

2010 Media Planner

Journal of Refractive Surgery®

The Official Journal of the International Society of Refractive Surgery (ISRS), a partner of the American Academy of Ophthalmology (AAO)

Advertising Office

National Account Manager: Kara Datz
Sales Administrator: Ann Marie Randolph-Ferguson

Mindworks Classified/Recruitment Sales Office

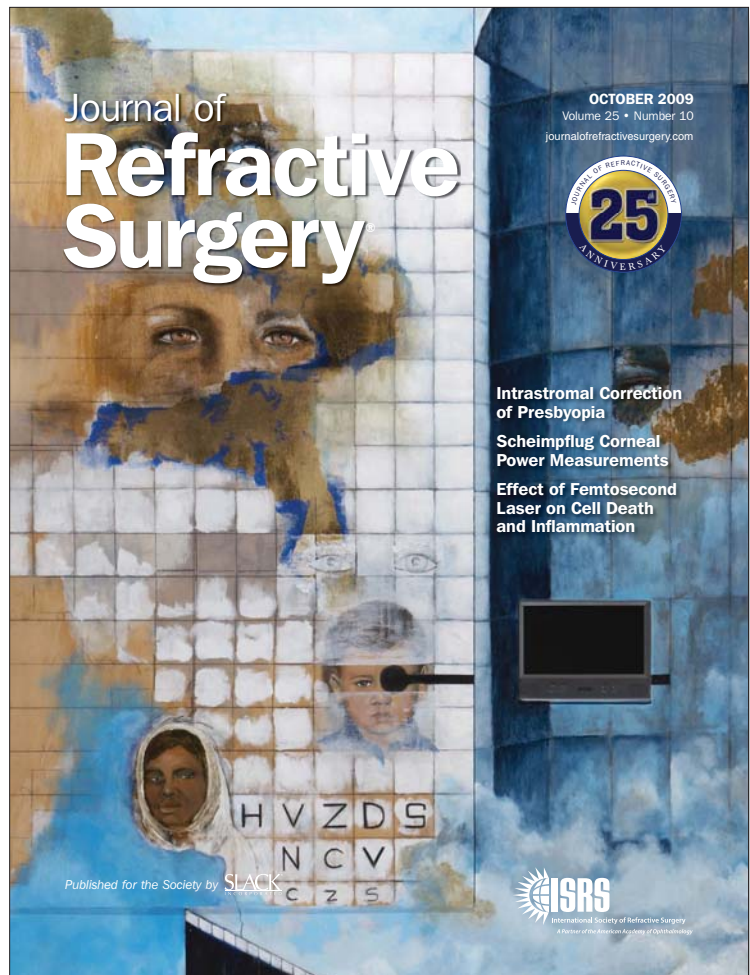
Sales Director, Classified/Recruitment Division: Kristy Farrell
Sales Representative: Lisa Sabatini

Publishing Office

Chief Operating Officer: John C. Carter
Senior Vice President, Health Care Books and Journals: John Bond
Editorial Director: Jennifer A. Kilpatrick, ELS
Executive Editor: Aileen Wiegand, ELS
Editor-in-Chief: George O. Waring III, MD, FACS, FRCOphth
Circulation Director: Lester Robeson, CCCP

SLACK
INCORPORATED
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JournalofRefractiveSurgery.com



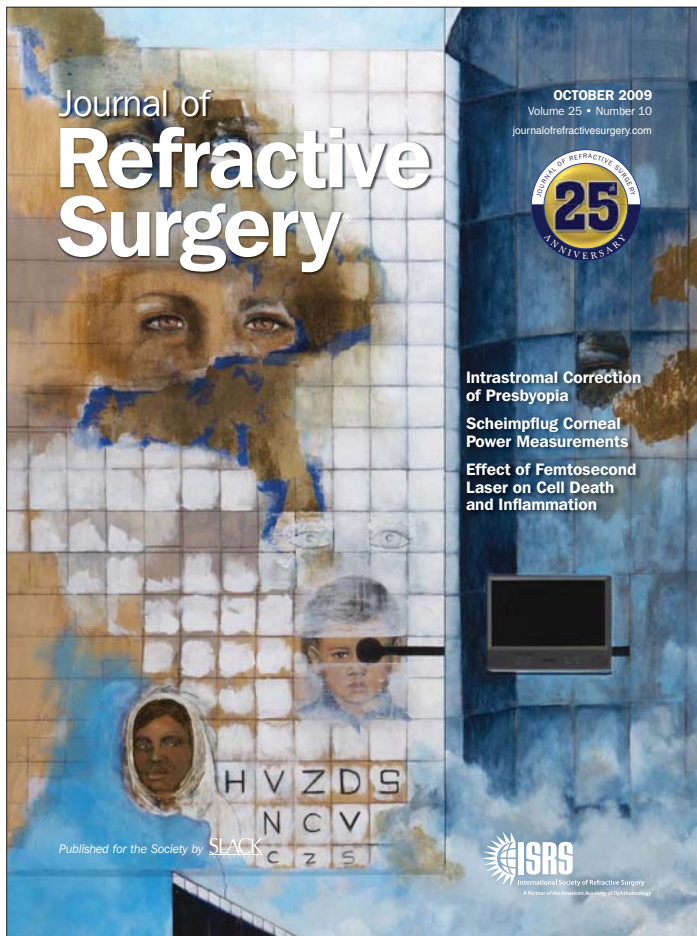
TO ADVERTISE, CONTACT:

