

# 2010 Rate Card



## OCULAR SURGERY NEWS Europe Edition and Asia-Pacific Edition



Europe Edition

Asia-Pacific Edition

**Advertising Office: Mindworks Communications**

Vice President, Sales: Michael Graziani  
 Global Sales Director, Eye Care Group: Scott Wright  
 Global Account Managers:  
 Cherie Pearson, Polly Neely, Guy Pawlak, Penny Furst  
 Director of Sales, Japan: Kenichi Takefusa  
 Director of Sales Administration and Support: Carolyn Boerner  
 Sales Director, Classified/Recruitment Division: Kristy Farrell  
 Classified/Recruitment Sales Representative: Lisa Sabatini  
 6900 Grove Road • Thorofare, NJ 08086-9447  
 (+1) 856-384-1793 • Fax (+1) 856-848-6091

**Publishing Office: Slack Incorporated**

Chief Operating Officer: John C. Carter  
 Senior Vice President: Joan-Marie Stiglich, ELS  
 OSN Europe Chairman: Joseph Colin, MD  
 Associate Medical Editors: Matteo Piovella, MD; Michael C. Knorz, MD  
 OSN Asia-Pacific Chairperson: Hiroko Bissen-Miyajima, MD  
 Associate Medical Editors: Michael A. Lawless, MD; Dennis S.C. Lam, MD, MBBS  
 Editor in Chief: David W. Mullin  
 Circulation Director: Lester Robeson, CCCP



A Wyanoke Group Company

6900 Grove Road  
 Thorofare, New Jersey 08086-9447  
 (+1) 856-848-1000  
 Fax (+1) 856-848-6091  
**OSNSuperSite.com**

# ► 2010 Rates

## Black-and-White Rates:

OSN EUROPE AND ASIA-PACIFIC Editions								
Frequency	King Spread	King Page	3/4 Page	Island Spread	Island/Half Page	1/3 Page	1/4 Page	1/8 Page
1x	\$16,500	\$8,710	\$7,405	\$11,995	\$6,320	\$3,800	\$2,825	\$2,160
3x	16,240	8,555	7,230	11,725	6,170	3,625	2,725	1,925
6x	15,975	8,420	7,035	11,445	6,035	3,425	2,610	1,915
12x	15,560	8,200	6,705	10,800	5,680	3,225	2,505	1,870
24x	14,855	7,820	6,585	10,580	5,570	3,170	2,475	1,810
36x	14,805	7,790	6,525	10,335	5,440	3,140	2,435	1,770
48x	14,765	7,775	6,520	10,250	5,395	3,075	2,395	1,745
60x	14,650	7,715	6,515	10,175	5,365	3,045	2,310	1,725
72x	14,555	7,670	6,485	10,115	5,330	3,035	2,265	1,710
96x	13,980	7,380	6,395	9,905	5,215	2,990	2,245	1,670
108x	13,945	7,340	6,350	9,855	5,170	2,945	2,210	1,615

EUROPE Edition								
Frequency	King Spread	King Page	3/4 Page	Island Spread	Island/Half Page	1/3 Page	1/4 Page	1/8 Page
1x	\$12,375	\$6,530	\$5,550	\$9,000	\$4,740	\$2,840	\$2,115	\$1,615
3x	12,180	6,410	5,420	8,790	4,630	2,720	2,045	1,440
6x	11,980	6,315	5,280	8,580	4,525	2,570	1,960	1,435
12x	11,670	6,150	5,025	8,095	4,260	2,415	1,875	1,405
24x	11,140	6,865	4,940	7,930	4,180	2,380	1,860	1,355
36x	11,100	5,845	4,890	7,750	4,085	2,355	1,825	1,330
48x	11,070	5,830	4,885	7,685	4,050	2,300	1,790	1,310
60x	10,990	5,790	4,880	7,630	4,030	2,280	1,730	1,290
72x	10,915	5,750	4,860	7,585	4,000	2,270	1,700	1,280
96x	10,485	5,540	4,800	7,425	3,915	2,245	1,685	1,250
108x	10,460	5,505	4,765	7,390	3,880	2,210	1,660	1,210

