ModernMedicine Network includes over 30 brands, spanning 17 markets to meet the marketing needs of the healthcare industry.

ModernMedicine Network reaches all sectors of the healthcare industry with tactical brands thru multiple touchpoints. We take pride in our creative approach to targeting qualified audiences, understanding those audiences and delivering relevant, practical content to decision makers. From custom solutions to standard display, our team optimizes the diversity and reach of the ModernMedicine Network to meet your expectations.

For more information on ModernMedicine brands and marketing materials go to ModernMedicine.com

1.25M+ database of HCPs
1.5M unique visitors/month
3.5M average page views/month
780K print subscribers
1000+ KOL’s on Editorial board
Optometry Times delivers easily digested, practical information by ODs for ODs that can be immediately applied to improve the clinical experience.

www.optometrytimes.com

13.9K US E-News subscribers
38.5K Qualified Circulation
105K Page views/month*
42K Unique visitors*
1.9 Pages per visit*
5.9 Mins. Time on Site*

*Based on 6 month rolling average
Focus On...

Keep your brand top-of-mind within an on-site section exploring contextually relevant topics to your target audience.

- **Exclusive sponsorship** of a dedicated, on-site section and email
- **Content including**, news, perspectives, resources, articles, videos and slide shows
- **No Medical Legal Regulatory** review
- **Pricing options** by audience and impression volume

Custom-designed programs to fit your needs. Contact your sales representative for pricing and availability.

New Engaging Format!
Conference Coverage

From-the-floor reporting aligns your brand message with *Optometry Times*’s objective news and commentary before, during and after major industry events.

**PROGRAM MAY INCLUDE:**

- Banners and sponsored content links within show coverage area for 3 months
- Banners on daily eNewsletters during show to our most engaged subscribers
- Pre-roll on video
- Dedicated eBlast

Custom-designed programs to fit your needs.
Contact your sales representative for pricing and availability.
Champions’ Challenge

Peer-to-Peer engagement with friendly competition, brand awareness and market research rolled into one successful gaming platform.

» Scalable from 2-12 qualifying rounds with a leaderboard and final, “invitational” round

» Questions may be supplied in a variety of formats, including video

Custom designed programs to fit your needs. Contact your sales representative for pricing and availability.
Podcasts

Drive engagement on key topics from different perspectives under the authority of our trusted brand.

» Available for download or playback
» Provide co-branded pertinent information with 100% SOV in an enduring format
» “Brought to You By” tagline
» High interest/timely content
» Robust traffic-driving audience generation package included
» Creates engagement
» Under the auspices and credibility of the journal

Custom-designed programs to fit your needs. Contact your sales representative for pricing and availability.
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†; Medium Rectangle†</td>
<td>728x90; 300x250; 120x600; 160x600</td>
<td>$125/CPM (net)</td>
</tr>
<tr>
<td>Skyscraper†; Wide Skyscraper†</td>
<td>970x90 – expands to 970x415</td>
<td>$400/CPM (net)</td>
</tr>
<tr>
<td>Half Page†</td>
<td>300x600</td>
<td>$350/CPM (net)</td>
</tr>
<tr>
<td>Pushdown*</td>
<td></td>
<td>$400/CPM (net)</td>
</tr>
<tr>
<td>Floating Footer</td>
<td>728x90; 970x90; 1025x100</td>
<td>$375/CPM (net)</td>
</tr>
</tbody>
</table>

†See expanded dimensions, where applicable in format guidelines.

*Expanding pushdown ad units push page content down rather than expanding over page content. Set up fee may apply to some ad units, contact your sales representative for more detail.

HOME PAGE ROAD BLOCK

Utilize all positions for 100% SOV on the homepage. Rates vary based on site traffic; please inquire for pricing.

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>$250 CPM (net)</td>
</tr>
</tbody>
</table>
e-NEWSLETTERS

**News Flash provide additional opportunities** to reach opt-in and engaged physicians through a trusted source. These timely resources delivered to healthcare professionals’ in-boxes can contain breaking industry news, regulatory updates, and practice management tips.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Average Engaged Distribution**</th>
<th>Big Box/Rec 300 x 250 (Net)</th>
<th>In-Column Text* (Net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3x/week</td>
<td>15,400**</td>
<td>$2,000</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

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

** Publisher’s own data

** 13,900 - US only Distribution.

** 1,500 - International Distribution

---

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>Average Engaged Distribution**</th>
<th>Big Box/Rec 300 x 250 (Net)</th>
<th>In-Column Text* (Net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>monthly</td>
<td>13,500</td>
<td>$2,000</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

