Print Display Colour Advertising and Specs

**RATES IN €**

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>€ 7,430</td>
<td>€ 6,770</td>
<td>€ 6,545</td>
<td>€ 6,330</td>
<td>€ 6,110</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2/3 Page</td>
<td>6,000</td>
<td>5,640</td>
<td>5,280</td>
<td>5,100</td>
<td>4,920</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 page</td>
<td>4,360</td>
<td>4,200</td>
<td>3,965</td>
<td>3,825</td>
<td>3,710</td>
<td>3,575</td>
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</tr>
<tr>
<td>1/3 page</td>
<td>3,855</td>
<td>3,735</td>
<td>3,630</td>
<td>3,505</td>
<td>3,390</td>
<td>3,265</td>
<td></td>
</tr>
<tr>
<td>1/4 page</td>
<td>3,155</td>
<td>3,050</td>
<td>2,955</td>
<td>2,855</td>
<td>2,755</td>
<td>2,655</td>
<td></td>
</tr>
</tbody>
</table>

**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
- 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): € 875
- >5000 (Rate per ‘000): € 750
- Full Circulation (Rate per ‘000): € 495

**AD SIZES (IN MILLIMETRES)**

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

**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

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.

**OTHER PRODUCTS**

- Webcast: Price on application
- E-Conference Briefs: Price on application
- Custom Research: Price on application
Print Display Colour Advertising and Specs - continued

### Rates in $

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$10,405</td>
<td>$10,095</td>
<td>$9,790</td>
<td>$9,485</td>
<td>$9,165</td>
<td>$8,860</td>
<td>$8,550</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>8,395</td>
<td>8,145</td>
<td>7,895</td>
<td>7,630</td>
<td>7,390</td>
<td>7,135</td>
<td>6,885</td>
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<tr>
<td>1/2 page</td>
<td>7,895</td>
<td>7,655</td>
<td>7,420</td>
<td>7,185</td>
<td>6,940</td>
<td>6,715</td>
<td>6,475</td>
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<tr>
<td>1/3 page</td>
<td>6,110</td>
<td>5,915</td>
<td>5,735</td>
<td>5,550</td>
<td>5,350</td>
<td>5,185</td>
<td>5,000</td>
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<tr>
<td>1/4 page</td>
<td>5,400</td>
<td>5,230</td>
<td>5,080</td>
<td>4,915</td>
<td>4,745</td>
<td>4,575</td>
<td>4,420</td>
</tr>
</tbody>
</table>

**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): $1,320  
- >5000 (Rate per '000): $1,055  
- Full Circulation (Rate per '000): $690

### Ad Sizes (in Inches)

#### Full-Run

<table>
<thead>
<tr>
<th>Non-Bleed Sizes</th>
<th>Bleed Sizes</th>
<th>Trim Sizes</th>
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</thead>
<tbody>
<tr>
<td>Width x Depth (inches)</td>
<td>Width x Depth (inches)</td>
<td>Width x Depth (inches)</td>
</tr>
<tr>
<td>Double-page spread</td>
<td>14 ½ x 9 ½</td>
<td>15 ¾ x 10 ¼</td>
</tr>
<tr>
<td>Full page</td>
<td>6 ¾ x 9 ½</td>
<td>8 x 10 ¼</td>
</tr>
<tr>
<td>2/3 page</td>
<td>4 ½ x 9 ½</td>
<td>5 ¼ x 10 ¼</td>
</tr>
<tr>
<td>1/2 Island</td>
<td>4 ⅜ x 7</td>
<td>5 ¼ x 7 ⅜</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3 ½ x 9 ½</td>
<td>4 ⅜ x 10 ¼</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>6 ¾ x 4 ⅜</td>
<td>8 x 5 ⅜</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>2 ⅝ x 9 ½</td>
<td>2 ⅛ x 10 ¾</td>
</tr>
<tr>
<td>1/3 square</td>
<td>4 ½ x 4 ¼</td>
<td>5 ¼ x 5 ¼</td>
</tr>
<tr>
<td>1/4 vertical</td>
<td>3 ⅛ x 4 ¼</td>
<td>4 ⅛ x 5 ⅛</td>
</tr>
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</table>

