

Ophthalmology Times 2017

EUROPE

Print Media Information

Print Display Colour Advertising and Specs

RATES IN €

Full-Run Rates

| | 1x | 3x | 6x | 9x | 12x | 18x | 24x |
|-----------|--------|--------|--------|--------|--------|--------|--------|
| Full Page | €7,215 | €7,000 | €6,795 | €6,575 | €6,355 | €6,145 | €5,930 |
| 2/3 Page | 5,825 | 5,650 | 5,475 | 5,295 | 5,125 | 4,950 | 4,775 |
| 1/2 page | 5,475 | 5,310 | 5,145 | 4,980 | 4,815 | 4,655 | 4,485 |
| 1/3 page | 4,235 | 4,105 | 3,980 | 3,850 | 3,715 | 3,600 | 3,470 |
| 1/4 page | 3,745 | 3,625 | 3,525 | 3,405 | 3,290 | 3,170 | 3,065 |

Special Positions*:

| | |
|----------------------------------------------------------|---------|
| Outside back cover..... | € 1,815 |
| Inside front cover..... | € 1,360 |
| Inside back cover..... | € 1,085 |
| Message from the editor (full page)..... | € 1,085 |
| Editorial advisory board (full page)..... | € 1,085 |
| First position in Cataract & Refractive (full page)..... | € 720 |
| First position in Glaucoma (full page)..... | € 720 |
| First Position in Retina (full page)..... | € 720 |
| Preferred position (full page)..... | € 720 |

* Special Position charges are in addition to the published print rates for Colour Display Advertising.

Inserts

| | |
|---------------------------------------|-------|
| <5000 (Rate per '000)..... | € 850 |
| >5000 (Rate per '000)..... | € 730 |
| Full Circulation (Rate per '000)..... | € 480 |

OTHER PRODUCTS

| | |
|--------------------------|----------------------|
| Webcast..... | Price on application |
| E-Conference Briefs..... | Price on application |
| Custom Research..... | Price on application |

AD SIZES (IN MILLIMETRES)

Full-Run

| | Non-Bleed Sizes Width x Depth (mm) | Bleed Sizes Width x Depth (mm) | Trim Sizes Width x Depth (mm) |
|---------------------|---------------------------------------|-----------------------------------|----------------------------------|
| Double-page spread | 368 x 241 | 400 x 273 | 394 x 267 |
| Full page | 171 x 241 | 203 x 273 | 197 x 267 |
| 2/3 page | 114 x 241 | 133 x 273 | 130 x 267 |
| 1/2 Island | 114 x 178 | 133 x 197 | 130 x 194 |
| 1/2 page vertical | 86 x 241 | 105 x 273 | 102 x 267 |
| 1/2 page horizontal | 117 x 117 | 203 x 137 | 197 x 133 |
| 1/3 page vertical | 54 x 241 | 73 x 273 | 70 x 267 |
| 1/3 square | 114 x 117 | 133 x 137 | 130 x 133 |
| 1/4 vertical | 86 x 117 | 105 x 137 | 102 x 133 |

a) Live matter:

Hold 10 mm from all sides

b) Trim size of journal:

197 x 267 mm

Paper Stock:

a) Paper stock: 65 GSM

b) Covers: 150 GSM

Type of Binding:

Saddle Stitch. Jogs to head.

Insert Quantity:

Full run - 25,000

COVER TIPS

Trimming:

a) Live matter: 191mm x 133mm

b) Trim size: 171mm x 114mm

c) Bleed size: 197mm x 140mm

Cover tips jog to the bottom.

If client supplies, please provide as trim size.

For custom sizes, please contact publisher.

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.