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

** Publisher’s own data

---

**ADVERTORIAL 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.**
OPTOMETRY TIMES APP

**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: $6,500/issue**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>App Only</th>
<th>Multi-Channel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover Tips</td>
<td>$4,800/insertion</td>
<td>$3,600/insertion</td>
</tr>
<tr>
<td>Interactive Ad (fully immersive)</td>
<td>$4,320/insertion</td>
<td>$3,300/insertion</td>
</tr>
<tr>
<td>Standard Ad (with hyperlink)</td>
<td>NA</td>
<td>$1,200/insertion</td>
</tr>
<tr>
<td>Banner Ads (all Editorial Pages)</td>
<td>$6,000/insertion</td>
<td>$5,000/insertion</td>
</tr>
</tbody>
</table>

**APP PRODUCTION SCHEDULE**

<table>
<thead>
<tr>
<th>January Issue</th>
<th>February Issue</th>
<th>March Issue</th>
<th>April Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad close:</td>
<td>December 6</td>
<td>January 9</td>
<td>Ad close:</td>
</tr>
<tr>
<td>Materials due:</td>
<td>December 21</td>
<td>January 28</td>
<td>April 07</td>
</tr>
<tr>
<td></td>
<td>July Issue</td>
<td>February 25</td>
<td>March 13</td>
</tr>
<tr>
<td>May Issue</td>
<td>June Issue</td>
<td>March 13</td>
<td>August Issue</td>
</tr>
<tr>
<td>Ad close:</td>
<td>April 10</td>
<td>June 11</td>
<td>July 11</td>
</tr>
<tr>
<td>Materials due:</td>
<td>April 25</td>
<td>June 26</td>
<td>July 26</td>
</tr>
<tr>
<td>September Issue</td>
<td>October Issue</td>
<td>November Issue</td>
<td>December Issue</td>
</tr>
<tr>
<td>Ad close:</td>
<td>August 09</td>
<td>September 10</td>
<td>Ad close:</td>
</tr>
<tr>
<td>Materials due:</td>
<td>August 27</td>
<td>September 25</td>
<td>October 10</td>
</tr>
<tr>
<td></td>
<td>September 25</td>
<td>October 28</td>
<td>November 08</td>
</tr>
<tr>
<td></td>
<td>November Issue</td>
<td>November 25</td>
<td></td>
</tr>
<tr>
<td>Creative Unit Name</td>
<td>Initial Dimensions (WxH in pixels)</td>
<td>Maximum Expanded Dimensions (WxH in pixels)</td>
<td>Max Initial File Load Size (See note 2 below)</td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>-----------------------------------</td>
<td>-------------------------------------------</td>
<td>---------------------------------------------</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>600x250</td>
<td>200 KB</td>
</tr>
<tr>
<td>Skyscraper / Wide Skyscraper</td>
<td>120x600, 160x600</td>
<td>600x600</td>
<td>200 KB</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>728x315</td>
<td>200 KB</td>
</tr>
<tr>
<td>Half Page</td>
<td>300x600</td>
<td>600x600</td>
<td>200 KB</td>
</tr>
<tr>
<td>Pushdown</td>
<td>970x90</td>
<td>970x415</td>
<td>200 KB</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>150x1050</td>
<td>Expansion not allowed for this unit</td>
<td>200 KB</td>
</tr>
<tr>
<td>In-Banner Video</td>
<td>300x250, 160x600, 728x90, 300x600</td>
<td>Expansion not allowed for these units</td>
<td>200 KB</td>
</tr>
<tr>
<td>Floating Footer</td>
<td>728x90, 970x90, 1025x100</td>
<td>Expansion not allowed for this unit</td>
<td>200 KB</td>
</tr>
<tr>
<td>Mobile Static Banner</td>
<td>300x50</td>
<td>Expansion not allowed for this unit</td>
<td>50 KB</td>
</tr>
<tr>
<td>Mobile Wide Static Banner</td>
<td>320x50</td>
<td>Expansion not allowed for this unit</td>
<td>50 KB</td>
</tr>
</tbody>
</table>

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

GENERAL AD REQUIREMENTS (APPLY TO ALL ADS):

- **File Format:** Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted
- **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.
- **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](http://html5.iabtechlab.com/needauth?redir).
- **Initial file load:** Includes all assets and files necessary for completing first visual display of the Ad.
- **Tags Accepted:** 1x1, VAST, VPAID JS (html), all tags must be SSL only
- **Video length:** 15/30 sec
- **FPS:** 24
- **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.
- **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).

