take the test as many times as you want, but only your first score counts.</p>	2	OPEN	11 pts
<p>Testing Game - Default</p> <p>For the next five weeks, Patient Care presents the "Diagnostic Champions' Challenge." Each week features a set of multiple choice clinical dilemmas to test your diagnostic and therapeutic acumen. Every time you choose correctly, you'll win points based upon the level of difficulty. Did you make the high score leaderboard for that week's round? Congratulations! Don't make it? Try again! Build your skills and take the test as many times as you want, but only your first score counts.</p> <p>The preliminary rounds take place for the first four weeks. The top 10 scores for each week (from both the MD and non-MD tracks) will be invited to participate in the "Diagnostic Champions' Final Challenge" in the fifth week's round. The top scorer of the final round for the MD and non-MD track will be recognized as the champion!</p>	2	OPEN	200 pts
<p>Testing Game - Sept 12</p> <p>game description text here</p>	11	OPEN	0 pts



Podcasts

Drive engagement on key topics from different perspectives under the authority of our trusted brand.

- » Available for download or playback
- » Provide co-branded pertinent information with 100% SOV in an enduring format
- » “Brought to You By” tagline
- » High interest/timely content
- » Robust traffic-driving audience generation package included
- » Creates engagement
- » Under the auspices and credibility of the journal

Custom-designed programs to fit your needs. Contact your sales representative for pricing and availability.



The screenshot shows the Ophthalmology Times website interface. At the top, there's a navigation bar with 'Topics', 'Gynecology', 'Osteotics', 'Integrity', 'Menopause', 'Practice Management', and 'Job Board'. Below this is a 'SUBSCRIBE: Print / Digital / eNewsletter' link. The main article is titled 'Cataract Surgeons Adopting Interventional Glaucoma Treatments' dated 'Jun 1, 2018'. It features social media sharing icons and a 'Sponsored Resources' section. The article text discusses laser technology in Ob/Gyn settings. Below the text are two podcast entries: 'Versatility of CO2RE Platform in Treating Gynecological Indications and Women's Health' presented by Falguni Patel, MD, FRCOG, and 'Advancement in Gynecological Procedures' presented by Martin A. Garcia, MD. A mobile phone on the right shows the website's responsive design on a smaller screen.

BANNER ADS

Your **run-of-site (ROS) ad** gets the attention of all professional healthcare site visitors most relevant to your advertising needs. Banner ad pricing assumes IAB Viewability Guidelines (<https://www.iab.com/guidelines/state-of-viewability-transaction-2015/>); additional viewability requirements may incur premiums.

Ad Type	Dimensions (WxH)	Pricing
Leaderboard†; Medium Rectangle†; Skyscraper†; Wide Skyscraper†	728x90; 300x250; 120x600; 160x600	\$125/CPM (net)
Half Page†	300x600	\$350/CPM (net)
Pushdown*	970x90 – expands to 970x415	\$400/CPM (net)
Floating Footer	728x90; 970x90; 1025x100	\$375/CPM (net)

†See expanded dimensions, where applicable in format guidelines.

*Expanding pushdown ad units push page content down rather than expanding over page content. Set up fee's are applicable to some ad units. Contact your sales representative for details.

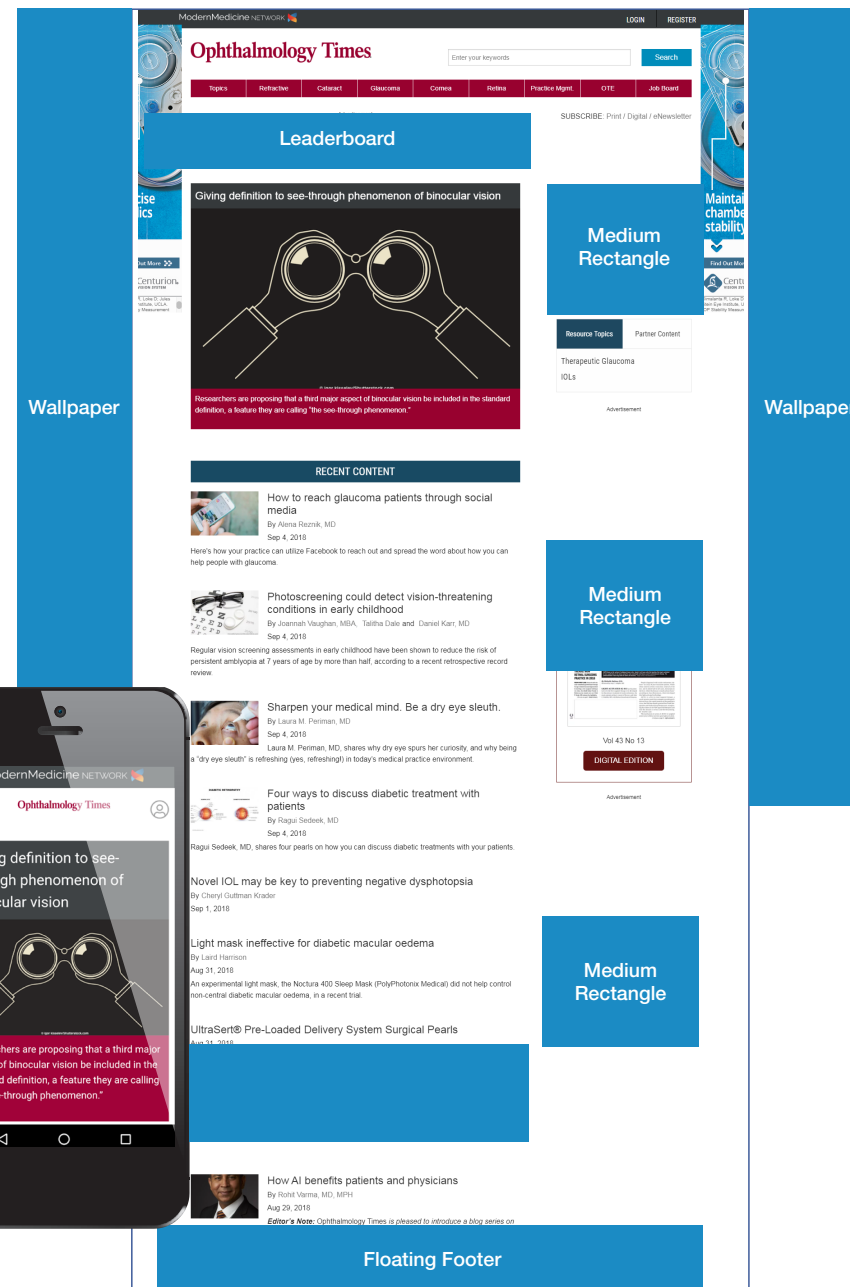
HOME PAGE ROAD BLOCK

Utilize all positions for 100% SOV on the homepage. Rates vary based on site traffic; please inquire for pricing.