Print Display Colour Advertising and Specs - continued

RATES IN \$

Full-Run Rates

| | 1x | 3x | 6x | 9x | 12x | 18x | 24x |
|-----------|----------|---------|---------|---------|---------|---------|---------|
| Full Page | \$10,100 | \$9,800 | \$9,505 | \$9,210 | \$8,900 | \$8,600 | \$8,300 |
| 2/3 Page | 8,150 | 7,910 | 7,665 | 7,410 | 7,175 | 6,925 | 6,685 |
| 1/2 page | 7,665 | 7,430 | 7,205 | 6,975 | 6,740 | 6,520 | 6,285 |
| 1/3 page | 5,930 | 5,745 | 5,570 | 5,390 | 5,195 | 5,035 | 4,855 |
| 1/4 page | 5,245 | 5,080 | 4,930 | 4,770 | 4,605 | 4,440 | 4,290 |

Special Positions*:

| | |
|-----------------------------------------------------------|---------|
| Outside back cover | \$2,540 |
| Inside front cover | \$1,900 |
| Inside back cover | \$1,525 |
| Message from the editor (full page) | \$1,525 |
| Editorial advisory board (full page) | \$1,525 |
| First position in Cataract & Refractive (full page) | \$1,010 |
| First position in Glaucoma (full page) | \$1,010 |
| First Position in Retina (full page) | \$1,010 |
| Preferred position (full page) | \$1,010 |

* Special Position charges are in addition to the published print rates for Colour Display Advertising.

Inserts

| | |
|----------------------------------------|---------|
| <5000 (Rate per '000) | \$1,270 |
| >5000 (Rate per '000) | \$1,025 |
| Full Circulation (Rate per '000) | \$670 |

OTHER PRODUCTS

| | |
|---------------------------|----------------------|
| Webcast | Price on application |
| E-Conference Briefs | Price on application |
| Custom Research | Price on application |

AD SIZES (IN INCHES)

Full-Run

| | Non-Bleed Sizes Width x Depth (inches) | Bleed Sizes Width x Depth (inches) | Trim Sizes Width x Depth (inches) |
|---------------------|-------------------------------------------|---------------------------------------|--------------------------------------|
| Double-page spread | 14 ½ x 9 ½ | 15 ¾ x 10 ¾ | 15 ½ x 10 ½ |
| Full page | 6 ¾ x 9 ½ | 8 x 10 ¾ | 7 ¾ x 10 ½ |
| 2/3 page | 4 ½ x 9 ½ | 5 ¼ x 10 ¾ | 5 ⅛ x 10 ½ |
| 1/2 Island | 4 ½ x 7 | 5 ¼ x 7 ¾ | 5 ⅛ x 7 ⅝ |
| 1/2 page vertical | 3 ⅜ x 9 ½ | 4 ⅛ x 10 ¾ | 4 x 10 ½ |
| 1/2 page horizontal | 4 ⅝ x 4 ⅝ | 8 x 5 ⅜ | 7 ¾ x 5 ¼ |
| 1/3 page vertical | 2 ⅛ x 9 ½ | 2 ⅞ x 10 ¾ | 2 ¾ x 10 ½ |
| 1/3 square | 4 ½ x 4 ⅝ | 5 ¼ x 5 ⅜ | 5 ⅛ x 5 ¼ |
| 1/4 vertical | 3 ⅜ x 4 ⅝ | 4 ⅛ x 5 ⅜ | 4 x 5 ¼ |

a) Live matter:

Hold 3/8" from all sides

b) Trim size of journal:

7 ¾" x 10 ½"

Paper Stock:

a) Paper stock: 65 GSM

b) Covers: 150 GSM

Type of Binding:

Saddle Stitch. Jogs to head.

Insert Quantity:

Full run - 25,000

COVER TIPS

Trimming:

a) Live matter: 7-1/2" x 5-1/4"

b) Trim size: 6-3/4" x 4-1/2"

c) Bleed size: 7-3/4" x 5-1/2"

Cover tips jog to the bottom.

If client supplies, please provide as trim size; 130 GSM stock weight

For custom sizes, please contact publisher

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.

