

# Ophthalmology Times CUTTING-EDGE ADVANCEMENTS 2016 Media Information

## Production Calendar

Issue	PRINT EDITION			APP EDITION		Issue	PRINT EDITION			APP EDITION	
	Ad Close	Ad Materials Due	Inserts Due At Printer	Ad Close	Ad Materials Due		Ad Close	Ad Materials Due	Inserts Due At Printer	Ad Close	Ad Materials Due
<b>JANUARY</b>	12/4	12/14	12/15	12/101	12/18	<b>JULY 1</b>	6/8	6/16	6/17	6/15	6/22
<b>FEBRUARY 1</b>	1/4	1/12	1/13	1/11	1/20	<b>JULY 15</b>	6/17	6/27	6/28	6/24	7/1
<b>FEBRUARY 15</b>	1/19	1/28	1/29	1/27	2/3	<b>AUGUST</b>	7/7	7/15	7/18	7/14	7/21
<b>MARCH 1</b>	2/4	2/12	2/16	2/11	2/19	<b>SEPTEMBER 1</b>	8/8	8/17	8/18	8/16	8/23
<b>MARCH 15</b>	2/18	2/26	2/29	2/25	3/3	<b>SEPTEMBER 15</b>	8/17	8/25	8/26	8/24	8/31
<b>APRIL 1</b>	3/8	3/16	3/17	3/15	3/22	<b>OCTOBER 1</b>	9/8	9/16	9/19	9/15	9/22
<b>APRIL 15</b>	3/18	3/29	3/30	3/28	4/4	<b>OCTOBER 15</b>	9/20	9/28	9/29	9/27	10/4
<b>MAY</b>	4/7	4/15	4/18	4/14	4/21	<b>NOVEMBER 1</b>	10/7	10/17	10/18	10/14	10/21
<b>JUNE 1</b>	5/5	5/13	5/16	5/12	5/19	<b>NOVEMBER 15</b>	10/20	10/28	10/31	10/27	11/3
<b>JUNE 15</b>	5/17	5/25	5/26	5/24	6/2	<b>DECEMBER</b>	11/3	11/11	11/14	11/10	11/17

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## Editorial Calendar

Issue	Editorial Features*	Special Marketing Opportunities
<b>JANUARY</b>	Breakthroughs in the Management of Glaucoma <b>InDispensable:</b> Plano Sunwear in the Clinical Practice	<b>Bonus Distribution:</b> Glaucoma 360 - GRF meeting, January 28-30 – San Francisco, CA
<b>FEBRUARY 1</b>	Challenging Perspectives in Refractive Surgery	
<b>FEBRUARY 15</b>	Progressive Surgical and Pharmacological Approaches in Retina	<b>Bonus Distribution:</b> SECO International, February 24-26 – Atlanta, GA
<b>MARCH 1</b>	Cutting-Edge Advancements in Cataract Surgery	<b>Bonus Distribution:</b> Current Concepts in Ophthalmology, March 13-18 – Vail, CO
<b>MARCH 15</b>	Practical Concepts for Dry Eye and Ocular Allergy <b>InDispensable:</b> Latest Technology Update in Contact Lenses	<b>Bonus Distribution:</b> Vision Expo East, April 14-17 – New York, NY <b>Readex Research Ad Performance Study Issue</b>
<b>APRIL 1</b>	Novel Upgrades in Femtosecond Laser Technology/ASCRS Meeting Preview	<b>Bonus Distribution:</b> Vision Expo East, April 14-17 – New York, NY; Association for Research in Vision and Ophthalmology (ARVO) Meeting, May 1-5 – Seattle, WA; American Society of Cataract & Refractive Surgery (ASCRS) Meeting, May 6-10 – New Orleans, LA
<b>APRIL 15</b>	Effective Clinical Theories in Neuro-Ophthalmology/ARVO Meeting Preview	<b>Bonus Distribution:</b> Association for Research in Vision and Ophthalmology (ARVO) Meeting, May 1-5 – Seattle, WA; American Society of Cataract & Refractive Surgery (ASCRS) Meeting, May 6-10 – New Orleans, LA
<b>MAY</b>	State-of-the-Art Innovation in Intraocular Lenses (IOLs) <b>InDispensable:</b> How to Effectively Handle Dispensing Complaints	<b>Bonus Distribution:</b> American Society of Cataract & Refractive Surgery (ASCRS) Meeting, May 6-10 – New Orleans, LA
<b>JUNE 1</b>	Conventional/Unconventional Approaches to Ocular Infection Control	
<b>JUNE 15</b>	Leading-Edge Surgical Updates in Refractive Surgery	<b>Bonus Distribution:</b> American Optometric Association, June 29-July 2 – Boston, MA

\*Editorial content subject to change

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<b>JULY 1</b>	Vanguard Research in Drug and Gene Therapy	
<b>JULY 15</b>	Latest in the Forefront of Cataract Surgery <b>InDispensable:</b> Misconceptions to Running a Dispensing Operation	
<b>AUGUST</b>	Contemporary Surgical and Clinical Strategies in Glaucoma	<b>Bonus Distribution:</b> Vision Expo West, September 14-17 – Las Vegas, NV
<b>SEPTEMBER 1</b>	What are the Best Programs in Ophthalmology?	<b>Bonus Distribution:</b> European Society of Refractive and Cataract Surgeons (ESCRS) Meeting September 10-14 – Copenhagen, Denmark; Vision Expo West, September 14-17 – Las Vegas, NV; American Academy of Ophthalmology (AAO) Meeting, October 15-18 – Chicago, IL
<b>SEPTEMBER 15</b>	Next Frontier in the Management and Treatment of Retina Disease/AAO Preview <b>InDispensable:</b> Latest Clinical Standards in Contact Lenses	<b>Baxter Research Ad Performance Study Issue</b> <b>Bonus Distribution:</b> American Academy of Ophthalmology (AAO) Meeting, October 15-18 – Chicago, IL
<b>OCTOBER 1</b>	Significant Developments in the Treatment of Cornea Disease	<b>Bonus Distribution:</b> American Academy of Ophthalmology (AAO) Meeting, October 15-18 – Chicago, IL
<b>OCTOBER 15</b>	Updated Surgical Report on Oculoplastics	
<b>NOVEMBER 1</b>	Solid Proficiencies in the Treatment of Dry Eye	
<b>NOVEMBER 15</b>	Changing Structural and Economic Climate in Practice Management <b>InDispensable:</b> New Rules of Optical Retailing	<b>Bonus Distribution:</b> Current Concepts in Ophthalmology, December 1-3 – Baltimore, MD
<b>DECEMBER</b>	Cutting-Edge Advancements in Ophthalmology: 2016 Year in Review	

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