WALLPAPER ADS

Ad Type	Dimensions (WxH)	Pricing
Wallpaper	150x1050	\$250 CPM (net)

Optimal viewable area is 90x800 within the 150x1050



e-NEWSLETTERS

eReport provide additional opportunities to reach opt-in and engaged physicians through a trusted source. These timely resources delivered to healthcare professionals' in-boxes can contain breaking industry news, regulatory updates, and practice management tips.

Frequency	Average Engaged Distribution**	Big Box/Rec 300 x 250 (Net)	In-Column Text* (Net)
3x/week	13,000	\$2,000	\$1,500

* In-Column Text ads have the following maximum character allowances including spaces:
header = 60 characters, body text = 210 characters.
** Publisher's own data.

e-ISSUE ALERTS

e-Issue Alert showcases editorial highlights in the journal as well as notification when the digital edition is ready for download. The mailing is designed to alert readers to specific articles in the current issue, as well as web-only features.

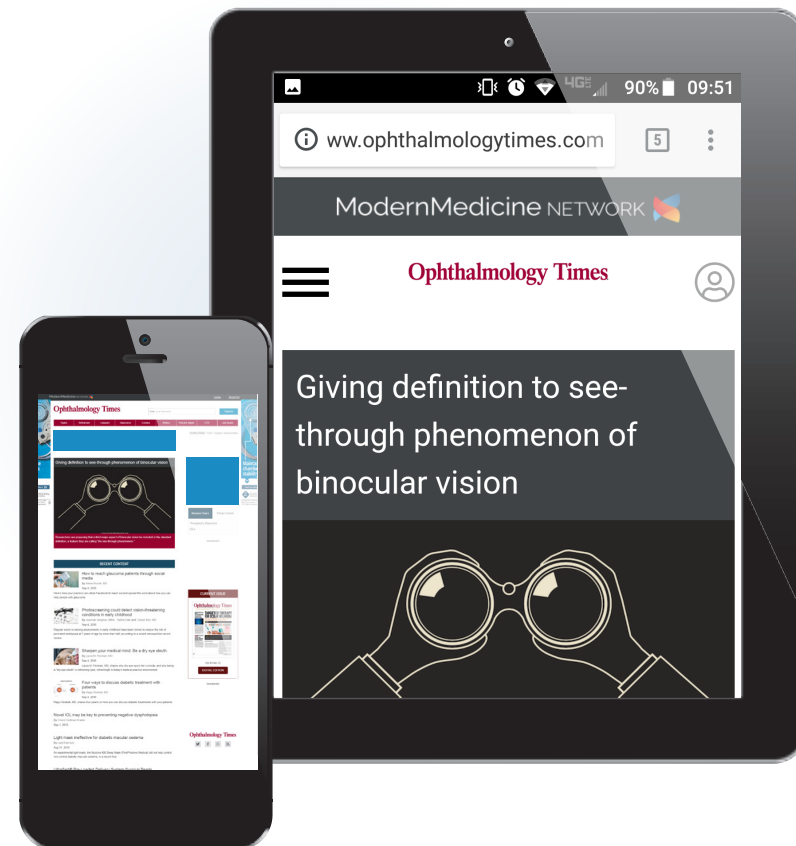
Frequency	Average Engaged Distribution**	Big Box/Rec 300 x 250 (Net)	In-Column Text* (Net)
2x/month	16,000	\$2,000	\$1,500

* In-Column Text ads have the following maximum character allowances including spaces:
header = 60 characters, body text = 210 characters.
** Publisher's own data.

ADVERTORIAL e-BLASTS

Send your custom message directly to our highly engaged audience. e-Blasts are a way to send your targeted message efficiently and effectively to a large opt-in user base.

Contact your sales representative for pricing and availability.



Static Ad Specification

Max File Size: 40K

Formats Accepted: GIF or JPG plus 1 Live Click URL provided by client

No Flash/Rich Media accepted for e-News

OPHTHALMOLOGY TIMES APP

A rich engagement opportunity that can take your online and mobile promotional messages directly to your targeted audience.

APP SPONSORSHIP

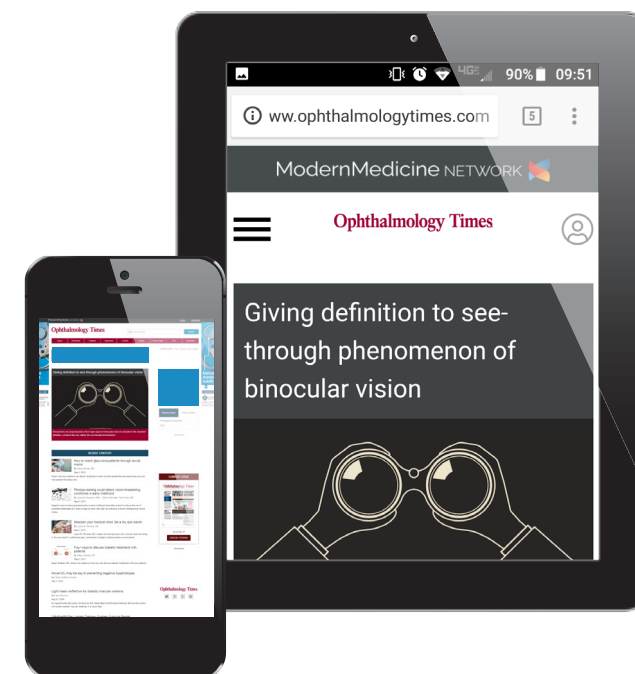
One App Sponsorship opportunity available per issue

Includes:

- » Cover 2 ad (free Interactive Ad upgrade)
- » Cover tip (free Interactive Ad upgrade)
- » Sponsorship of promotional materials (email, social media and push notifications)

Cost: \$6,500/issue

Ad Type	App Only	Multi-Channel
Cover Tips	\$4,800/insertion	\$3,600/insertion
Interactive Ad (fully immersive)	\$4,320/insertion	\$3,300/insertion
Standard Ad (with hyperlink)	NA	\$1,200/insertion
Banner Ads (all Editorial Pages)	\$6,000/insertion	\$5,000/insertion



APP PRODUCTION SCHEDULE

January Issue	February 1 Issue	February 15 Issue	March 1 Issue	March 15 Issue
» Ad close: December 07	» Ad close: January 07	» Ad close: January 23	» Ad close: February 05	» Ad close: February 20
» Materials due: January 09	» Materials due: February 06	» Materials due: February 21	» Materials due: March 06	» Materials due: March 20
April 1 Issue	April 15 Issue	May Issue	June 1 Issue	June 15 Issue
» Ad close: March 07	» Ad close: March 21	» Ad close: April 08	» Ad close: May 08	» Ad close: May 22
» Materials due: April 04	» Materials due: April 18	» Materials due: May 07	» Materials due: June 06	» Materials due: June 20
July 1 Issue	July 15 Issue	August 1 Issue	August 15 Issue	September 1 Issue
» Ad close: June 06	» Ad close: June 19	» Ad close: July 09	» Ad close: July 23	» Ad close: August 07
» Ad close: July 05	» Ad close: July 18	» Ad close: August 06	» Ad close: August 20	» Ad close: September 05
September 15 Issue	October 1 Issue	October 15 Issue	November 1 Issue	November 15 Issue
» Ad close: August 21	» Ad close: September 06	» Ad close: September 18	» Ad close: October 08	» Ad close: October 23
» Materials due: September 19	» Materials due: October 07	» Materials due: October 18	» Materials due: November 06	» Materials due: November 20
December Issue				
» Ad close: November 05				
» Materials due: December 05				