Circulation

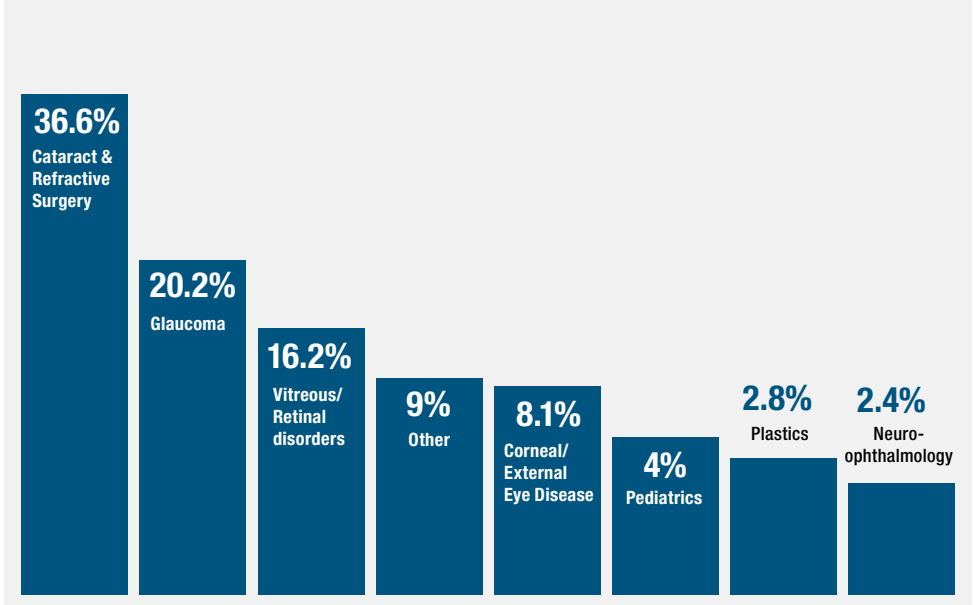


Print Circulation Coverage¹

TOTAL QUALIFIED CIRCULATION: 21,289

| | | | |
|-------------|-------|----------------|-------|
| France | 3,342 | Norway | 130 |
| Italy | 2,180 | Portugal | 729 |
| Germany | 3,361 | United Kingdom | 1,492 |
| Belgium | 1,114 | Spain | 1,625 |
| Austria | 1,317 | Switzerland | 1,557 |
| Netherlands | 1,382 | Turkey | 102 |
| Denmark | 113 | Sweden | 270 |
| Greece | 1,005 | Rest of Europe | 1,570 |

Our Readers² (Circulation by Sub-Specialty and Professional Setting)



Source: 1: June 2016 *Ophthalmology Times Europe* BPA Worldwide brand report; 2: Publishers own data

➡ Click here to download most recent BPA statement

Display Advertising Requirements

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 Europe** 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, 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. **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:

- a) Issue date.
- b) Advertiser, product, and agency name.
- c) Agency contact person and phone number, or vendor name and phone number.
- d) 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:

barbara.williams@ubm.com

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

Ophthalmology Times Europe

Attn: Barbara Williams
UBM Medica
Hinderton Point, Lloyd Drive, Cheshire Oaks
Cheshire CH65 9HQ, UK
Tel: +44 (0) 151 353 3505
barbara.williams@ubm.com