**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**

### Other Products

- Webcast: Price on application  
- E-Conference Briefs: Price on application  
- Custom Research: Price on application
Circulation Coverage
TOTAL QUALIFIED CIRCULATION: 21,582

<table>
<thead>
<tr>
<th>Country</th>
<th>Circulation</th>
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<tbody>
<tr>
<td>France</td>
<td>3,082</td>
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<tr>
<td>Italy</td>
<td>2,471</td>
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<tr>
<td>Germany</td>
<td>2,695</td>
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<tr>
<td>Belgium</td>
<td>905</td>
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<tr>
<td>Austria</td>
<td>764</td>
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<tr>
<td>Netherlands</td>
<td>1,079</td>
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<tr>
<td>Denmark</td>
<td>882</td>
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<td>Greece</td>
<td>515</td>
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<tr>
<td>Norway</td>
<td>1,028</td>
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<tr>
<td>Portugal</td>
<td>882</td>
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<tr>
<td>United Kingdom</td>
<td>2,182</td>
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<tr>
<td>Spain</td>
<td>1,017</td>
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<tr>
<td>Switzerland</td>
<td>542</td>
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<tr>
<td>Turkey</td>
<td>116</td>
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<tr>
<td>Sweden</td>
<td>956</td>
</tr>
<tr>
<td>Rest of Europe</td>
<td>2,972</td>
</tr>
</tbody>
</table>

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

- 36.6% Cataract & Refractive Surgery
- 18.6% Glaucoma
- 18.6% Vitreous/Retinal disorders
- 17.7% Neuro-ophthalmology
- 15.2% Corneal/External Eye Disease
- 12.7% Pediatrics
- 11.7% Plastics
- 2.6% Other

Source: 1: June 2017 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.

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/X-1a. 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
## Editorial and Production Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Advertising Deadline</th>
<th>Issue Feature*</th>
<th>Special Marketing Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY/FEBRUARY</td>
<td>18-Jan-18</td>
<td>Achieving good outcomes in retinal surgery</td>
<td></td>
</tr>
<tr>
<td>MARCH</td>
<td>15-Feb-18</td>
<td>Addressing ocular surface disorders</td>
<td></td>
</tr>
<tr>
<td>APRIL</td>
<td>16-Mar-18</td>
<td>Next-generation IOL technologies</td>
<td>Bonus Distribution: American Society of Cataract and Refractive Surgery (ASCRS), 13th to 17th April, Washington DC, USA; Association for Research in Vision and Ophthalmology (ARVO), 29th April to 3rd May, Honolulu, USA Société Française d’Ophtalmologie (SFO), 5th to 8th May, Paris, France;</td>
</tr>
<tr>
<td>MAY</td>
<td>17-Apr-18</td>
<td>Advancements in the management of glaucoma</td>
<td>Bonus Distribution: European Glaucoma Society (EGS), 19th to 22nd May, Florence, Italy</td>
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<tr>
<td>JUNE</td>
<td>17-May-18</td>
<td>Multimodal imaging and angiography</td>
<td>Bonus Distribution: Internationaler Kongress der Deutschen Ophthalmochirurgen (DOC), 14th to 16th June, Nuremberg, Germany; World Ophthalmology Congress 2018 (WOC), 16th to 19th June, Barcelona, Spain</td>
</tr>
<tr>
<td>JULY/AUGUST</td>
<td>18-Jul-18</td>
<td>ESCRS Preview, plus Vienna City Guide</td>
<td>Bonus Distribution: European Society of Cataract and Refractive Surgeons (ESCRS), 22nd to 26th September, Vienna, Austria; 18th EVRS Meeting, 30th August to 2nd September, Prague, Czech Republic</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>17-Aug-18</td>
<td>Challenges and outcomes in cataract and refractive surgery</td>
<td>Bonus Distribution: European Society of Cataract and Refractive Surgeons (ESCRS), 22nd to 26th September, Vienna, Austria; Deutsche Ophthalmologische Gesellschaft (DOG), 27th to 30th September, Bonn, Germany; European Association for Vision and Eye Research (EVER), 3rd to 6th October, Nice, France;</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>18-Sep-18</td>
<td>Ophthalmic interventions in medical retina conditions</td>
<td>Bonus Distribution: American Academy of Ophthalmology (AAO), 27th to 30th October, Chicago, USA; Readex survey</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>18-Oct-18</td>
<td>Approaches in gene therapy and personalised medicine</td>
<td>Bonus Distribution: Ophthalmic Drugs, 26th to 27th November, London, United Kingdom</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>16-Nov-18</td>
<td>Ophthalmic challenges in 2019</td>
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</table>

