



## 6. Incentive Programs:

- a) **Combined Earned Frequency:** All insertions of a parent company and its subsidiaries are combined to determine the earned rate. Advertisers may combine space units run in all SLACK publications to achieve maximum rate frequency.
  - b) **Global Continuity Incentive:** Advertisements for an individual product are eligible for a discount based upon the number of insertions placed in SLACK 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.
    - 3-6 insertions: 10% off
    - 7-12 insertions: 15% off
    - 13+ insertions: 20% off
  - c) **Comprehensive Marketing Incentive:** Advertisers may be eligible for a customized incentive program based upon a total 2011 investment in promotional, marketing and educational services provided through all global print and online editions of SLACK publishing's eye care newspapers OCULAR SURGERY NEWS and PRIMARY CARE OPTOMETRY NEWS and/or associated live non-CME educational events. Please contact your sales representative for details.
  - d) **SLACK Corporate Discount:** Take advantage of SLACK's advertising, custom publishing, event management and other marketing services in 2011 and earn valuable discounts in 2012. Spend levels achieved in the year 2011 will determine your Corporate Discount savings in 2012 based on a total net spend.
  - e) **When taking advantage of more than one Discount Program, discounts must be taken in the following order:**
    - Gross cost:**
      - 1) Less Global Continuity Incentive or Comprehensive Marketing Incentive
      - 2) Less SLACK Corporate Discount
      - 3) Less 15% Agency Discount
    - Equals net cost**
7. **OSN SuperSite:** Contact your sales representative for details.
  8. **Recruitment/Classified Rates:** Please contact your regional sales representative at 877-307-5255.

## ISSUANCE AND CLOSING

9. **Established:** 1999
10. **Frequency:** 6 times/year
11. **Issue Date:** First week of odd months
12. **Mailing:** Mails via air mail
13. **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 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 space after the closing date.

## EDITORIAL

14. **General Editorial Direction:** OCULAR SURGERY NEWS Latin America Edition is a bi-monthly medical newspaper for ophthalmologists, providing timely coverage of scientific meetings and events, with special emphasis on cataract, IOL, refractive surgery, glaucoma treatment, ophthalmic laser therapy, clinical anterior segment issues and legislative and regulatory developments affecting the practice of ophthalmology. Regular color features on surgical maneuvers provide a practical, hands-on forum for today's surgeon.
15. **Average Issue Information:**
  - a) **Average number of articles per issue:** 8-10
  - b) **Average article length:** ½ page tabloid
  - c) **Editorial departments/features:** "Complications Consult"
16. **Origin of Editorial:**
  - a) **Staff written:** 50%
  - b) **Solicited:** 10%
  - c) **Submitted:** 40%
  - d) **Peer review:** None

## CIRCULATION

17. **Coverage:**
  - a) **Date and source of breakdown:** SRDS, June 2010
18. **Demographic Selection Criteria:**
  - a) **Age:** N/A
  - b) **Prescribing:** N/A
  - c) **Circulation distribution:**
    - Controlled:** 99.86%
    - Paid:** 0.14%
  - d) **Paid information:**
    - Association members:** 18,705
    - Is publication received as a part of dues?:** No
    - Dues:** N/A
  - e) **Subscription:** \$339
  - f) **Renewal rate:** 85.6%
19. **Circulation Verification:**
  - a) **Mailing House:** Publishers Press, Shepherdsville, KY, USA
20. **Anticipated Circulation Modifications or Changes Effective January 2011:**
  - a) **Additions:** None
  - b) **Modifications:** None
  - c) **Deletions:** None
  - d) **Estimated total circulation for 2011:** 18,705 per issue