ADVERTISING CREATIVE FORMAT GUIDELINES

Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size (See note 2 below)	Host-initiated Subload (See note 3 below)	Animation/Video Guidelines (See video notes below)	Z-index Range	Unit-Specific Notes (See General Ad Requirements below)
Medium Rectangle	300x250	600x250	200 KB	300 KB	15 sec max animation length / Video not allowed for this unit. See "In-Banner Video" & Rich Media units below	0 - 4,999	Expansion must be user-initiated
Skyscraper / Wide Skyscraper	120x600, 160x600	600x600	200 KB	300 KB	15 sec max animation length / Video not allowed for this unit. See "In-Banner Video" & Rich Media units below	0 - 4,999	Expansion must be user-initiated
Leaderboard	728x90	728x315	200 KB	300 KB	15 sec max animation length / Video not allowed for this unit. See "In-Banner Video" & Rich Media units below	0 - 4,999	Expansion must be user-initiated
Half Page	300x600	600x600	200 KB	300 KB	15 sec max animation length / Video not allowed for this unit. See "In-Banner Video" & Rich Media units below	0 - 4,999	Expansion must be user-initiated
Pushdown	970x90	970x415	200 KB	300 KB	Minimum 24 fps for video / 15 sec max length (unlimited user-initiated) / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video	0 - 4,999	"Expanding Pushdown ad units ""push"" page content down rather than expanding over page content.
Wallpaper	150x1050	Expansion not allowed for this unit	200 KB	Not allowed for this unit	Minimum 24 fps for video / 15 sec max length (unlimited user-initiated) / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video	0 - 4,999	Optimal viewable area is 90x800 within the 150x1050
In-Banner Video	300x250, 160x600, 728x90, 300x600	Expansion not allowed for these units	200 KB	100 KB	Minimum 24 fps for video / 15 sec max length (unlimited user-initiated) / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video	0 - 4,999	
Floating Footer	728x90, 970x90, 1025x100	Expansion not allowed for this unit	200 KB	300 KB	15 sec max animation length / Video not allowed for this unit	0 - 4,999	
Mobile Static Banner	300x50	Expansion not allowed for this unit	50 KB	Not allowed for this unit	15 sec max animation length / Video not allowed for this unit	0 - 4,999	
Mobile Wide Static Banner	320x50	Expansion not allowed for this unit	50 KB	Not allowed for this unit	15 sec max animation length / Video not allowed for this unit	0 - 4,999	

Abbreviations: px = pixel sec = seconds fps = frames per second

GENERAL AD REQUIREMENTS (APPLY TO ALL ADS):

- **File Format:** Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted
- **Interest-Based Advertising (IBA):** Include IBA self-regulation controls for ads using behavioral targeting (5 KB max file size)
- **Audio:** Must be user-initiated. To allow for audio initiation in videos without player controls, a control may be included for user to initiate audio.
- **Hotspot:** Not to exceed 1/4 size of ad. Initiated when cursor rests on hotspot for at least 1 sec. Must NOT initiate audio.
- **Defining ad space:** Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).
- **Max CPU:** Ad not to exceed 30% CPU usage during host-initiated execution.
- **Submission lead time:** Minimum lead time for ad file submission is 6 days before campaign start.
- **Max number of host-initiated file requests:** Ad not to exceed 15 file requests during initial file load and host-initiated subload. Unlimited file requests allowed after user-interaction.

VIDEO REQUIREMENTS:

- **File type:** .mp4
- **Max file size:** 20mb
- **Ratio:** 16:9
- **Dimensions:** 1280x720 (responsive to the page level)
- **Tags Accepted:** 1x1, VAST, VPAID JS (html), all tags must be SSL only
- **Video length:** 15/30 sec
- **FPS:** 24

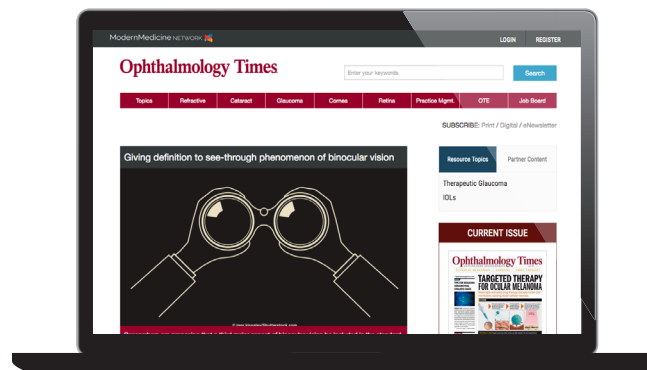
GENERAL NOTES:

- **File weight calculation:** All files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits. Shared libraries are also included as part of the file weight calculation unless otherwise exempted. File weights are calculated after files have been compressed into gzip format. You can use this site to check if your creative is within our specs guidelines <http://html5.iabtechlab.com/needauth?redir>.
- **Initial file load:** Includes all assets and files necessary for completing first visual display of the Ad.
- **Host-initiated subload:** where allowed, additional files may load one second after the browser domContentLoadedEventEnd event. The ad should be able to “listen” for the browser domContentLoadedEventEnd event before subsequent files beyond the initial max file size may be loaded.
- **User-initiated file size:** Ads that allow additional file size for host-initiated subload also allow for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking or tapping the ad, and/or rolling over an ad (or a portion of an ad).

HTML5 NOTES:

HTML5 provides / introduces new options for developing ads. The IAB has developed “HTML5 for Digital Advertising” (<http://www.iab.com/html5>) to help ad designers provide ads in HTML5 unit that will perform more successfully across the display advertising ecosystem. Please review this document and adopt its recommendations to help improve HTML5 ad performance in the industry.

HTML5 design industry standards info:
<http://www.iab.com/html5>



COVER TIPS

Grab the reader's attention with an exclusive Cover Tip, an effective way to enhance brand awareness, communicate timely information, or to lead the reader to additional content within the publication. Make a statement and be front of mind with your target audience. Only one cover tip per issue is available, contact your sales representative to take advantage of this powerful opportunity.

Trimming:

Live matter: 7-1/2" x 7-1/2"

Trim size: 8-1/2" x 8-1/2"

Bleed size: 8-3/4" x 8-3/4"

Thickness: Up to four pages maximum 100# Text to minimum, 70# text paper.

Cover tips jog to the bottom.

Keep live matter 3/4" from edges & gutter trim

If client supplies, please provide as trim size; 80# stock weight

Consult publisher for availability.

Be seen **first**. Limited availability for this high impact position.