Kara Datz

kdatz@slackinc.com

856-848-1000 x549

Journal of Refractive Surgery®



The JOURNAL OF REFRACTIVE SURGERY, the Official Journal of the ISRS, a partner of AAO, is a monthly peer-reviewed forum for original research, review, and evaluation of refractive and lens-based surgical procedures. Practical, clinically valuable articles provide readers with the most up-to-date information regarding advances in the field of refractive surgery.

Subscribers can also benefit from our featured Online Advanced Release and read articles before they appear in the print issue!

“We reach ophthalmologists who want to know the most up-to-date information in the field of refractive surgery by issuing a Nidek supplement with the Journal of Refractive Surgery.”

– Yoshitaka Takeshita, Nidek

Make your message stand out with these unique advertising opportunities:

- Cover-tips
- BRCs
- Supplements
- Belly bands
- Polybagged Outserts
- Advertorials

Put your message in the hands of more than 2,000 paid subscribers

With 100% paid circulation, your message will be seen by high-interest readers—offering an efficient and effective way to communicate to your target audience.

Give your ad the high exposure it deserves

92% rate the information as very good to excellent*

88% read at least 3 out of 4 issues on a regular basis*

*Source: SLACK Incorporated, JOURNAL OF REFRACTIVE SURGERY Readership Study, April 2007

Extend your reach with bonus distributions

At no additional cost, your advertising will reach Journal subscribers plus attendees of these major medical meetings:

1,000 attendees	Hawaiian Eye 2010, January 17-22, Kauai — January issue
800 attendees	ESCRS Winter Meeting, February 12-14, Budapest — January issue
6,000 attendees	ASCRS, April 9-13, Boston — March issue
10,600 attendees	ARVO, May 2-6, Ft. Lauderdale — April issue
300 attendees	Kiawah Eye, May 13-16, South Carolina — May issue
5,000 attendees	ESCRS, September 4-8, Paris — August issue
17,500 attendees	AAO Subspecialty Day, October 15, Chicago — October issue
17,500 attendees	AAO/PAAO, October 16-19, Chicago — October issue
350 attendees	OSN New York, November 19-21, New York City — November issue

Online Advertising

Save \$500

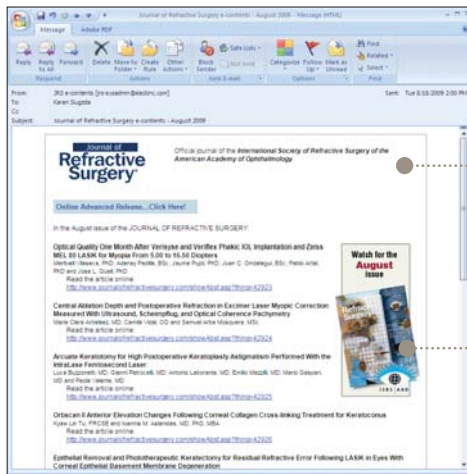
Combine a website and e-contents sponsorship opportunity in the same month for \$1,500 total.

Individual sponsorship opportunities are \$1,000 each.



Website Advertising

- Exclusive topic sponsorships
- Run-of-site sponsorships
- Microsite sponsorships
- Podcast sponsorships



e-contents Advertising

Reach nearly 800 opt-in e-mail subscribers for pennies per exposure

Free online exposure for all advertisers

Print or online advertisers can post a product press release, picture and link on the new "Product News" section of JournalofRefractiveSurgery.com.

Note: Press releases will be posted at the discretion of editorial staff; postings and length of time posted cannot be guaranteed.