## GENERAL INFORMATION

21. **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 the Publisher's approval. Non-professional product and service advertisers must submit ad copy two weeks prior to the closing date to the advertising sales staff. **If the advertisement contains a coupon, notify Carolyn Boerner by the closing date at cboerner@gomindworks.com. Failure to do so will result in a forfeit of fair rotation policy.**
22. **New Product Releases:** No
23. **Reprint Availability:** Yes. Contact John Kain for pricing at (+1) 856-848-1000 ext. 219, or e-mail: jkain@slackinc.com.
24. **Ad/Editorial Information:**
  - a) 55:45 Ad to Editorial Ratio.
  - b) **Format:** 1. stacked \_\_\_\_\_ 2. within articles  X
25. **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.
26. **Indemnification of Publisher:** In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, 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.
27. **Competitor Information:** OCULAR SURGERY NEWS Latin America Edition does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.
28. **Advertisorial:** 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 from the receiving publication and the word "ADVERTORIAL" or "ADVERTISEMENT" must be prominently displayed in 10 point black type in ALL CAPS at the top of the ad.
29. **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. All prices quoted are in U.S. dollars. All payments must be made in U.S. dollars drawn on a U.S. bank.

## INSERT INFORMATION

30. **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.
31. **Charges:**
- Furnished inserts billed at black-and-white space rate at frequency earned on a page-for-page basis, plus a \$50/1,000 non-commissionable tip-in charge.
  - A-size inserts billed at the island/half page rate.
  - Tabloid-size inserts billed at the king page rate.
32. **Sizes and Specifications:**

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

- Full-size inserts:** Supplied untrimmed, printed, folded (except single leaf) and ready for tipping. Varnished inserts are acceptable at the Publisher's discretion.
  - A-size inserts:** Supply size: 8½" x 11" pre-trimmed on head and face. ½" foot trim.
33. **Trimming:** Trimming of oversized inserts will be charged at cost. Keep live matter ½" from trim edges. Inserts are jogged to the foot. Book trims ⅛" at head, face and foot.
34. **BRCs:**
- Pricing:** When accompanied by a minimum of an island/half page ad, a BRC is charged a tip-in fee of \$50/1,000, non-commissionable.
  - BRC Specifications:** 3½" x 5" minimum to 4¼" x 6" maximum; perforated with ½" lip (from perforation) for tipping. Add ⅛" for foot trim. Cardstock minimum: 75# bulk or higher.
35. **Geographic/Regional Inserts:** Multiple inserts or BRCs will be accepted up to a maximum of six in a single issue. A \$500 stoppage fee will be charged for each insert/BRC.
36. **Quantity:** Full run – 21,000 estimated. Exact quantity will be given upon Publisher's approval of insert or call Publisher prior to closing date.
37. **Shipping:** Carton packing must have publication name, issue, insert quantity and the names of the countries to which insert is to be delivered. Shipment costs will be billed back to the advertiser.

## AD REQUIREMENTS

Available Advertising Unit Sizes								
	Non-Bleed Sizes		Non-Bleed Sizes		Trim Sizes		Trim Sizes	
	(Live Area) Width	(Live Area) Height	(Live Area) Width	(Live Area) Height	Width	Height	Width	Height
King Spread	20.5" x 13.5"	52.07 cm x 34.29 cm	21" x 14"	53.34 cm x 35.56 cm				
King Page	10" x 13.5"	25.4 cm x 34.29 cm	10.5" x 14"	26.67 cm x 35.56 cm				
¾ Page (Vertical)	7.05" x 13.5"	17.91 cm x 34.29 cm	7.55" x 14"	19.18 cm x 35.56 cm				
¾ Page (Horizontal)	10" x 10"	25.4 cm x 25.4 cm	10.5" x 10.5"	26.67 cm x 26.67 cm				
Island ½ Page	7.13" x 10"	18.11 cm x 25.4 cm	7.63" x 10.5"	19.38 cm x 26.67 cm				
Island Spread	14.6" x 10"	37.08 cm x 25.4 cm	15.1" x 10.5"	38.35 cm x 26.67 cm				
½ Page (Vertical)	4.68" x 13.5"	11.89 cm x 34.29 cm	5.18" x 14"	13.16 cm x 35.56 cm				
½ Page (Horizontal)	10" x 6.5"	25.4 cm x 16.51 cm	10.5" x 7"	26.67 cm x 17.78 cm				
⅓ Page (Vertical)	4.68" x 10"	11.89 cm x 25.4 cm	5.18" x 10.5"	13.16 cm x 26.67 cm				
¼ Page (Vertical Block)	4.68" x 6.25"	11.89 cm x 15.88 cm	5.18" x 6.75"	13.16 cm x 17.15 cm				
¼ Page (Horizontal Block)	7.13" x 4.75"	18.11 cm x 12.07 cm	7.63" x 5.25"	19.38 cm x 13.34 cm				
¼ Page (Vertical Strip)	2.23" x 13.5"	5.66 cm x 34.29 cm	2.73" x 14"	6.93 cm x 35.56 cm				
¼ Page (Horizontal Strip)	10" x 3"	25.4 cm x 7.62 cm	10.5" x 3.5"	26.67 cm x 8.89 cm				
⅓ Page (Vertical Block)	2.23" x 6.25"	5.66 cm x 15.88 cm	2.73" x 6.75"	6.93 cm x 17.15 cm				
⅓ Page (Horizontal Block)	4.68" x 2.84"	11.89 cm x 7.21 cm	5.18" x 3.34"	13.16 cm x 8.48 cm				