INSERTS

Inserts are your opportunity to tell a rich story and engage the reader with a journey. This option focuses the reader's attention and allows variable space to convey your message. Use Inserts to provide content that can be saved as a reference, or create a series to extend involvement from issue to issue. A variety of size and options are available, contact your sales representative to explore this proven one to one marketing option.

Trimming:

Ship folded: Full page - furnished size 9 1/8" x 12 1/4"

Junior page insert: 7 3/4" x 10 1/2"

Live matter: keep 1/2" from trimmed edges & 1/2" from gutter trim

Book is jogged to head

Trims: 1/8" trim head, foot and outside

Consult publisher for availability.



Note: If the cover tip covers the title of the magazine, the title should be added on to the cover tip.

AD SIZES (IN INCHES)

Full-Run:

Ad Size (inches)	Trim Sizes (Width x Depth)	Bleed Sizes (Width x Depth)	Live area (Width x Depth)
Tab Spread	21 x 13.75	21.25 x 14	20.25 x 13
Tab Page	10.5 x 13.75	10.75x14	9.75 x 13
2/3 Tab Horizontal	10.5 x 9	10.75 x 9.25	9.75 x 8.25
2/3 Tab Vertical	6.575 x 13.75	6.825 x 14	5.825 x 13
1/2 Tab Horizontal	10.5 x 6.75	10.75 x 7	9.75 x 6
1/2 Tab Vertical	5.0417 x 13.75	5.2917 x 14	4.2917 x 13
1/2 Tab Spread Horiz	21 x 6.75	21.25 x 7	20.25 x 6
Island	6.57 x 10.06	6.82 x 10.32	5.8 x 9.7
Island Spread	13.12 x 10.06	13.37 x 10.32	13.08 x 9.7
1/3 Vertical block	4.36 x 10.06	4.61 x 10.32	3.6 x 9.7
1/3 Vertical	3.5 x 13.75	3.75 x 14	2.75 x 13
1/4 Vertical Block	5.0417 x 6.75	5.2917 x 7	4.2917 x 6
1/4 Horizontal	10.5 x 3.25	10.75 x 3.50	9.75 x 2.50
1/4 Horizontal Block	6.57 x 5.125	6.82 x 5.375	5.8x4.75

Additional Specifications

Live matter: Hold .375" from trim on all sides.

Trim size of journal: 10.5" x 13.75"

Paper Stock:

Text Pages: 45# coated

Covers: 100# coated

Type of Binding:

Saddle Stitch. Jogs to head.

SUPPLEMENTS

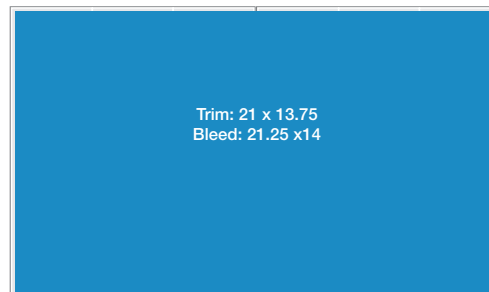
a) **Paper stock:** 70# coated.

b) **Covers:** 70 #coated.

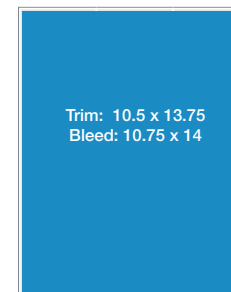
Type of Binding:

Saddle Stitch. Jogs to head.

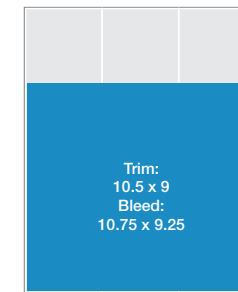
Tab Spread



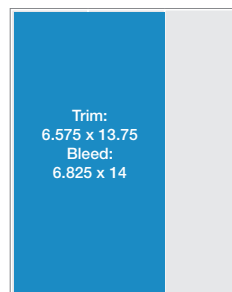
Tab Page



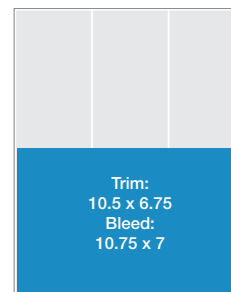
2/3 Tab Horizontal



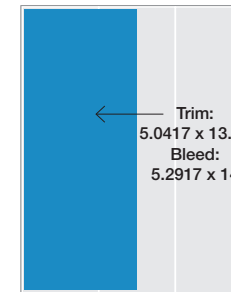
2/3 Page Tab Vertical



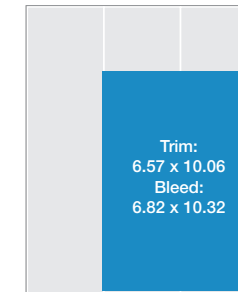
1/2 Page Horizontal



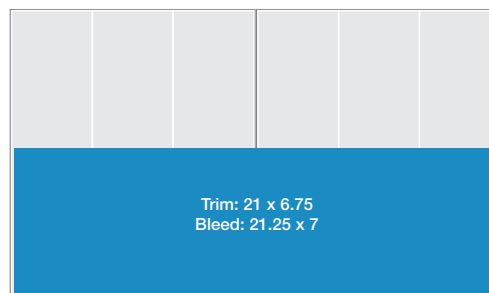
1/2 Page Vertical



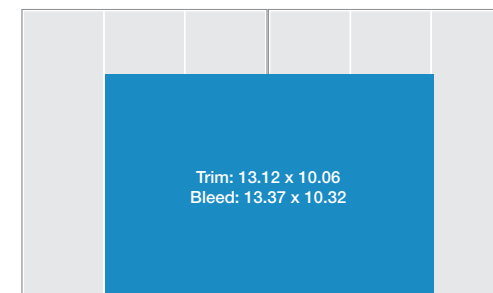
Island



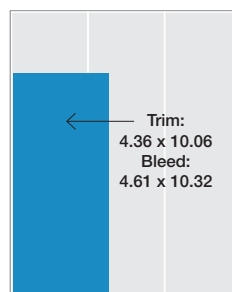
1/2 Tab Spread Horizontal



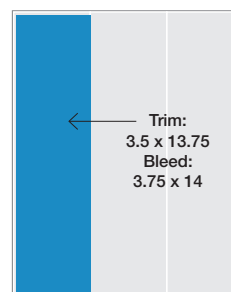
Island Spread



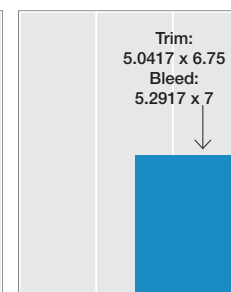
1/3 Page Vertical block



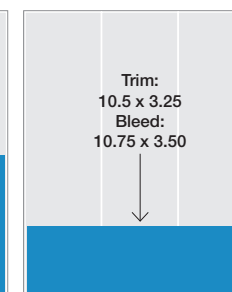
1/3 Page Vertical



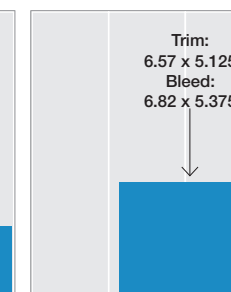
1/4 Page Vertical block



1/4 Page Horizontal



1/4 Page Horizontal block



Official Media Partner of Glaucoma 360 & Exclusive Enduring Opportunities

Ophthalmology Times presents cutting-edge analysis from around the world in surgery, drug therapy, technology, and clinical diagnosis to elevate the delivery of progressive eye health from physician to patient. Our editorial advisory board is especially focused on supporting innovative research in Glaucoma and proud to be a resource for Ophthalmologists on the latest news for Glaucoma therapies.