Ophthalmology Times **2017** Media Information

EUROPE

Editorial and Production Calendar

| Issue | Advertising Deadline | Issue Feature* | Special Marketing Opportunities |
|------------------------------|----------------------|-----------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| JANUARY/ FEBRUARY | 18-Jan-17 | Modern Advancements in Retinal Surgery | Bonus Distribution: Retina World Congress, 23rd to 26th February, Ft Lauderdale, USA |
| MARCH | 14-Feb-17 | Treatment Choices in Glaucoma Management | Bonus Distribution: World Congress on Controversies in Ophthalmology (COPHy), 30th March to 1st April, Madrid, Spain |
| APRIL | 20-Mar-17 | Developments in Cataract and Refractive Surgery | Bonus Distribution: American Society of Cataract and Refractive Surgery (ASCRS), 5th to 9th May, Los Angeles, USA; Société Française d'Ophtalmologie (SFO), 6th to 9th May, Paris, France; Association for Research in Vision and Ophthalmology (ARVO), 7th to 11th May, Baltimore, USA; Internationaler Kongress der Deutschen Ophthalmochirurgen (DOC), 11th to 13th May, Nuremberg, Germany |
| MAY | 13-Apr-17 | Cutting-Edge Therapies for Retinal Disease | Bonus Distribution: European Society of Ophthalmology (SOE), 10th to 13th June, Barcelona, Spain |
| JUNE | 17-May-17 | Contemporary Strategies in Glaucoma | |
| JULY/ AUGUST | 18-Jul-17 | Leading-Edge Developments in Femtosecond Cataract Surgery | |
| SEPTEMBER | 17-Aug-17 | ESCRS Preview, plus Lisbon City Guide | Bonus Distribution: European VitreoRetinal Society (EVRS), 14th to 17th September, La Pergola, Florence, Italy; European Association for Vision and Eye Research (EVER), 27th to 30th September, Nice, France; Deutsche Ophthalmologische Gesellschaft (DOG), 28th Sept to 1st October, Berlin, Germany; European Society of Cataract and Refractive Surgeons (ESCRS), 7th to 11th October, Lisbon, Portugal |
| OCTOBER | 18-Sep-17 | Innovations in IOL Technology | Bonus Distribution: American Academy of Ophthalmology (AAO), 11th to 14th November, New Orleans, USA; Readex survey |
| NOVEMBER | 17-Oct-17 | Analysis of Refractive Imaging | |
| DECEMBER | 16-Nov-17 | A Year in Review | |

Departments in Each Issue: Cataract and Refractive, Glaucoma, Retina

*Editorial content subject to change

Ophthalmology Times **2017** Digital Media Information

EUROPE

Online Opportunities

» www.OTEurope.com

HOME PAGE WRAP/ROADBLOCK

Home Page Wraps are created with three files. See specifications below:

- Top Portion 2540x90 (width x height)
- Left and Right Portion 700x1200 (width x height)
- Actual display of creative will vary based on screen size
- We recommend that all key branding, messaging, logos, and CTAs are placed into the optimal viewing area noted below for maximum exposure
- Mobile devices may only display top banner of ad unit

PRICING €2,125/\$2,750(net) per month

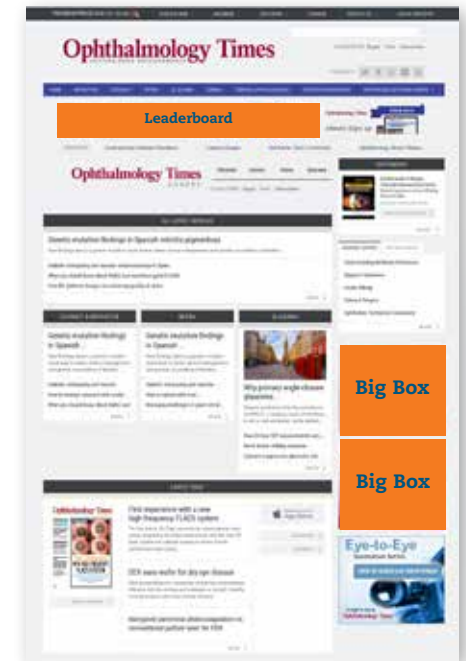
- ① Optimal viewable area center Top 1140x90 (width x height)
- ② Optimal viewable area Sides 90x800 (width x height)



BANNER ADS

Your run-of-site (ROS) ad gets the attention of all professional healthcare site visitors most relevant to your advertising needs.