VIDEO REQUIREMENTS:

- **File type:** .mp4
- **Max file size:** 20mb
- **Ratio:** 16:9
- **Dimensions:** 1280x720 (responsive to the page level)
- **Tags Accepted:** 1x1, VAST, VPAID JS (html), all tags must be SSL only
- **Video length:** 15/30 sec
- **FPS:** 24

GENERAL NOTES:

- **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].
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- **Tags Accepted:** 1x1, VAST, VPAID JS (html), all tags must be SSL only
- **Video length:** 15/30 sec
- **FPS:** 24

HTML5 NOTES:

HTML5 provides / introduces new options for developing ads. The IAB has developed “HTML5 for Digital Advertising” ([http://www.iab.com/html5](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.

HTML5 design industry standards info: [http://www.iab.com/html5](http://www.iab.com/html5)
COVER TIPS

Grab the reader's attention with an exclusive Cover Tip, an effective way to enhance brand awareness, communicate timely information, or to lead the reader to additional content within the publication. Make a statement and be front of mind with your target audience. Only one cover tip per issue is available, contact your sales representative to take advantage of this powerful opportunity.

Trimming:
Live matter: 7-1/2” x 7-1/2”
Trim size: 8-1/2” x 8-1/2”
Bleed size: 8-3/4” x 8-3/4”
Thickness: Up to four pages maximum 100# Text to minimum 70# text paper.

Cover tips jog to the bottom.
Keep live matter 3/4” from edges & gutter trim
If client supplies, please provide as trim size; 80# stock weight

Consult publisher for availability.

OUTSERTS

Outserts are your opportunity to tell a rich story and engage the reader with a journey. This option focuses the reader's attention and allows variable space to convey your message. Use Outserts to provide content that can be saved as a reference, or create a series to extend involvement from issue to issue. Outserts are polybagged, and available in a variety of size and options.

Consult publisher for availability.
DISPLAY ADVERTISING

<table>
<thead>
<tr>
<th>Ad Size (inches)</th>
<th>Trim Sizes (Width x Depth)</th>
<th>Bleed Sizes (Width x Depth)</th>
<th>Live area (Width x Depth)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tab Spread</td>
<td>21 x 13.75</td>
<td>21.25 x 14</td>
<td>20.25 x 13</td>
</tr>
<tr>
<td>Tab Page</td>
<td>10.5 x 13.75</td>
<td>10.75 x 14</td>
<td>9.75 x 13</td>
</tr>
<tr>
<td>2/3 Tab Horizontal</td>
<td>10.5 x 9</td>
<td>10.75 x 9.25</td>
<td>9.75 x 8.25</td>
</tr>
<tr>
<td>2/3 Tab Vertical</td>
<td>6.575 x 13.75</td>
<td>6.825 x 14</td>
<td>5.825 x 13</td>
</tr>
<tr>
<td>1/2 Tab Horizontal</td>
<td>10.5 x 6.75</td>
<td>10.75 x 7</td>
<td>9.75 x 6</td>
</tr>
<tr>
<td>1/2 Tab Vertical</td>
<td>5.0417 x 13.75</td>
<td>5.2917 x 14</td>
<td>4.2917 x 13</td>
</tr>
<tr>
<td>1/2 Tab Spread Horizontal</td>
<td>21 x 6.75</td>
<td>21.25 x 7</td>
<td>20.25 x 6</td>
</tr>
<tr>
<td>Island</td>
<td>6.57 x 10.06</td>
<td>6.82 x 10.32</td>
<td>5.8 x 9.7</td>
</tr>
<tr>
<td>Island Spread</td>
<td>13.12 x 10.06</td>
<td>13.37 x 10.32</td>
<td>13.08 x 9.7</td>
</tr>
<tr>
<td>1/3 Vertical block</td>
<td>4.36 x 10.06</td>
<td>4.61 x 10.32</td>
<td>3.6 x 9.7</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>3.5 x 13.75</td>
<td>3.75 x 14</td>
<td>2.75 x 13</td>
</tr>
<tr>
<td>1/4 Vertical Block</td>
<td>5.0417 x 6.75</td>
<td>5.2917 x 7</td>
<td>4.2917 x 6</td>
</tr>
<tr>
<td>1/4 Horizontal</td>
<td>10.5 x 3.25</td>
<td>10.75 x 3.50</td>
<td>9.75 x 2.50</td>
</tr>
<tr>
<td>1/4 Horizontal Block</td>
<td>6.57 x 5.125</td>
<td>6.82 x 5.375</td>
<td>5.8 x 4.75</td>
</tr>
</tbody>
</table>

**Total Qualified Distribution**

Optometrists: 35,403
Optometric Students: 152
Others Allied to the Field: 2,945
Total: 38,500

*As filed with the BPA, subject to audit.