SUPPLEMENT PACKAGE INCLUDES

- Supplement polybagged with an issue of **Ophthalmology Times**
- Tabbed digital supplement in the corresponding iPad/Tablet edition and website digital edition for the issue published and archived for one year
- E-outreach driving 17,000+ Ophthalmologists to digital supplement
- Distributed to Glaucoma Specialists through The Glaucoma Research Foundation distribution list

Net Pricing:

Cover 2 = \$12,000
Cover 3 = \$10,000
Cover 4 = \$14,000

Full Page Ad = \$5,500
Half Page Ad = \$3,000

Supplement Specs

- a) Trim size:** 7.75 x 10.5 inches
b) Full page specs:
 6.75" x 9.5" (without bleed)
 8" x 10.75" (with bleed)
 Live area should be 3/8" from trim.

c) File format: PDF/X-1A.
 File should be in CMYK

E-CONFERENCE BRIEF PACKAGE OPTIONS

- \$13,500 net for 100% share of voice sponsorship of 3-day e-Conference Brief e-Newsletter **or**
- \$2,500 net for one ad per day on the e-Conference Brief e-Newsletter (leaderboard or big box), includes breaking coverage from the 3-day event through articles and videos

Reserve your space in the 2019 Official Glaucoma 360 enduring packages with highlights from the 3-day event. The content will examine glaucoma from every angle and cover innovative research for a cure.



QUARTERLY PRINT & DIGITAL “ITECH” SUPPLEMENTS

Key clinical data and practice management tips to optimize patient care & enhance Techs’ professional development.

Print/Digital Advertising Package

- Limited Cover and ROB ad positions available per supplement
- Issue dates: March, June, September, and December

BONUS Value-adds!

- Full Page digital ad in OT and OD Digital Edition
- Digital eSupplement emailed to our engaged Ophthalmologist, Optometrist and Technician database.
- Posted on iTech Update portal
- Bonus Distribution at key ophthalmology and optometry meetings
- Link for posting on your corporate or product website

Supplement specs

trim size: 7.875 x 10.75 inches

Full page specs:

7” x 10” (without bleed)

8.125” x 11”(with bleed)

Live area should be 3/8” from trim.

File format: PDF/X-1A.

File should be in CMYK

ITECH PORTAL

A web-based information destination geared to technician-related education for ophthalmologists, optometrists and technicians. This “on-demand” resource is fully integrated into our ophthalmologytimes.com and optometrytimes.com network.

Digital Advertising Package

- Standard Units: Leaderboard; medium rectangle; Skyscraper; Wide Skyscraper
- Premium Units: Half Page, Pushdown, Wallpaper, Floating Footer
- Product page: Logo, 210 characters and link
- Champions’ Challenge: Technician education
- Quarterly e-Issue Alert: Big Box/Rec, In-Column Text Ad

BONUS Value-adds!

- Search Engine Optimization
- Portal promotion via banners ads on OT/OD e-News, Digital Edition, and websites
- Link for posting on your product or corporate site

Total Distribution

Print, digital and mobile supplement with *Ophthalmology Times* and *Optometry Times* (4x per year)

(OD and OT) print.....	52,000*
(OD, OT and Technicians) Digital.....	36,500**
(OD and OT) Mobile App downloads	80,500**
Total	169,000**

* As filed with the BPA, subject to audit.

** Publishers own data.



Contact your sales rep for more details

PRINT DISPLAY ADVERTISING RATES – FULL-RUN:

B&W Rates	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x
Tab Page	\$5,460	\$5,260	\$5,070	\$4,855	\$4,795	\$4,715	\$4,650	\$4,575	\$4,535	\$4,470
2/3 Page	4,785	4,605	4,435	4,270	4,215	4,150	4,105	4,050	3,995	3,940
Island Page	3,880	3,720	3,575	3,440	3,400	3,360	3,325	3,275	3,220	3,170
1/2 page	3,570	3,425	3,305	3,165	3,145	3,105	3,045	3,010	2,960	2,925
1/3 page	2,075	2,020	1,945	1,890	1,845	1,815	1,785	1,760	1,725	1,705
1/4 page	1,835	1,775	1,720	1,655	1,625	1,610	1,585	1,565	1,540	1,515
BRCs	5,460	5,260	5,070	4,855	4,795	4,715	4,650	4,575	4,535	4,470

Insert Tip-in Fee: 585 non-commissionable

Color: In addition to earned B&W rates.

Charge per color/page or fraction

Second color (magenta, cyan, yellow):.....	\$1,235
Matched color (all PMS excluding 800 series):	\$1,885
Sheen/Metallic/Fluorescent color (PMS 800 series):.....	\$2,175
3- and 4-color process:.....	\$2,785
4-color spread:.....	\$4,665
4-color process plus Metallic/Fluorescent:.....	\$5,000
5-color:.....	\$4,590

Covers and Premium Positions (non-cancelable)*:

Add the premium for positions to the earned B&W rate. Then add charge for color.

a) Cover Rates:

Second cover:.....	30%
Third cover:.....	20%
Fourth cover:.....	40%

b) Premium Positions:

Preferred Position:.....	10%
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Must be a minimum of one full page of color.

c) Special Position Charge: A 10% per page special position charge is incurred when requesting consecutive right-hand pages or other special positioning.

Cover Tips/Outserts:

Consult publisher for rates and availability.

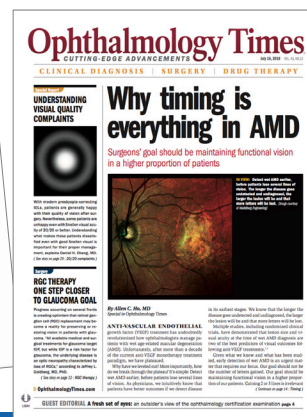
Cancellation Policy with Letter of Agreement:

- 60 days or more prior to issue ad close deadline, no charge.
- 30–60 days prior to issue ad close deadline, 50% of contract rate.
- 30 days or less prior to issue ad close deadline, 100% of contract rate.

Demographic Rates:

ROB ads available on a limited basis. Rates for demographic ads are calculated by multiplying the percent of circulation requested (minimum 50%) times the one-time B&W page rate, times the total number of pages, plus applicable color rates at full price, plus a \$1,650 (non-commissionable) mechanical charge. Demographic ads will count toward a company's final earned frequency on a page-for-page basis.