| Ad Type | Dimensions | Pricing |
|---------------------------------|------------|---------------------|
| Leaderboard (ROS) | 728x90 | €60/\$80/CPM(net) |
| Big Box (ROS) | 300x250 | €60/\$80/CPM(net) |
| Leaderboard (Contextual Target) | 728x90 | €125/\$160/CPM(net) |
| Big Box (Contextual Target) | 300x250 | €125/\$160/CPM(net) |



FLOATER

| FloatingFooter AD w Expansion | FloatingFooter no expansion | Ad Type | Pricing |
|-------------------------------|-----------------------------|------------------------------|---------------------|
| 1025x70(expands to 1025x450) | 1025x100 | Floater (ROS)* | €160/\$200/CPM(net) |
| | | Floater (Contextual Target)* | €190/\$250/CPM(net) |

Ad Size: Collapsed - 1025x70;
Expanded - 1025x450
Max File Size: 40kb
Formats Accepted: Gif, Animated Gif, Jpg
1 Live Click URL

Ad Size: 1025x100
Max File Size: 40kb
Formats Accepted: Gif, Animated Gif, Jpg
1 Live Click URL

* Fee of \$750 per creative fee

Note: Please add an "X" on the upper right hand corner of the ad.

Online Opportunities

» www.OTEurope.com - Additional Specifications

DIGITAL AD SPECIFICATIONS

| Creative Unit Name | Initial Dimensions (WxH in pixels) | Maximum Expanded Dimensions (WxH in pixels) | File format | Max Initial File Load Size (See general note 2) | Host-initiated Subload (See general note 3) | Animation/Video Guidelines | Z-index Range | Unit-Specific Notes (See General Ad Requirements) |
|---------------------------------|---------------------------------------------------------------|---------------------------------------------|----------------------------------------|-------------------------------------------------|---------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Medium Rectangle | 300x250 | Expansion not allowed for this unit | Jpg, gif, png, HTML5, 3rd party hosted | 200 KB | Not allowed for this unit | 15 sec max animation length Video not allowed for this unit. See In-Banner Video & Rich Media units below | 0 – 4,999 | |
| Skyscraper/ Wide Skyscraper | 120x600 | Expansion not allowed for this unit | Jpg, gif, png, HTML5, 3rd party hosted | 200 KB | Not allowed for this unit | 15 sec max animation length Video not allowed for this unit. See In-Banner Video & Rich Media units below | 0 – 4,999 | |
| Leaderboard | 728x90 | Expansion not allowed for this unit | Jpg, gif, png, HTML5, 3rd party hosted | 200 KB | Not allowed for this unit | 15 sec max animation length Video not allowed for this unit. See In-Banner Video & Rich Media units below | 0 – 4,999 | |
| Half Page | 300x600 | Expansion not allowed for this unit | Jpg, gif, png, HTML5, 3rd party hosted | 200 KB | Not allowed for this unit | 15 sec max animation length Video not allowed for this unit. See In-Banner Video & Rich Media units below | 0 – 4,999 | |
| In-Banner Video | 300x250 728x90 300x600 | Expansion not allowed for these units | HTML5, 3rd party hosted | 200 KB | 100 KB | 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 | |
| Expandable/ Retractable | 300x250 to 600x250 300x600 to 600x600 728x90 to 728x315 | Expansion must be user-initiated | HTML5 3rd party hosted | 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 | 5,000 – 1,999,999 (for entire ad unit) | Retract Feature = Either Click to close/expand or Enable Mouse-Off Retraction |
| Welcome ad (aka "Interstitial") | 300x250 to 640x480 | Expansion not applicable for this unit | Jpg, gif, png, HTML5, 3rd party hosted | 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 | N/A Unless the ad covers content on the target page, then use range for overlays: 6,000,000+ | Label = "Advertisement" Font = 8pt (11px) by 16pt (21px) "Close" control provided by browser window if ad displays in its own browser window. If overlaid on target page, include "Close X" button. Font = 8pt (11px) by 16pt (21px) |

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

General Ad Requirements (Apply to all ads):

- **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 atleast 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.