Additional Specifications
Live matter: Hold .375" from trim on all sides.
Trim size of journal: 10.5" x 13.75"

Paper Stock:
Text Pages: 45# coated.
Covers: 100# coated.

Type of Binding:
Saddle Stitch. Jogs to head.

1/2 Tab Spread Horizontal
Trim: 21 x 6.75
Bleed: 21.25 x 7

1/2 Tab Page
Trim: 10.5 x 6.75
Bleed: 10.75 x 7

1/2 Page Vertical
Trim: 5.0417 x 6.75
Bleed: 5.2917 x 7

1/4 Page Vertical block
Trim: 4.36 x 10.06
Bleed: 4.61 x 10.32

1/3 Page Vertical block
Trim: 3.5 x 13.75
Bleed: 3.75 x 14

1/4 Page Horizontal block
Trim: 6.57 x 5.125
Bleed: 6.82 x 5.375

1/4 Page Horizontal
Trim: 10.5 x 3.25
Bleed: 10.75 x 3.50

1/3 Page Vertical
Trim: 5.0417 x 13.75
Bleed: 5.2917 x 14

1/2 Page Vertical
Trim: 10.5 x 6.75
Bleed: 10.75 x 14

2/3 Tab Horizontal
Trim: 10.5 x 9
Bleed: 10.75 x 9.25

Island
Trim: 6.57 x 10.06
Bleed: 6.82 x 10.32

Island Spread
Trim: 13.12 x 10.06
Bleed: 13.37 x 10.32

1/3 Page Vertical block
Trim: 4.36 x 10.06
Bleed: 4.61 x 10.32

1/3 Vertical
Trim: 3.5 x 13.75
Bleed: 3.75 x 14

1/4 Vertical Block
Trim: 5.0417 x 6.75
Bleed: 5.2917 x 7

1/4 Horizontal
Trim: 10.5 x 3.25
Bleed: 10.75 x 3.50

1/4 Horizontal Block
Trim: 6.57 x 5.125
Bleed: 6.82 x 5.375

1/2 Tab Spread Horizontal
Trim: 21 x 6.75
Bleed: 21.25 x 7

1/2 Page Horizontal
Trim: 10.5 x 6.75
Bleed: 10.75 x 7

1/2 Page Vertical
Trim: 5.0417 x 13.75
Bleed: 5.2917 x 14

Tab Spread
Trim: 21 x 13.75
Bleed: 21.25 x 14

Tab Page
Trim: 10.5 x 13.75
Bleed: 10.75 x 14

2/3 Tab Vertical
Trim: 6.575 x 13.75
Bleed: 6.825 x 14

Optometry Times
OptometryTimes.com

Last revised: 05/15/2019

Paper Stock:
Text Pages: 45# coated.
Covers: 100# coated.

Type of Binding:
Saddle Stitch. Jogs to head.

Total Qualified Distribution*

Optometrists: 35,403
Optometric Students: 152
Others Allied to the Field: 2,945
Total: 38,500

*As filed with the BPA, subject to audit.
QUARTERLY PRINT & DIGITAL “ITECH” SUPPLEMENTS

Key clinical data and practice management tips to optimize patient care & enhance Techs’ professional development.

Print/Digital Advertising Package

- Limited Cover and ROB ad positions available per supplement
- Issue dates: March, June, September, and December

BONUS Value-adds!

- Full Page digital ad in OT and OD Digital Edition
- Digital eSupplement emailed to our engaged Ophthalmologist, Optometrist and Technician database.
- Posted on iTech Update portal
- Bonus Distribution at key ophthalmology and optometry meetings
- Link for posting on your corporate or product website

Supplement specs

trim size: 7.875 x 10.75 inches
Full page specs:
7” x 10” (without bleed)
8.125” x 11” (with bleed)
Live area should be 3/8” from trim.
File format: PDF/X-1A.
File should be in CMYK

ITECH PORTAL

A web-based information destination geared to technician-related education for ophthalmologists, optometrists and technicians. This “on-demand” resource is fully integrated into our ophthalmologytimes.com and optometrytimes.com network.

Digital Advertising Package

- Standard Units: Leaderboard; medium rectangle; Skyscraper; Wide Skyscraper
- Premium Units: Half Page, Pushdown, Wallpaper, Floating Footer
- Product page: Logo, 210 characters and link
- Champions’ Challenge: Technician education
- Quarterly e-Issue Alert: Big Box/Rec, In-Column Text Ad

BONUS Value-adds!

- Search Engine Optimization
- Link for posting on your product or corporate site

Total Distribution

Print, digital and mobile supplement with Ophthalmology Times and Optometry Times (4x per year)

(OD and OT) print................................................. 52,000*
(OD, OT and Technicians) Digital.......................... 36,500**
(OD and OT) Mobile App downloads ........... 80,500**
Total ................................................................. 169,000**

* As filed with the BPA, subject to audit.
** Publishers own data.