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

*Editorial content subject to change
Online Opportunities

» www.OTEurope.com

**BANNER ADS**

**Your run-of-site (ROS) ad** gets the attention of all professional healthcare site visitors most relevant to your advertising needs. Banner ad pricing assumes IAB Viewability Guidelines (https://www.iab.com/guidelines/state-of-viewability-transaction-2015/); additional viewability requirements may incur premiums.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions (WxH)</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard; Big Box; Skyscraper; Wide Skyscraper</td>
<td>728x90; 300x250; 120x600; 160x600</td>
<td>€105/$125/CPM(net)</td>
</tr>
<tr>
<td>Double Rec</td>
<td>300x600</td>
<td>€125/$150/CPM(net)</td>
</tr>
<tr>
<td>Pushdown</td>
<td>970x90</td>
<td>€230/$275/CPM(net)</td>
</tr>
</tbody>
</table>

**Mobile Ad Units**

Ad served to visitors of our site through a variety of mobile devices. Formats are expandable (upward)

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions (WxH)</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interstitial/ Welcome Ad</td>
<td>640x480; 300x250</td>
<td>€340/$400/CPM(net)</td>
</tr>
</tbody>
</table>

**WELCOME ADS**

**Grab the attention** of visitors at the first moment they access their content. This banner allows your message to stand out from competing ads on the site.

**WALLPAPER ADS**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions (WxH)</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wallpaper</td>
<td>150x1050</td>
<td>€210/$250/CPM(net)</td>
</tr>
</tbody>
</table>

**HOME PAGE ROADBLOCK**

Utilize all positions for 100% SOV on the homepage.

Rates vary based on site traffic; please inquire for pricing.

Dynamic options for eye catching ads.
### Online Opportunities

» www.OTEurope.com - Additional Specifications

#### Digital Ad Specifications

<table>
<thead>
<tr>
<th>Creative Unit Name</th>
<th>Initial Dimensions (WxH in pixels)</th>
<th>Maximum Expanded Dimensions (WxH in pixels)</th>
<th>File Format</th>
<th>Max Initial File Load Size (See note 2 below)</th>
<th>Host-initiated Subload (See note 3 below)</th>
<th>Animation/Video Guidelines (See video notes below)</th>
<th>Z-index Range</th>
<th>Unit-Specific Notes (See General Ad Requirements below)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>600x250</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See &quot;In-Banner Video&quot; &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
</tr>
<tr>
<td>Skyscraper/Wide Skyscraper</td>
<td>120x600, 160x600</td>
<td>600x600</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See &quot;In-Banner Video&quot; &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>728x315</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See &quot;In-Banner Video&quot; &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
</tr>
<tr>
<td>Half Page</td>
<td>300x600</td>
<td>600x600</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See &quot;In-Banner Video&quot; &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
</tr>
<tr>
<td>Pushdown</td>
<td>970x90</td>
<td>970x415</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>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</td>
<td>0 - 4,999</td>
<td>*Expanding Pushdown ad units &quot;<strong>push</strong>&quot; page content down rather than expanding over page content. Please see style guide for details on labeling and required controls.</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>150x1050</td>
<td>Expansions not allowed for this unit</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>Not allowed for this unit</td>
<td>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</td>
<td>0 - 4,999</td>
<td></td>
</tr>
<tr>
<td>In-Banner Video</td>
<td>300x250,160x600, 728x90,300x600</td>
<td>Expansions not allowed for these units</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>100 KB</td>
<td>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</td>
<td>0 - 4,999</td>
<td></td>
</tr>
<tr>
<td>Between-the-Page (aka &quot;Interstitial&quot;)</td>
<td>Variable</td>
<td>Expansion not applicable for this unit</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>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</td>
<td>N/A Unless the ad covers content on the target page, then use range for overlays: 6,000,000+</td>
<td>Label = &quot;Advertisement&quot; Font = 8pt (11px) by 16pt (21px) / &quot;Close&quot; control provided by browser window if ad displays in its own browser window. It overlaid on target page, include &quot;Close X&quot; button. Font = 8pt (11px) by 16pt (21px)</td>
</tr>
</tbody>
</table>