RATES AND DISCOUNTS

1. **Effective Rate Date:** January 2010 for all advertisers.
2. **Rates:**
 - a) Earned rates are given to advertisers (parent company and its subsidiaries) based on the total number of pages placed within a 12 month period. Fractional pages count as single pages and each page of an insert counts as one page.
 - b) **Agency commission:** Fifteen percent of gross billings on space, color, cover and preferred position charges.
 - c) **Cash discount:** Two percent if paid within 10 days of invoice date. No discount allowed after this period.
3. **Black-and-white Rates:**

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1,950	\$1,250	\$765
6x	\$1,875	\$1,200	\$705
12x	\$1,820	\$1,145	\$650
24x	\$1,740	\$1,085	\$580
36x	\$1,685	\$1,040	\$525
48x	\$1,610	\$975	\$465

Color: In addition to earned black-and-white rates.
Charge per color per page or fraction
 Standard color \$550
 Matched color \$750
 Metallic color \$1,000
 Four color \$1,500
 Four color + PMS \$2,000
 Four color + Metallic \$2,500

4. **Bleed:** No charge
5. **Covers and 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) **Positions:**
Facing table of contents: Add 25% to earned b/w rate. Color additional.
 - c) **Special Positioning:** Consult sales representative for details and availability.
6. **Discount Programs:**
 - a) **Combined Frequency Discount:** All insertions of a parent company and its subsidiaries are combined to determine the earned rate. Advertisers may combine space units in all SLACK publications to achieve maximum rate frequency.
 - b) **FREE Ad Program:** Purchase two ads any time during the 2010 calendar year and receive an additional ad of equal size in the same publication at no cost.
 - c) **SLACK Corporate Discount Program:** Take advantage of SLACK'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 SLACK Corporate Discount savings in 2011.
 - d) **When taking advantage of more than one Discount Program, discounts must be taken in the following order:**
Gross cost:
 - 1) Less Individual Publication Discount
 - 2) Less SLACK Corporate Discount
 - 3) Less 15% Agency Discount**Equals net cost**
7. **Miscellaneous:**
 - a) **Contract requirements:** Advertising is subject to approval by Editorial Board. All contracts are subject to Editorial approval.
 - b) **Guarantee of rates and discounts:** A uniform rate to all advertisers using the same amount and kind of space is guaranteed.
 - c) **Concession from regular rates:** None.
8. **Classified/Recruitment Advertising:** Please contact Lisa Sabatini at 856-384-1793 x305 or e-mail lsabatini@gomindworks.com for available opportunities.

9. **Online Advertising:** Please contact Kara Datz at 856-848-1000 x549 or e-mail kdatz@slackinc.com for available opportunities.

ISSUANCE AND CLOSING

10. **Established:** March 1985. Previously *Refractive and Corneal Surgery*.
11. **Frequency:** 12 times per year.
12. **Issue Date:** Second week of month of issue.
13. **Mailing Date and Class:** Mails within the issue month; Periodical Class.
14. **Closing Dates:**

Issue Date	Ad Closing Date	Material Due Date
January	12/01/09	12/18/09
February	1/04/10	1/15/10
March	2/01/10	2/12/10
April	3/01/10	3/19/10
May	4/01/10	4/16/10
June	5/03/10	5/17/10
July	6/01/10	6/18/10
August	7/01/10	7/16/10
September	8/02/10	8/17/10
October	9/01/10	9/17/10
November	10/01/10	10/15/10
December	11/01/10	11/19/10

- a) **Extensions:** If an extension date for material is agreed upon and the 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 advertising after the closing date.

EDITORIAL

15. **Organization Affiliation:** The International Society of Refractive Surgery (ISRS), a partner of the American Academy of Ophthalmology (AAO).
16. **Editorial:** Editorial content includes original articles on clinical and research aspects of refractive and corneal surgery; reports on interesting case studies, complications, or surgical techniques; special articles; review articles; history; opinion; new instruments; and new concepts.
17. **Average Issue Information:**
 - a) **Average number of articles per issue:** 10-12
 - b) **Average article length:** 5 pages
18. **Origin of Editorial:**

a) Source: Original contributions	d) Submitted: 90%
b) Staff written: N/A	e) Peer-review: Yes
c) Solicited: 10%	

CIRCULATION

19. **Circulation:**
 - a) **Association:** 1,659
 - b) **Paid:** 348
 - c) **Total:** 2,007
20. **Circulation Verification:**
 - a) **SRDS Sworn Statement:** June 2009
 - b) **Mailing house:** Publishers Press
21. **Coverage and Market:**
 - a) **Coverage:** Global
 - b) **Market:** International and domestic ophthalmologists
22. **Territorial Distribution:** Available on request
23. **Subscription Data:** U.S.: \$249/yr.; Canada: add 5% tax; Outside the U.S.: add \$53/yr.
24. **Estimated total circulation for 2010:** 2,100