Contact your sales rep for more details
### PRINT DISPLAY ADVERTISING RATES - FULL-RUN RATES

<table>
<thead>
<tr>
<th>B&amp;W Rates</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
<th>60x</th>
<th>72x</th>
<th>96x</th>
<th>120x</th>
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<tr>
<td>Tab Page</td>
<td>$5,225</td>
<td>$5,025</td>
<td>$4,840</td>
<td>$4,645</td>
<td>$4,585</td>
<td>$4,515</td>
<td>$4,445</td>
<td>$4,370</td>
<td>$4,335</td>
<td>$4,265</td>
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<tr>
<td>2/3 Page</td>
<td>4,585</td>
<td>4,420</td>
<td>4,260</td>
<td>4,110</td>
<td>4,060</td>
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<td>3,950</td>
<td>3,895</td>
<td>3,840</td>
<td>3,785</td>
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<td>1/2 page</td>
<td>3,415</td>
<td>3,275</td>
<td>3,155</td>
<td>3,035</td>
<td>3,015</td>
<td>2,965</td>
<td>2,910</td>
<td>2,875</td>
<td>2,835</td>
<td>2,790</td>
</tr>
<tr>
<td>1/3 page</td>
<td>1,990</td>
<td>1,930</td>
<td>1,865</td>
<td>1,805</td>
<td>1,765</td>
<td>1,735</td>
<td>1,705</td>
<td>1,685</td>
<td>1,650</td>
<td>1,625</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,755</td>
<td>1,705</td>
<td>1,645</td>
<td>1,585</td>
<td>1,560</td>
<td>1,540</td>
<td>1,520</td>
<td>1,500</td>
<td>1,480</td>
<td>1,450</td>
</tr>
<tr>
<td>BRCs</td>
<td>5,225</td>
<td>5,025</td>
<td>4,840</td>
<td>4,645</td>
<td>4,585</td>
<td>4,515</td>
<td>4,445</td>
<td>4,370</td>
<td>4,335</td>
<td>4,265</td>
</tr>
</tbody>
</table>

**Color:** In addition to earned B&W rates. **Charge per color/page or fraction**
- Second color (magenta, cyan, yellow): $1,225
- Matched color (all PMS excluding B00 series): $1,865
- Sheen/Metallic/Fluorescent color (PMS 800 series): $2,150
- 3- and 4-color process: $2,760
- 4-color spread: $4,615
- 4-color process plus Metallic/Fluorescent: $4,955

**Covers and Premium Positions (non-cancellable)**:
Add the premium for positions to the earned B&W rate. Then add charge for color.
- **a) Cover Rates:** Second cover: 30% | Third cover: 20% | Fourth cover: 40%
- **b) Premium Positions:** Preferred Position: 10% - Must be a minimum of one full page of color.
- **c) Special Position Charge:** A 10% per page special position charge is incurred when requesting consecutive right-hand pages or other special positioning.

### INSERT ADVERTISING RATES - FULL-RUN RATES

<table>
<thead>
<tr>
<th>Full Page</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
<th>60x</th>
<th>72x</th>
<th>96x</th>
<th>120x</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Page</td>
<td>$10,450</td>
<td>$10,050</td>
<td>$9,680</td>
<td>$9,290</td>
<td>$9,170</td>
<td>$9,030</td>
<td>$8,890</td>
<td>$8,740</td>
<td>$8,670</td>
<td>$8,530</td>
</tr>
<tr>
<td>4 page</td>
<td>20,900</td>
<td>20,100</td>
<td>19,360</td>
<td>18,580</td>
<td>18,340</td>
<td>18,060</td>
<td>17,780</td>
<td>17,480</td>
<td>17,340</td>
<td>17,060</td>
</tr>
<tr>
<td>6 page</td>
<td>30,150</td>
<td>29,040</td>
<td>27,870</td>
<td>27,510</td>
<td>27,090</td>
<td>26,670</td>
<td>26,220</td>
<td>26,010</td>
<td>25,590</td>
<td>25,260</td>
</tr>
<tr>
<td>8 page</td>
<td>40,200</td>
<td>38,720</td>
<td>37,160</td>
<td>36,680</td>
<td>36,120</td>
<td>35,560</td>
<td>34,960</td>
<td>34,680</td>
<td>34,120</td>
<td>33,600</td>
</tr>
<tr>
<td>10 page</td>
<td>50,250</td>
<td>48,400</td>
<td>46,450</td>
<td>45,850</td>
<td>45,150</td>
<td>44,450</td>
<td>43,700</td>
<td>43,350</td>
<td>42,650</td>
<td>42,000</td>
</tr>
<tr>
<td>12 page</td>
<td>58,080</td>
<td>55,740</td>
<td>55,020</td>
<td>54,180</td>
<td>53,340</td>
<td>52,440</td>
<td>52,020</td>
<td>51,180</td>
<td>50,300</td>
<td>49,400</td>
</tr>
</tbody>
</table>

**Acceptance:** Insert stock weight 80# text. Contact publisher for approval and pricing for inserts heavier than 80# text. Submit samples to Production Manager.