**Abbreviations:**  
px = pixel  
sec = seconds  
fps = frames per second
Ideas that Deliver Results

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 at least 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 exempted. File weights are calculated after files have been compressed into gzip format. You can use this site to check if your creative is within our specs guidelines http://html5.iabtechlab.com/needauth?redir.

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.

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### Creative Unit Name

<table>
<thead>
<tr>
<th>Creative Unit Name</th>
<th>Initial Dimensions (WxH in pixels)</th>
<th>Maximum Expanded Dimensions (WxH in pixels)</th>
<th>File Format</th>
<th>Max Initial File Load Size (See note 2 below)</th>
<th>Host-initiated Subload (See note 3 below)</th>
<th>Animation/Video Guidelines (See video notes below)</th>
<th>Z-index Range</th>
<th>Unit-Specific Notes (See General Ad Requirements below)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Static Banner</td>
<td>300x50</td>
<td>Expansion not allowed for this unit</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>50 KB</td>
<td>Not allowed for this unit</td>
<td>15 sec max animation length / Video not allowed for this unit</td>
<td>0 - 4,999</td>
<td></td>
</tr>
<tr>
<td>Mobile Wide Static Banner</td>
<td>320x50</td>
<td>Expansion not allowed for this unit</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>50 KB</td>
<td>Not allowed for this unit</td>
<td>15 sec max animation length / Video not allowed for this unit</td>
<td>0 - 4,999</td>
<td></td>
</tr>
<tr>
<td>Mobile Rectangle</td>
<td>300x250</td>
<td>Expansion not allowed for this unit</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>Not allowed for this unit</td>
<td>15 sec max animation length / Video not allowed for this unit</td>
<td>0 - 4,999</td>
<td></td>
</tr>
<tr>
<td>Floating Footer</td>
<td>728x90, 970x90, 1025x100</td>
<td>Expansion not allowed for this unit</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit</td>
<td>0 - 4,999</td>
<td></td>
</tr>
</tbody>
</table>

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

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**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.
e-News Options

e-NEWSLETTERS

OTE weekly e-News: deliver high profile branding messages to industry professionals every week. Each issue brings you news on the latest ophthalmic developments and best practices in Europe and beyond.

- Delivered to the inboxes of over 4,900 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.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Distribution</th>
<th>Big Box (300 x 250)* Net/Month [4 weeks]</th>
<th>In-Column Text** Net/Month [4 weeks]</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x/week</td>
<td>4,900+</td>
<td>€1,500 ($1,950) (net)</td>
<td>€1,275 ($1,500) (net)</td>
</tr>
</tbody>
</table>

*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.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Distribution</th>
<th>Big Box (300 x 250)* Net/Deployment</th>
<th>In-Column Text** Net/Deployment</th>
</tr>
</thead>
<tbody>
<tr>
<td>monthly</td>
<td>6,100+</td>
<td>€750 ($975) (net)</td>
<td>€750 ($975) (net)</td>
</tr>
</tbody>
</table>

*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.

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.
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)

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>App Only</th>
<th>Multi-Channel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover Tips</td>
<td>€3,700($4,800)/insertion (net)</td>
<td>€2,750($3,600)/insertion (net)</td>
</tr>
<tr>
<td>Interactive Ad (fully immersive)</td>
<td>€3,325($4,320)/insertion (net)</td>
<td>€2,500($3,300)/insertion (net)</td>
</tr>
<tr>
<td>Standard Ad (with hyperlink)</td>
<td>NA</td>
<td>€925($1,200)/insertion (net)</td>
</tr>
</tbody>
</table>