General Notes:

1. **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 expempted . File weights are calculated after files have been compressed into gzip format.
2. **Initial file load:** Includes all assets and files necessary for completing first visual display of the Ad.
3. **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.
4. **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 Note:

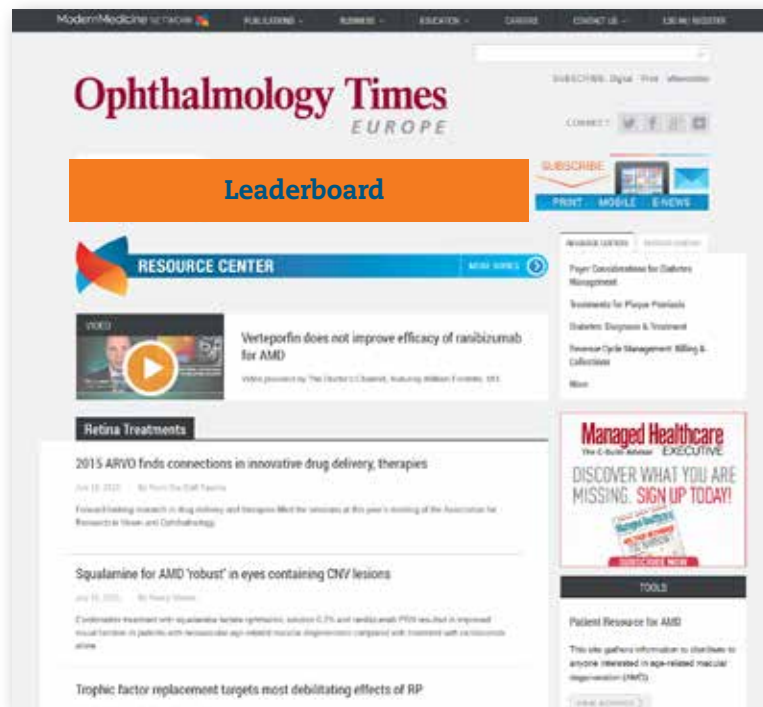
HTML5 provides / introduces new options for developing ads. The IAB has developed “HTML5 for Digital Advertising” (<http://www.iab.com/html5>) to help ad designers provide ads in HTML5 unit that will perform more successfully across the display advertising ecosystem. Please review this document and adopt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

Online Opportunities

TOPIC RESOURCE CENTER & QUIZZES

Exclusive opportunity for dedicated, comprehensive topic resource center or quiz on the topic of your choice. Includes traffic driving elements.

€5,775/\$7,500/month (net), 3-month minimum buy



CONFERENCE COVERAGE

UBM Medica editors and writers cover important events, reporting to our audience in "real time" from the shows online and via e-Newsletter briefs daily during the show days:

- Daily articles on breaking conference news
- KOL interviews and/or roundtables
- Podcasts, photos, and/or video from the live event

Contact your account representative for more details and program pricing.