**Insert Rates:** All full run inserts charged page for page at the earned B&W rates. If there are charges for inserts not meeting specifications, they will be billed at cost. A non-commissionable tip-in charge of $865 will be added for all inserts, including BRCs.

**Demographic Rates:**
- ROB ads available on a limited basis. Rates for demographic ads are calculated by multiplying the percent of circulation requested (minimum 50%) times the one-time B&W page rate, times the total number of pages, plus applicable color rates at full price, plus a $1,650 (non-commissionable) mechanical charge. Demographic ads will count toward a company’s final earned frequency on a page-for-page basis.

#### 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.

#### Demographic Rates:
ROB ads available on a limited basis. Rates for demographic inserts are calculated by multiplying the percent of circulation requested (minimum 50%) times the one-time B&W page rate, times the total number of pages, plus applicable color rates at full price, plus a $1,450 (non-commissionable) mechanical charge. Demographic ads will count toward a company’s final earned frequency on a page-for-page basis.

**BRCs:** BRC must accompany a minimum of a full-page ad. Please contact your sales manager.
CORPORATE DISCOUNTS

Earned Rates:
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 pages and fractional pages count as single insertions. Demographic ads will count toward a company’s final earned frequency on a pro-rated basis (e.g., a 4-page unit going to 50% of circulation = 2X). Insertions from a parent company and its subsidiaries are combined to determine eligible earned. Advertisers are short-rated or rebated based on year end final level earned. The minimum number of insertions at each level must be met within the 2019 calendar or fiscal year.

Corporate Discount Program:
Effective with January 1, 2019 insertion orders, the Corporate Discount program is based on an advertiser’s 2018 net advertising, including digital spending, plus non-CME promotional project expenditures in all of the UBM Medica media. Please contact your account manager for more information and your discount rate.

<table>
<thead>
<tr>
<th>2018 Net Corporate Spend</th>
<th>Rate Savings</th>
<th>2018 Net Corporate Spend</th>
<th>Rate Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100,001 - $250,000</td>
<td>0.50%</td>
<td>$2,500,001 - $3,000,000</td>
<td>5.00%</td>
</tr>
<tr>
<td>$250,001 - $500,000</td>
<td>0.75%</td>
<td>$3,000,001 - $3,500,000</td>
<td>6.00%</td>
</tr>
<tr>
<td>$500,001 - $750,000</td>
<td>1.00%</td>
<td>$3,500,001 - $4,000,000</td>
<td>8.00%</td>
</tr>
<tr>
<td>$750,001 - $1,000,000</td>
<td>1.50%</td>
<td>$4,000,001 - $4,500,000</td>
<td>10.00%</td>
</tr>
<tr>
<td>$1,000,001 - $1,500,000</td>
<td>2.00%</td>
<td>$4,500,001 - $5,000,000</td>
<td>12.00%</td>
</tr>
<tr>
<td>$1,500,001 - $2,000,000</td>
<td>3.00%</td>
<td>$5,000,001 - $5,500,000</td>
<td>14.00%</td>
</tr>
<tr>
<td>$2,000,001 - $2,500,000</td>
<td>4.00%</td>
<td>$5,500,001 - $6,000,000</td>
<td>16.00%</td>
</tr>
</tbody>
</table>

Pre-Payment:
Prepayment discounts are offered to advertisers; please contact Group Publisher for details.

Multiple Page PI Discount:
Ads running more than two pages of prescribing information are offered a discount. Starting with the third PI page of the unit, a 50% discount will be applied to the cost of the page.

UBM Medica Eye Health Group Combination Program:
Advertisers running a minimum of 4 ads each in both Ophthalmology Times and Optometry Times will save an additional 5% off the combined space costs for both publications. (Ads must be same product, color, and size.)

Specialty Care Group Discount:
Effective with January 1, 2019 insertion orders, Specialty Care Group Discount is based solely on an advertiser’s 2018 net print advertising expenditures within the UBM Medica Specialty Care Group of publications, as follows: Contemporary Pediatrics, Dermatology Times, Ophthalmology Times, Optometry Times, and Urology Times.