ASIA-PACIFIC Edition								
Frequency	King Spread	King Page	3/4 Page	Island Spread	Island/Half Page	1/3 Page	1/4 Page	1/8 Page
1x	\$9,900	\$5,220	\$4,445	\$7,195	\$3,790	\$2,280	\$1,695	\$1,290
3x	9,745	5,130	4,340	7,035	3,700	2,175	1,630	1,155
6x	9,585	5,050	4,220	6,865	3,620	2,055	1,565	1,150
12x	9,335	4,920	4,020	6,480	3,410	1,935	1,500	1,125
24x	8,915	4,690	3,950	6,345	3,340	1,905	1,480	1,080
36x	8,890	4,675	3,935	6,200	3,265	1,885	1,460	1,060
48x	8,860	4,665	3,915	6,150	3,240	1,845	1,440	1,050
60x	8,790	4,630	3,910	6,100	3,220	1,830	1,385	1,030
72x	8,730	4,605	3,895	6,030	3,200	1,820	1,360	1,025
96x	8,390	4,430	3,840	5,945	3,130	1,790	1,350	1,005
108x	8,370	4,400	3,810	5,910	3,100	1,765	1,325	970

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

	Charge per color per page or fraction	Spread color charge
Standard color	\$1,250	\$2,120
Matched color (1 PMS)*	1,970	3,400
Metallic color	2,405	4,100
Four color	2,605	4,240
Four color + PMS	4,130	7,060
Four color + Metallic	4,505	8,115

\*Because of press limitations, we cannot accept ads with two or more PMS colors.

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

	Charge per color per page or fraction	Spread color charge
Standard color	\$935	\$1,590
Matched color (1 PMS)*	1,480	2,550
Metallic color	1,800	3,075
Four color	1,960	3,180
Four color + PMS	3,095	5,295
Four color + Metallic	3,380	6,090

\*Because of press limitations, we cannot accept ads with two or more PMS colors.

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

	Charge per color per page or fraction	Spread color charge
Standard color	\$750	\$1,270
Matched color (1 PMS)*	1,185	2,040
Metallic color	1,440	2,460
Four color	1,565	2,545
Four color + PMS	2,480	4,230
Four color + Metallic	2,705	4,870

\*Because of press limitations, we cannot accept ads with two or more PMS colors.

## RATES AND DISCOUNTS

1. **Effective Rate Date:** January 2010 for all advertisers. All prices quoted are in U.S. dollars.
2. **Rates:**
  - a) 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 page and fractional pages count as single insertions; each page of an insert counts as one insertion.
  - b) **Agency commission:** Fifteen percent (15%) gross billings (all prices are in U.S. dollars) on space, color, cover and preferred position charges.
  - c) **Cash discount:** Two percent (2%) if paid within ten days of invoice date. No discount allowed after this period.
3. **Bleed:** No charge
4. **Covers, Positions:**
  - a) **Covers:**
    - Second cover:** Earned b/w rate plus 25%. Color additional.
    - Third cover:** Earned b/w rate plus 15%. Color additional.
    - Fourth cover:** Earned b/w rate plus 50%. Color additional.
  - b) **Special Positions:** Contact your sales representative for more details.
5. **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%
    - 7-12 insertions: 15%
    - 13+ insertions: 20%
  - c) **Comprehensive Marketing Incentive:** Advertisers may be eligible for a customized incentive program based upon a total 2010 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 Program:** Take advantage of SLACK publishing's advertising, custom publishing, event management and other marketing services in 2010 and earn valuable discounts in 2011. Spend levels achieved in the year 2010 will determine your Corporate Discount savings in 2011 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**
6. **OSN SuperSite:** Contact your sales representative for details.
7. **Recruitment/Classified Rates:** Please contact Lisa Sabatini at (+1) 856-384-1793 or lsabatini@gomindworks.com for information on available opportunities.