a) **Trim Size of Journal:** 10.5" x 14" (26.67 cm x 35.56 cm)

b) To view thumbnails of ad specs, visit [slackinc.com/digitalads](http://slackinc.com/digitalads).

**For spread ads,** keep content (image/text) ¼" in on each side of the gutter.

**For bleed ads,** add ⅛" on all sides of trim sizes.

38. **Paper Stock:**
- Inside pages:** 34# gloss
  - Covers:** 60# gloss
39. **Type of Binding:** Saddle-stitch
40. **Digital Ad Requirements:**
- For specifications go to [slackinc.com/digitalads](http://slackinc.com/digitalads).
- 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.
- Media:** CDs and DVDs. Ads will not be accepted via e-mail.
41. **Digital Material:** Digital files will be held 1 year from date of last insertion and then destroyed unless instructed otherwise.

## CONTACT INFORMATION

42. **Insertion Orders and Ad Materials:**
- Send product insertion orders and digital ad materials to:**
- Carolyn Boerner  
Sales Administrator  
OSNLA/Issue Month  
c/o Mindworks Communications  
6900 Grove Road  
Thorofare, NJ 08086-9447  
[cboerner@gomindworks.com](mailto:cboerner@gomindworks.com)  
856-384-1793 x355  
Fax: 856-848-6091
- Send inserts to:**
- Julie Duncan  
OSNLA/Issue Month  
Publishers Press  
100 Frank E. Simon Avenue  
Shepherdsville, KY 40165, USA

## ► 2011 Editorial Calendar

ISSUE	DATES	FEATURES	BONUS DISTRIBUTION
<b>JANUARY/ FEBRUARY</b>	Ad closing: 11/15/2010 Material due: 12/3/2010	<b>Spotlight on Phacoemulsification</b> Special Meeting report: AAO	
<b>MARCH/ APRIL</b>	Ad closing: 1/19/2011 Material due: 2/9/2011	<b>Spotlight on Glaucoma</b>	<b>American Society of Cataract and Refractive Surgery (ASCRS)</b> March 25-29, San Diego, CA <b>Association for Research in Vision and Ophthalmology (ARVO)</b> May 1-5, Ft. Lauderdale, FL
<b>MAY/ JUNE</b>	Ad closing: 3/23/2011 Material due: 4/8/2011	<b>Spotlight on Refractive Surgery</b> Special Meeting report: ASCRS	
<b>JULY/ AUGUST</b>	Ad closing: 5/12/2011 Material due: 5/26/2011	<b>Spotlight on IOLs and Cataract Instrumentation</b> Special Meeting report: ARVO	
<b>SEPTEMBER/ OCTOBER</b>	Ad closing: 7/20/2011 Material due: 8/5/2011	<b>Spotlight on Cornea and External Disease</b>	<b>American Academy of Ophthalmology (AAO)</b> October 22-25, Orlando, FL
<b>NOVEMBER/ DECEMBER</b>	Ad closing: 9/20/2011 Material due: 10/6/2011	<b>Spotlight on Vitreoretina</b> Special Meeting report: ESCRS	

*Please note: Editorial content subject to change. Additional bonus distributions to global meetings will be determined as dates of 2011 meetings become available.*