<table>
<thead>
<tr>
<th>2018 Net Corporate Spend</th>
<th>Rate Savings</th>
<th>2018 Net Corporate Spend</th>
<th>Rate Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100,000 - $200,000</td>
<td>1%</td>
<td>$400,001 - $500,000</td>
<td>4%</td>
</tr>
<tr>
<td>$200,001 - $300,000</td>
<td>2%</td>
<td>$500,001 - Above</td>
<td>5%</td>
</tr>
<tr>
<td>$300,001 - $400,000</td>
<td>3%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please contact your account manager for more information.

Global Advertising Program:
In lieu of the previously mentioned discounts, the advertiser can opt to utilize the Optometry Times Global Advertising Program. This program is based on the planned increase in advertising dollars over the 2018 schedule in Optometry Times. To compute: Once the 2019 ad spend exceeds 20% of that base, investment savings begin (see chart below).

<table>
<thead>
<tr>
<th>Percent Increase in Placements:</th>
<th>20%</th>
<th>25%</th>
<th>30%</th>
<th>35%</th>
<th>40%</th>
<th>45%</th>
<th>50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discount Percentage</td>
<td>8%</td>
<td>10%</td>
<td>12%</td>
<td>15%</td>
<td>18%</td>
<td>21%</td>
<td>25%</td>
</tr>
</tbody>
</table>

i) The projected spending at each level must be met within a calendar year. A minimum of $50,000 in 2019 net spending is required to qualify.

ii) For simplicity, and maximum savings, the GAP savings percentage will be taken off the product’s gross insertion rate. The GAP discount cannot be added to any other discount program.

iii) You can project what GAP level you will achieve for the year and begin to realize savings immediately. At your earliest convenience, please notify your Optometry Times account manager of your product’s planned GAP participation level.

iv) If the product does not meet the projected level, or exceeds its projected level, that product will be short-rated or rebated accordingly.

v) This discount program may not be combined with any other Optometry Times Group incentive program.

ADVERTISING INCENTIVE DISCOUNTS

Product Incentive Program (PIP Continuity Discount):
Run a minimum of three product insertions in Optometry Times and save. The more insertions, the more you save. Free pages count toward earned frequency but do not count toward the corporate discount program.

Product Incentive Program Criteria:

i) The minimum number of insertions at each level must be met within a calendar year.

ii) For simplicity, and maximum savings, the Product Incentive Program percent savings will be taken off the product’s gross insertion expenditure. The PIP discount should be added to your corporation’s Corporate Discount Program earned discount, and the resulting total percentage is taken off of the gross insertion cost.

iii) You can project what Product Incentive Program level you will achieve for the year and begin to realize savings immediately. At your earliest convenience, please notify your Optometry Times account manager of your product’s planned Product Incentive Program participation level. If the product does not meet the projected level, or exceeds its projected level, that product will be short-rated or rebated accordingly. If the product is pulled off the market due to an FDA ruling, the accrued savings will stand, and the company will not be penalized for loss of product continuity.

iv) All of a product’s indications work together to attain a product’s insertion level.

Advertiser Conversion Discount:
New products advertising in Optometry Times that commit to a minimum of six issues during the year earn a 10% discount on every 2018 insertion. This program applies to new, converting advertisers that appeared in competitive optometric journals in 2018 but not in Optometry Times.
**COVER TIPS**

**Trimming:**
- **Live matter:** 7-1/2" x 7-1/2"
- **Trim size:** 8-1/2" x 11/2"
- **Bleed size:** 8-3/4" x 8-3/4"
- **Thickness:** Up to four pages maximum 100# Text to minimum 70# text paper.
- **Cover tips jog to the bottom.**
  - Keep live matter 3/4" from edges & gutter trim.
  - If client supplies, please provide as trim size; 80# stock weight.

For anything not matching the specs on cover tips and inserts above, please contact the publisher for special pricing AND send sample for pre-approval to:

- **OptometryTimes**
  - Attn: Karen Lenzen
  - 131 W 1st St, Duluth, MN 55802-2065
  - Desk: 218-740-7271
  - Email: klenzen@hcl.com

**INSERTS**

**Trimming:**
- **Ship folded:** Full page - furnished size 9 1/8" x 12 1/4"
- **Junior page insert:** 7 3/4" x 10 1/2"
- **Live matter:** keep 1/2" from trimmed edges & 1/2" from gutter trim
- **Book is jogged to head**
- **Trims:** 1/8" at head, foot, and outside edge

**Quantity:**
- Full Run: 39,000

**Shipping:**
- Mark all insert cartons with publication name, date of issue, advertiser, product name, and insert quantity. Include a sample of the insert, identifying front/back or page numbers, and attach this sample to the outside of cartons.