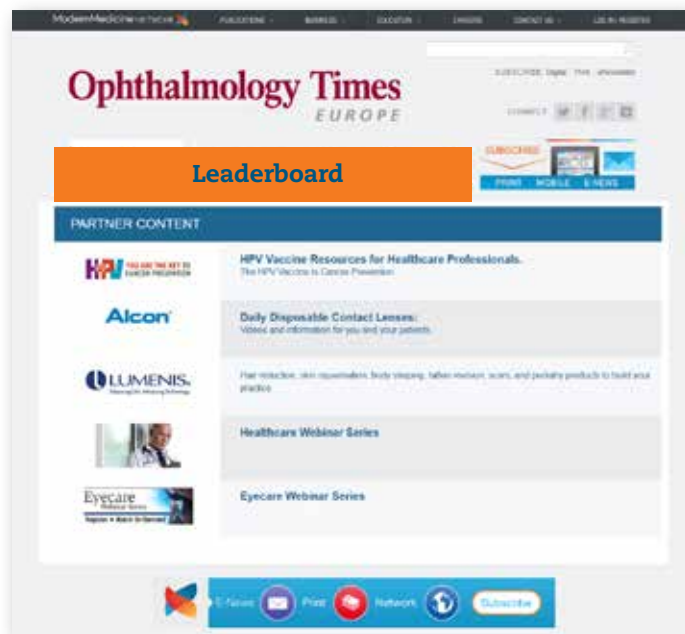


Online Opportunities

UBM Medica's content syndication opportunities offer unparalleled access to your target audience coupled with the credibility of our sites.

IN-SITES™

A turn-key, beyond-the-banner approach to driving qualified HCP audiences from UBM Medica sites straight to brand site destinations for asset engagement.



INFOCENTERS

Get your content in front of your target audience utilizing UBM Medica's content credibility and HCP access.



Contact your account representative for more details and program pricing.

Ophthalmology Times 2017

EUROPE

Digital Media Information

e-News Options

e-NEWSLETTERS

OTE weekly e-News: deliver high profile branding messages to industry professionals every week. Each issue provides news on market developments, surveys on current and anticipated trends and updates on industry events.

- Delivered to the inboxes of over 5,000 industry professionals every week – building consistent coverage and frequency brand and product recognition.
- 51 opportunities a year to market your business – sustain market presence over a prolonged period with real cost efficiency.
- Timely platform for exposure pre and post trade shows and key industry events – delivering time sensitive announcements direct to physician inboxes and handheld devices.
- Frequency, brand and product recognition.

| Frequency | Distribution | Big Box (300 x 250)* Net/Month [4 weeks] | In-Column Text** Net/Month [4 weeks] |
|-----------|--------------|---------------------------------------------|--------------------------------------------|
| 1x/week | 4,200+ | €1,500 (\$1,950) (net) | €1,500 (\$1,950) (net) |

*It is important to remember that with Outlook 2007 onwards only the first frame of an Animated GIF file will show. Please note if creating animated gif files for e-newsletters, you'll want to ensure the first frame carries the call to action.

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

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 | Distribution | Big Box (300 x 250)* Net/Deployment | In-Column Text** Net/Deployment |
|-----------|--------------|----------------------------------------|------------------------------------|
| monthly | 5,300 | €750 (\$975) (net) | €750 (\$975) (net) |

*It is important to remember that with Outlook 2007 onwards only the first frame of an Animated GIF file will show. Please note if creating animated gif files for e-newsletters, you'll want to ensure the first frame carries the call to action.

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

E-Conference Briefs: take your brand beyond the exhibition show floor with eShow dailies from *Ophthalmology Times Europe*. Price on application.

The most cost-efficient way to push e-messages.



e-BLASTS

Send your custom message directly to the in-boxes of 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 account representative for more details and program pricing.

Ophthalmology Times **2017** EUROPE

Digital Media Information

App Advertising

The *Ophthalmology Times Europe* app is 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)
- » Banner ad on every editorial page
- » Sponsorship of promotional materials (email, social media and push notifications)

Additional Information:

The Cover 2 position and all banner ads are reserved for this package

Cost: €5,000/\$6,500/issue (net)

Cover Tip add-on: €1,550/\$2,000/issue (net)

| Ad Type | App Only | Multi-Channel |
|----------------------------------|---------------------------------|---------------------------------|
| Cover Tips | €3,700(\$4,800)/insertion (net) | €2,750(\$3,600)/insertion (net) |
| Interactive Ad (fully immersive) | €3,325(\$4,320)/insertion (net) | €2,500(\$3,300)/insertion (net) |
| Standard Ad (with hyperlink) | €1,225(\$1,600)/insertion (net) | €925(\$1,200)/insertion (net) |