## ISSUANCE AND CLOSING

8. **Established:** 1990
9. **Frequency:** 10 times/year
10. **Issue Date:** 1st of each month
11. **Mailing Date and Class:** Mails within the issue month; International Air Service

## 12. 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

13. **General Editorial Direction:** OCULAR SURGERY NEWS Europe Edition and OCULAR SURGERY NEWS Asia-Pacific Edition are medical newspapers for ophthalmologists, providing timely coverage of scientific meetings and events, with special emphasis on cataract/IOL, refractive surgery, glaucoma treatment, retina/vitreous, ophthalmic laser therapy, clinical anterior segment issues and 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 of the comprehensive meeting and news coverage readers have come to expect.
14. **Average Issue Information:**
  - a) **Average number of articles per issue:** 20
  - b) **Average article length:** ½ page tabloid
  - c) **Editorial departments/features:**
    - Cover Story
    - Regional Focus Pages: China, India, Japan (Asia-Pacific only)
    - Complications Consult
    - Back to Basics
15. **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

16. **Demographic Selection Criteria:**
  - a) **Age:** N/A
  - b) **Prescribing:** N/A
  - c) **Circulation distribution:**
    - Controlled:** 99.2%
    - Paid:** 0.8%
17. **Circulation Verification:**
  - a) **Mailing House:** Publishers Press
18. **Anticipated Circulation Modifications or Changes Effective January 2010:**
  - a) **Additions:** None
  - b) **Modifications:** None
  - c) **Deletions:** None
  - d) **Europe Edition estimated total circulation for 2010:** 22,960 per issue
  - e) **Asia-Pacific Edition estimated total circulation for 2010:** 21,628 per issue

## GENERAL INFORMATION

19. **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 ads must be submitted two weeks prior to closing date.

**If an advertisement contains a coupon, notify Carolyn Boerner at (+1) 856-384-1793, ext. 355 by the closing date. Failure to do so will result in forfeit of the fair rotation policy.**
20. **New Product Releases:** Accepted on a space available basis. Please submit to your sales representative.
21. **Ad/Editorial Information:**
  - a) 55/45 Ad to Editorial Ratio
  - b) **Format:** 1. stacked \_\_\_\_\_ 2. within articles   X
22. **Reprint Availability:** Yes, contact John Kain for pricing at (+1) 856-848-1000 ext. 238, or e-mail: jkain@slackinc.com.

23. **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. The Publisher assumes no responsibility for color quality of 4-color advertisements if progressive proofs are not furnished with ad materials.
24. **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.
25. **Competitor Information:** OCULAR SURGERY NEWS Europe Edition and OCULAR SURGERY NEWS Asia-Pacific Edition do not accept advertisements that contain competitor(s) names, publication covers, logos or other content.
26. **Advertorials:** In order to be considered for acceptance, advertisements or inserts, which contain text or copy describing a product or surgical technique, must be substantially different in text and font of the receiving publication and the word "ADVERTORIAL" or "ADVERTISEMENT" must be prominently displayed in 10 point black type, in ALL CAPS, at the top of the ad.
27. **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

28. **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.
29. **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 charged at the island/half page rate.
  - Tabloid-size inserts charged at the king page rate.
30. **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 binding. Varnished inserts are acceptable at the Publisher's discretion.
  - A-size inserts:** Supply size: 8 1/8" x 11" pre-trimmed on head and face. 1/8" foot trim.
31. **Trimming:** Trimming of oversized inserts will be charged at cost. Keep live matter 1/2" from the trim edges and 3/16" from gutter trim. Inserts are jogged to the foot. Book trim 1/8" at head, face and foot.
32. **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:** 3 1/2" x 5" minimum to 4 1/4" x 6" maximum; perforated with 1/2" lip (from perforation) for binding. Add 1/8" for foot trim. Cardstock minimum: 75# bulk or higher.
33. **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.
34. **Quantity:** (Estimated) Europe only – 26,000; Asia-Pacific only – 24,000; Combined circulation – 50,000. Exact quantity will be given upon Publisher's approval of insert or call Publisher prior to closing date.
35. **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 (Live Area)		Non-Bleed Sizes (Live Area)		Trim Sizes		Trim Sizes	
	Width	Height	Width	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
3/4 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
3/4 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 1/2 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
1/2 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
1/2 Page (Horizontal)	10"	x 6.5"	25.4 cm	x 16.51 cm	10.5"	x 7"	26.67 cm	x 17.78 cm
1/3 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
1/4 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
1/4 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
1/4 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
1/4 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
1/8 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
1/8 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) 1/4" in on each side of the gutter.  
**For bleed ads,** add 1/8" on all sides of trim sizes.