* Does not include 4C process charges. When a cover is included in a multiple-page space unit, all pages must be in full pages.



INSERT ADVERTISING RATES – FULL-RUN:

Full Page	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x
2 Page	\$10,920	\$10,520	\$10,140	\$9,710	\$9,590	\$9,430	\$9,300	\$9,150	\$9,070	\$8,940
4 Page	21,840	21,040	20,280	19,420	19,180	18,860	18,600	18,300	18,140	17,880
6 Page		31,560	30,420	29,130	28,770	28,290	27,900	27,450	27,210	26,820
8 Page		42,080	40,560	38,840	38,360	37,720	37,200	36,600	36,280	35,760
10 Page		52,600	50,700	48,550	47,950	47,150	46,500	45,750	45,350	44,700
12 Page			60,840	58,260	57,540	56,580	55,800	54,900	54,420	53,640

Island	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x
2 Page	\$7,760	\$7,440	\$7,150	\$6,880	\$6,800	\$6,720	\$6,650	\$6,550	\$6,440	\$6,340
4 Page	15,520	14,880	14,300	13,760	13,600	13,440	13,300	13,100	12,880	12,680
6 Page		22,320	21,450	20,640	20,400	20,160	19,950	19,650	19,320	19,020
8 Page		29,760	28,600	27,520	27,200	26,880	26,600	26,200	25,760	25,360
10 Page		37,200	35,750	34,400	34,000	33,600	33,250	32,750	32,200	31,700
12 Page			42,900	41,280	40,800	40,320	39,900	39,300	38,640	38,040

Acceptance: Insert stock weight 80# text. Contact publisher for approval and pricing for inserts heavier than 80 # text. Submit samples to Production Manager

Insert Rates: All full run inserts charged page for page at the earned B/W rates. If there are charges for inserts not meeting specifications, they will be billed at cost. A non-commissionable tip-in charge of \$585 will be added for all inserts, including BRCs.

BRCs: BRC must accompany a minimum of a full-page ad. Please contact your sales manager.

Demographic Rates:

Inserts available on a limited basis. Rates for demographic inserts are calculated by multiplying the percent of circulation requested (minimum 50%) times the one-time B&W page rate, times the total number of pages, plus a \$1,450 (non-commissionable) mechanical charge. Demographic ads will count toward a company's final earned frequency on a page-for-page basis.

OPHTHALMOLOGY TIMES US SUB-SPECIALTY COUNTS

Sub-Specialty	ICD Code Group	Audience
Cataract/IOL	366, 367, 368, 996	8,600
Refractive	367	1,200
Glaucoma	365	2,000
Cornea/Ocular Surface	284, 294, 367, 370, 371,	6,100
Dry Eye	372, 373, 375	
Oncology	190, 126, 173	2,300
Oculoplastics	374	1,400
Retina	361, 362	3,000
Pediatrics	3680, H50, H53	1,200
Uveitis	360	1,200

Note: Contacts may appear in more than one sub-specialty.

Total Qualified Distribution*

Ophthalmologists.....	18,594
Other Specialties	107
Optometrists/Optomety Specialists	1,216
Other Paid Circulation.....	159
TOTAL QUALIFIED CIRCULATION...	20,076

* As filed with the BPA, subject to audit.

CORPORATE DISCOUNTS

Earned Rates:

Earned rates are given to advertisers based on advertising frequency within a 12-month period. The earned rate is determined by the number of insertions. A spread counts as two insertions. Full pages and fractional pages count as single insertions. Demographic ads will count toward a company's final earned frequency on a pro-rated basis (e.g., a 4-page unit going to 50% of circulation = 2X). Insertions from a parent company and its subsidiaries are combined to determine earned rate. Advertisers are short-rated or rebated based on year end final level earned. The minimum number of insertions at each level must be met within the 2019 calendar or fiscal year.

Corporate Discount Program:

Effective with January 1, 2019 insertion orders, the Corporate Discount program is based on an advertiser's 2018 net advertising, including digital spending, plus non-CME promotional project expenditures in all of the UBM Medica media. Please contact your account manager for more information and your discount rate.

2018 Net Corporate Spend	Rate Savings	2018 Net Corporate Spend	Rate Savings
\$100,000 - \$250,000	0.50%	\$2,500,001 - \$3,000,000	5.00%
\$250,001 - \$500,000	0.75%	\$3,000,001 - \$3,500,000	6.00%
\$500,001 - \$750,000	1.00%	\$3,500,001 - \$4,000,000	8.00%
\$750,001 - \$1,000,000	1.50%	\$4,000,001 - \$4,500,000	10.00%
\$1,000,001 - \$1,500,000	2.00%	\$4,500,001 - \$5,000,000	12.00%
\$1,500,001 - \$2,000,000	3.00%	\$5,000,001 - \$5,500,000	14.00%
\$2,000,001 - \$2,500,000	4.00%	\$5,500,001 - \$6,000,000	16.00%

Pre-Payment:

Prepayment discounts are offered to advertisers; please contact Group Publisher for details.

Multiple Page PI Discount:

Ads running more than two pages of prescribing information are offered a discount. Starting with the third PI page of the unit, a 50% discount will be applied to the cost of the page.

UBM Medica Eye Health Group Combination Program:

Advertisers running a minimum of 4 ads each in both *Ophthalmology Times* and *Optometry Times* will save an additional 5% off the combined space costs for both publications. (Ads must be same product, color, and size.)

Specialty Care Group Discount:

Effective with January 1, 2019 insertion orders, Specialty Care Group Discount is based solely on an advertiser's 2018 net print advertising expenditures within the UBM Medica Specialty Care Group of publications, as follows: *Contemporary Pediatrics, Dermatology Times, Ophthalmology Times, Optometry Times, Oncology, Psychiatric Times, and Urology Times*.

2018 Net Corporate Spend	Rate Savings	2018 Net Corporate Spend	Rate Savings
\$100,000 - \$200,000	1.00%	\$400,001 - \$500,000	4%
\$200,001 - \$300,000	2.00%	\$500,001 - Above	5%
\$300,001 - \$400,000	3.00%		

Please contact your account manager for more information.

Global Advertising Program:

In lieu of the previously mentioned discounts, the advertiser can opt to utilize the *Ophthalmology Times* Global Advertising Program. This program is based on the planned increase in advertising dollars over the 2018 schedule in *Ophthalmology Times*. To compute: Once the 2019 ad spend exceeds 20% of that base, investment savings begin (see chart below).

Percent Increase in Placements:	20%	25%	30%	35%	40%	45%	50%
Discount Percentage	8%	10%	12%	15%	18%	21%	25%

- i) The projected spending at each level must be met within a calendar year. A minimum of \$50,000 in 2018 net spending is required to qualify.
- ii) For simplicity, and maximum savings, the GAP savings percentage will be taken off the product's gross insertion rate. The GAP discount cannot be added to any other discount program.
- iii) You can project what GAP level you will achieve for the year and begin to realize savings immediately. At your earliest convenience, please notify your *Ophthalmology Times* account manager of your product's planned GAP participation level.
- iv) If the product does not meet the projected level, or exceeds its projected level, that product will be short-rated or rebated accordingly.
- v) This discount program may not be combined with any other *Ophthalmology Times* Group incentive program.