GENERAL INFORMATION

- 25. 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 Publisher's approval. Non-professional product and service advertisers must submit ad copy two weeks prior to closing date.
- 26. Requirements for Acceptance of New Professional Products for Advertising:** New advertising must be approved. Copy submitted in duplicate for review two weeks prior to closing date. The Publisher reserves the right to reject any advertising.
- 27. Requirements for Ad Clearance:** Any new copy for a new application of an old product must be treated the same as in Paragraph 25.
- 28. Policy on Placement of Advertising:** Ad Well
- 29. Editorial/Advertising Ratio:** Editorial 80%, Advertising 20%.
- 30. Cancellation of Advertising by Publisher:** The Publisher reserves the right to cancel scheduled advertising at any time.
- 31. Value-Added Services:**
- a) **Availability of mailing list:** Mailing list available to 3x contractual advertisers by permission of the Publisher. Rates are \$100 for the one-time set up charge and \$65/1,000 names.
 - b) **Custom ad study:** Available to 12x advertisers.
 - c) **Bonus distribution**
- 32. Reprint Availability:** Yes, contact John Kain for pricing at 1-800-257-8290, ext. 238 or e-mail: jkain@slackinc.com.
- 33. Full-Text Online:** The JOURNAL OF REFRACTIVE SURGERY offers current and archived full-text articles online at JournalofRefractiveSurgery.com. This valuable tool will allow subscribers unlimited access to every article in each issue. In addition, non-subscribers may obtain full-text articles on a pay-per-view basis.
- 34. 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 any 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.
- 35. 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.
- 36. Competitor Information:** The JOURNAL OF REFRACTIVE SURGERY does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.
- 37. 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.
- 38. 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.

INSERT INFORMATION

- 39. Availability and Acceptance:**
- a) **Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are accepted.
 - b) **Acceptance:** A sample of the insert must be submitted to the Publisher for approval.
- 40. Charges:**
- a) Furnished inserts are billed at the black-and-white space rate at frequency earned. Commissionable.
- 41. Sizes and Specifications:**
- All inserts to be full size, supplied untrimmed, printed, folded (except single leaf) and ready for binding. Varnished inserts are acceptable at the Publisher's discretion. Inserts are jogged to foot.

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"

- 42. Trimming:** Supply size: 8 3/8" x 11 1/8". Trim size: 8 1/8" x 10 7/8". Trimming of oversized inserts will be charged at cost. Keep live matter 1/2" from trim edges and 3/8" from gutter trim. Book is jogged to foot. Head, foot, and outside edge trim 1/8".
- 43. BRCs:**
- a) **Pricing:** Contact your sales representative for prices.
 - b) **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: 75lb bulk or higher.
- 44. Quantity:** Full run – 5,500 (estimated). Exact quantity will be given upon Publisher's approval of insert (or call Publisher prior to closing date).
- 45. Shipping:** Carton packing must have publication name, issue date, and insert quantity clearly marked.

AD REQUIREMENTS

46. Available Advertising Unit Sizes:

	Non-bleed Ad Sizes Width x Height	Bleed Sizes* Width x Height
1 Page/Full Page	7 1/4" x 10"	8 3/8" x 11 1/8"
1/2 Page (Vertical)	3 1/2" x 10"	4 1/4" x 11 1/8"
1/2 Page (Horizontal)	7 1/4" x 4 3/4"	8 3/8" x 5 1/2"
1/4 Page (Vertical)	3 1/4" x 4 3/4"	

* Bleed ads use non-bleed size for live area. If in doubt about size, contact the SLACK office.
To view thumbnails of ads specs, visit slackinc.com/digitalads.

- 47. Trim Size of Journal:** 8 1/8" x 10 7/8"
- 48. Paper Stock:**
- a) **Inside pages:** 45 lb. gloss
 - b) **Covers:** 80 lb. gloss
- 49. Type of Binding:** Perfect bound
- 50. Digital Ad Requirements:** For specifications, go to 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.**
- 51. Digital Material:** Advertising material will be held one year from date of last insertion and then destroyed unless instructed otherwise.

CONTACT INFORMATION

Insertion Orders:

Kara Datz
National Account Manager
Product Sales
(856) 848-1000 x549
kdatz@slackinc.com

Lisa Sabatini
Classified/Recruitment Sales
lsabatini@gomindworks.com
856-384-1793 x305
JOURNAL OF REFRACTIVE SURGERY
c/o Mindworks Communications
6900 Grove Road
Thorofare, NJ 08086-9447 USA

Materials:

Send digital ad materials and sample insert to:
Ann Marie Randolph-Ferguson
JOURNAL OF REFRACTIVE SURGERY
SLACK Incorporated
6900 Grove Road
Thorofare, NJ 08086-9447 USA

Send inserts to:
Julie Duncan
JOURNAL OF REFRACTIVE SURGERY
Publishers Press
100 Frank E. Simon Avenue
Shepherdsville, KY 40165 USA