36. **Paper Stock:**
- Inside pages:** 34# Gloss
  - Covers:** 60# Gloss
37. **Type of Binding:** Saddle-stitch
38. **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.**
39. **Digital Material:** Digital files will be held one year from date of last insertion and then destroyed unless instructed otherwise in writing.

## CONTACT INFORMATION

40. **Send insertion orders, digital ad material and insert samples to:**
- Carolyn Boerner**  
 OSNE/OSNAP (issue month)  
 c/o Mindworks Communications  
 6900 Grove Road  
 Thorofare, NJ 08086-9447, USA

41. **Ship inserts and BRCs to:**
- Julie Duncan**  
 Publishers Press  
 OSNE/OSNAP (issue month)  
 100 Frank E. Simon Avenue  
 Shepherdsville, KY 40165, USA

# OCULAR SURGERY NEWS Europe Edition and OCULAR SURGERY NEWS Asia-Pacific Edition

## ► 2010 Editorial Calendar

ISSUE	DATES	FEATURES	BONUS DISTRIBUTION
<b>JANUARY</b>	Ad closing: 11/23/09 Material due: 12/02/09	<b>Spotlight on Phacoemulsification</b>	<b>Hawaiian Eye 2010</b> January 17-22, Kauai
<b>FEBRUARY</b>	Ad closing: 12/18/09 Material due: 1/06/10	<b>Spotlight on Allergy and Dry Eye</b>	
<b>MARCH</b>	Ad closing: 1/25/10 Material due: 2/02/10	<b>Spotlight on Cornea-based Refractive Surgery</b> Meeting coverage from ESCRS Winter Meeting (Europe Edition) and Hawaiian Eye	
<b>APRIL</b>	Ad closing: 2/22/10 Material due: 3/02/10	<b>ASCRS Convention Issue</b> <b>Spotlight on IOLs</b> Meeting Coverage from ESCRS Winter Meeting (Asia-Pacific Edition)	<b>ASCRS</b> April 9-14, Boston
<b>MAY</b>	Ad closing: 3/26/10 Material due: 4/05/10	<b>Spotlight on Glaucoma Therapeutics and Devices</b>	<b>SFO</b> May 8-11, Paris (Europe Edition) <b>OSN Rome</b> May 21-22, Rome (Europe Edition) <b>WOC</b> June 5-9, Berlin (Asia-Pacific Edition)
<b>JUNE</b>	Ad closing: 4/21/10 Material due: 4/30/10	<b>Spotlight on Presbyopic Correction</b> Meeting coverage from ASCRS, SFO, ARVO	<b>WOC</b> June 5-9, Berlin (Europe Edition)
<b>JULY/AUGUST</b>	Ad closing: 5/26/10 Material due: 6/07/10	<b>Spotlight on Diagnostic and Test Instrumentation</b> <b>ESCRS Pre-Convention Issue</b> Meeting Coverage from OSN Rome (Europe Edition)	
<b>SEPTEMBER</b>	Ad closing: 7/07/10 Material due: 7/14/10	<b>ESCRS Convention Issue</b> (Europe Edition) <b>APAO Convention Issue</b> (Asia-Pacific Edition) Meeting coverage from WOC	<b>Euretina</b> September 2-5, Paris (Europe Edition) <b>ESCRS</b> September 4-8, Paris (Europe Edition) <b>APAO</b> September 16-20, Beijing (Asia-Pacific Edition)
<b>OCTOBER</b>	Ad closing: 8/27/10 Material due: 9/07/10	<b>AAO Convention Issue</b> <b>Spotlight on Lens-Based Refractive Surgery</b>	<b>AAO</b> October 16-19, Chicago <b>DOC</b> October 21-24, Hamburg (Europe Edition)
<b>NOVEMBER/ DECEMBER</b>	Ad closing: 9/27/10 Material due: 10/05/10	<b>Spotlight on Retina</b> Meeting coverage from ESCRS (Europe Edition) Meeting coverage from APAO (Asia-Pacific Edition)	

Note: Editorial content subject to change.

# OSN<sup>®</sup>

THE VOICE OF 80,000  
OPHTHALMOLOGISTS  
WORLDWIDE

## OCULAR SURGERY NEWS

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Europe Edition



Asia-Pacific Edition

**SLACK**<sup>®</sup>  
INCORPORATED  
A Wyanoke Group Company

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