ADVERTISING INCENTIVE DISCOUNTS

Product Incentive Program (PIP Continuity Discount):

Run a minimum of six product insertions in *Ophthalmology Times* and save. The more insertions, the more you save. Free pages count toward earned frequency but do not count toward the corporate discount program.

Number of Insertions:	6x	9x	12x	18x	24x
Discount:	3%	4%	5%	6%	7%

Product Incentive Program Criteria:

- i) The minimum number of insertions at each level must be met within a calendar or fiscal year.
- ii) For simplicity, and maximum savings, the Product Incentive Program percent savings will be taken off the product's gross insertion expenditure. The PIP discount should be added to your corporation's Corporate Discount Program earned discount, and the resulting total percentage is taken off of the gross insertion cost.
- iii) You can project what Product Incentive Program level you will achieve for the year and begin to realize savings immediately. At your earliest convenience, please notify your *Ophthalmology Times* account manager of your product's planned Product Incentive Program participation level. If the product does not meet the projected level, or exceeds its projected level, that product will be short rated or rebated accordingly. If the product is pulled off the market due to an FDA ruling, the accrued savings will stand, and the company will not be penalized for loss of product continuity.
- iv) All of a product's indications work together to attain a product's insertion level.

Advertiser Conversion Discount:

New products advertising in *Ophthalmology Times* that commit to a minimum of six issues during the year earn a 10% discount on every 2019 insertion. This program applies to new, converting advertisers that appeared in competitive ophthalmic journals in 2018 but not in *Ophthalmology Times*.

COVER TIPS

Trimming:

Live matter: 7-1/2" x 7-1/2"

Trim size: 8-1/2" x 8-1/2"

Bleed size: 8-3/4" x 8-3/4"

Thickness: Up to four pages maximum 100# Text to minimum 70# text paper.

Cover tips jog to the bottom.

Keep live matter 3/4" from edges & gutter trim

If client supplies, please provide as trim size; 80# stock weight

For anything not matching the specs on cover tips and inserts above, please contact the publisher for special pricing AND send sample for pre-approval to:

Ophthalmology Times

Attn: Karen Lenzen

131 W 1st St, Duluth, MN 55802-2065

Desk: 218-740-7271

Email: klenzen@hcl.com

INSERTS

Trimming:

Ship folded: Full page - furnished size 9 1/8" x 12 1/4"

Junior page insert: 7 3/4" x 10 1/2"

Live matter: keep 1/2" from trimmed edges & 1/2" from gutter trim

Book is jogged to head

Trims: 1/8" trim head, foot and outside

Quantity: Full Run: 22,500

Shipping: Mark all insert cartons with publication name, date of issue, advertiser, product name, and insert quantity. Include a sample of the insert, identifying front/back or page numbers, and attach this sample to the outside of cartons.

Ophthalmology Times

c/o LSC Communications

Attn: Kyle Bryant

3401 Heartland Drive

Liberty, MO 64068

kyle.c.bryant@lsc.com

SCREEN REQUIREMENTS

Density of Tone: 4C ads not exceed 300%; 2C, 190%; B&W, 95%.

1. CMYK is the only accepted mode for 4C ads. Do not use RGB.
 2. Do not use spot color unless you are paying for a PMS (Pantone) color.
 3. Colors viewed on your monitor may not be representative of final output.
- Always check monitor color values against CMYK color swatches and the final KODAK APPROVAL color proof or equivalent. Laser color proofs are for identification only. Should proofs not meet specifications, we will print to published SWOP ink densities. C@1.30, M@1.40, Y@.90, and K@1.70.

REPRODUCTION REQUIREMENTS:

Follow "Specifications for Web Offset Publication" (SWOP) Tenth Edition for printing in the new millennium. *Ophthalmology Times* is printed Web offset. Our preferred ad page material is an electronic digital file furnished as a PDF/X1a. Any omissions, or color deviation from a submitted proof, other than a quality KODAK APPROVAL or equivalent, will not warrant adjustment for space or color charge.

DISPOSITION OF MATERIAL AND INSERTS:

Inserts and electronic ad files are held for one year from date of last insertion and then destroyed. Supplied disks are not returned or retained.

DIGITAL AD REQUIREMENTS:

1. Digital data is required for all ad submissions. Preferred format is PDF/X-1a. Note that a standard PDF is not a preferred format, files should be a PDF/X-1a which is a PDF subset specific to printing. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than our preferred formats. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. All files should be built to exact ad space dimensions purchased. For detailed instructions on preparing PDF/X-1a files and submitting ad files to the correct size, go to <https://ads.ubm.com> or contact the production manager.
2. Publisher will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser's file before publication.

3. **Accepted Method of Delivery:** The preferred method of delivering ad files to UBM Medica is via a web based ad uploader, <https://ads.ubm.com>. Files can also be submitted on CD-R or DVD-R disc format.
4. **Ad Proofs:** To insure that Advertiser's ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof.

PROVIDER INFORMATION REQUIRED:

1. Issue date.
2. Advertiser, product, and agency name.
3. Agency contact person and phone number, or vendor name and phone number.
4. List of contents (printout of disk contents).

PRINT PRODUCTION MATERIALS:

Email Insertion orders, contracts, publication-set copy, reproduction materials, electronic files, proofs and other instructions, to: ot.io@hcl.com

Send all non-eMailed print materials and other information to:

Ophthalmology Times

Attn: Karen Lenzen

131 W. 1st Street, Duluth, MN 55802-2065

218-740-7271

klenzen@hcl.com

To submit your ad materials, visit <https://ads.ubm.com>

JANUARY_2019

- » Ad close: **December 07**
- » Materials due: **December 13**
- » Inserts due: **December 19**

Editorial features*: Pharmacologic Management of Glaucoma

Bonus Distribution: Glaucoma 360 - GRF meeting, January 31 - February 2, 2019, San Francisco, CA

FEBRUARY 1, 2019

- » Ad close: **January 07**
- » Materials due: **January 11**
- » Inserts due: **January 18**

Editorial features*: State-of-the-Art Advances in Diagnostics and Imaging; **Bonus Coverage:** Research Scholar Honoree Highlights

Bonus Distribution: SECO International, February 20-24, 2019, New Orleans, LA

FEBRUARY 15, 2019

- » Ad close: **January 23**
- » Materials due: **January 29**
- » Inserts due: **February 04**

Editorial features*: Update in Treatment of Dry Eye and Ocular Allergy

Readex Research Ad Performance Study Issue

MARCH 1, 2019

- » Ad close: **February 05**
- » Materials due: **February 11**
- » Inserts due: **February 15**

Editorial features*: Therapeutic Management of Uveitis and Retina

Bonus Distribution:

- Vision Expo East (VEE), March 21-24, 2019, New York, NY
- Cornea 360, April 4-7, 2019

MARCH 15, 2019

- » Ad close: **February 20**
- » Materials due: **February 26**
- » Inserts due: **March 04**

Editorial features*: New Initiatives in Refractive Surgery

Bonus Distribution: ASCRS-ASOA Annual Meeting, May 3-7, 2019, San Diego, CA

APRIL 1, 2019

- » Ad close: **March 07**
- » Materials due: **March 13**
- » Inserts due: **March 19**

Editorial features*: Evolving Surgical Strategies in Cataract; ARVO Meeting Preview

Bonus Distribution:

- The Association for Research in Vision and Ophthalmology (ARVO) Annual Meeting, April 28 - May 2, 2019, Vancouver, Canada
- ASCRS-ASOA Annual Meeting, May 3-7, 2019, San Diego, CA

*Editorial content subject to change

APRIL 15, 2019

- » Ad close: **March 21**
- » Materials due: **March 27**
- » Inserts due: **April 02**

Editorial features*: Novel Clinical Options in Pediatric and Geriatric Patients; ASCRS Meeting Preview

Bonus Distribution:

- The Association for Research in Vision and Ophthalmology (ARVO) Annual Meeting, April 28 - May 2, 2019, Vancouver, Canada
- ASCRS-ASOA Annual Meeting, May 3-7, 2019, San Diego, CA

MAY_2019

- » Ad close: **April 08**
- » Materials due: **April 12**
- » Inserts due: **April 18**

Editorial features*: Changing Realm of MIGS and Glaucoma Surgery

JUNE 1, 2019

- » Ad close: **May 08**
- » Materials due: **May 14**
- » Inserts due: **May 20**

Editorial features*: Analysis of Nutraceuticals and Holistic Approaches in Ophthalmology; **Bonus Coverage:** ARVO Highlights

Bonus Distribution: American Optometric Association (AOA) Optometry's Meeting, June 19-23, 2019, St. Louis, MO

JUNE 15, 2019

- » Ad close: **May 22**
- » Materials due: **May 29**
- » Inserts due: **June 04**

Editorial features*: Innovative Procedures in Cornea Surgery

JULY 1, 2019

- » Ad close: **June 06**
- » Materials due: **June 12**
- » Inserts due: **June 18**

Editorial features*: Latest in Antibiotic and Anti-Inflammatory Approaches

JULY 15, 2019

- » Ad close: **June 19**
- » Materials due: **June 25**
- » Inserts due: **July 01**

Editorial features*: Leading-Edge Research in Drug and Gene Therapy; **Bonus Coverage:** ASCRS Highlights

Readex Research Ad Performance Study Issue

*Editorial content subject to change

AUGUST_2019

- » Ad close: **July 09**
- » Materials due: **July 15**
- » Inserts due: **July 19**

Editorial features*: New Horizons in IOL Innovation

SEPTEMBER 1, 2019

- » Ad close: **August 07**
- » Materials due: **August 13**
- » Inserts due: **August 20**

Editorial features*: Evolving Strategies in Cornea

Bonus Distribution:

- European Society of Refractive and Cataract Surgeons (ESCRS) Meeting, September 14-18, 2019, Paris, France
- Vision Expo West (VEW) September 18-21 in Las Vegas, NV.
- American Academy of Ophthalmology (AAO) Meeting, October 12-15, 2019, San Francisco, CA

SEPTEMBER 15, 2019

- » Ad close: **August 21**
- » Materials due: **August 27**
- » Inserts due: **September 03**

Editorial features*: Pioneering Research in Ocular Oncology; AAO Preview

Bonus Distribution:

- American Academy of Ophthalmology (AAO) Meeting, October 12-15, 2019, San Francisco, CA

OCTOBER 1, 2019

- » Ad close: **September 06**
- » Materials due: **September 12**
- » Inserts due: **September 18**

Editorial features*: Best Programs in Ophthalmology

Bonus Distribution:

- American Academy of Ophthalmology (AAO) Meeting, October 12-15, 2019, San Francisco, CA
- American Academy of Optometry (AAOPT) Meeting, October 23-26, 2019, Orlando, FL

OCTOBER 15, 2019

- » Ad close: **September 18**
- » Materials due: **September 24**
- » Inserts due: **September 30**

Editorial features*: Progressive Solutions for Presbyopia;
Bonus Coverage: ESCRS Highlights

NOVEMBER 1, 2019

- » Ad close: **October 08**
- » Materials due: **October 15**
- » Inserts due: **October 21**

Editorial features*: Current Clinical Considerations in Dry Eye

*Editorial content subject to change

NOVEMBER 15, 2019

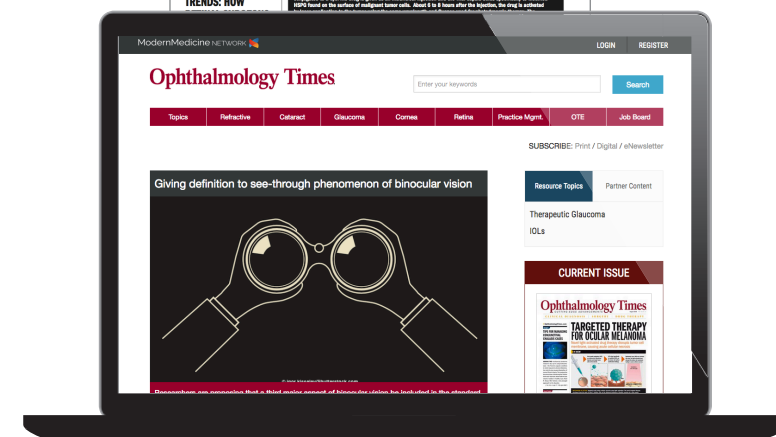
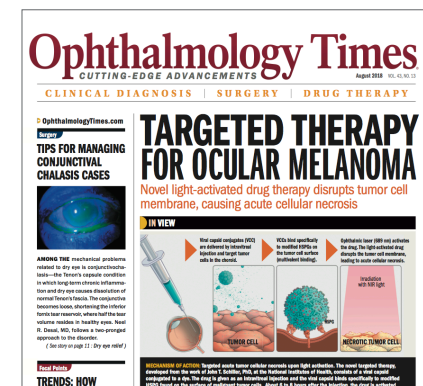
- » Ad close: **October 23**
- » Materials due: **October 29**
- » Inserts due: **November 04**

Editorial features*: Surgical Advances in Modern Retina

DECEMBER_2019

- » Ad close: **November 05**
- » Materials due: **November 11**
- » Inserts due: **November 15**

Editorial features*: Cutting-Edge Advancements in Ophthalmology: 2019 Year in Review



*Editorial content subject to change

We know healthcare. We get results.

We partner with our clients to deliver strategic, integrated communications solutions to key decision-makers through the proven strength of our brands, when and where our clients need it.

Eye Care

ubmmmedica.com/markets-products/eye-care



Ophthalmology Times

CUTTING-EDGE ADVANCEMENTS