- **OptometryTimes**
  - c/o R.R. Donnelley
  - Attn: Kyle Bryant
  - 3401 Heartland Drive
  - Liberty, MO 64068
  - kyle.c.bryant@lsccom.com

**SUPPLEMENTS**

**Paper Stock:**
- **70# coated**
- **70# coated**

**Type of Binding:**
- Saddle Stitch. Jogs to head.

**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. **Optometry Times** 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 submission 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, go to [https://www.ads.ubm.com](https://www.ads.ubm.com) or 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.

**PROVIDER INFORMATION REQUIRED:**

- **Issue date.**
- **Advertiser, product, and agency name.**
- **Agency contact person and phone number, or vendor name and phone number.**
- **List of contents (printout of disk contents).**

**Email Insertion orders, contracts, publication-set copy, reproduction materials, electronic files, proofs and other instructions, to:** [opto.io@hcl.com](mailto:opto.io@hcl.com)

**To submit your ad materials, visit [https://ads.ubm.com](https://ads.ubm.com)**
# Production and Editorial Calendar 2019

## JANUARY ISSUE
- **Ad close:** December 06
- **Materials due:** December 12
- **Inserts due:** December 18

**Editorial features**: Special Topic: Glaucoma  
- **Departments:** Glaucoma, Diabetes, Practice Management, Dry Eye

**Bonus Distribution:** Glaucoma 360–GRF, February 1, San Francisco, CA; SECO International, February 20-24, New Orleans, LA

## FEBRUARY ISSUE
- **Ad close:** January 09
- **Materials due:** January 16
- **Inserts due:** January 23

**Editorial features**: Special Topic: Allergy  
- **Departments:** Allergy, Nutrition, Technology, Refractive Surgery

**Bonus Distribution:** SECO International, February 20-24, New Orleans; Vision Expo East (VEE), March 21-24, New York City, NY

## MARCH ISSUE
- **Ad close:** February 07
- **Materials due:** February 13
- **Inserts due:** February 20

**Editorial features**: Special Topic: Frames & Lenses  
- **Departments:** Glaucoma, Contact Lenses, Comanagement, Diabetes

**Bonus Distribution:** Vision Expo East (VEE), March 21-24, New York City, NY; Cornea 360, April 4-7, 2019

## APRIL ISSUE
- **Ad close:** March 13
- **Materials due:** March 19
- **Inserts due:** March 25

**Editorial features**: Special Topic: Comanagement  
- **Departments:** InDispensable, Retina, Dry Eye, Practice Management

**Readex Research Ad Performance Study Issue**

**Bonus Distribution:** The Association for Research in Vision and Ophthalmology (ARVO) Annual Meeting, April 28 - May 2, Vancouver, Canada; ASCRS-ASOA Annual Meeting, May 3-7, San Diego, CA

## MAY ISSUE
- **Ad close:** April 10
- **Materials due:** April 16
- **Inserts due:** April 22

**Editorial features**: Special Topic: Practice Management  
- **Departments:** Diabetes, Glaucoma, Nutrition, Refractive Surgery

**Bonus Distribution:** American Optometric Association (AOA) Optometry’s Meeting, June 19-23, St. Louis, MO

## JUNE ISSUE
- **Ad close:** May 10
- **Materials due:** May 16
- **Inserts due:** May 22

**Editorial features**: Special Topic: Diabetes  
- **Departments:** Practice Management, Retina, Technology, Contact Lenses

**Bonus Distribution:** American Optometric Association (AOA) Optometry’s Meeting, June 19-23, St. Louis, MO

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*Editorial content subject to change. Please contact your sales representative for the most current editorial calendar topics.*
# Production and Editorial Calendar 2019

## July Issue
- **Ad close:** June 11
- **Materials due:** June 17
- **Inserts due:** June 21

**Editorial features**: Special Topic: Contact Lenses
- **Departments:** Glaucoma, Dry Eye, Comanagement, Nutrition

## August Issue
- **Ad close:** July 11
- **Materials due:** July 17
- **Inserts due:** July 23

**Editorial features**: Special Topic: Pediatrics
- **Departments:** Allergy, Technology, Diabetes, Refractive Surgery

**Readex Research Ad Performance Study Issue**

**Bonus Distribution**: Vision Expo West (VEW), September 26-29, Las Vegas

## September Issue
- **Ad close:** August 09
- **Materials due:** August 16
- **Inserts due:** August 22

**Editorial features**: Special Topic: Dry Eye
- **Departments:** Glaucoma, Contact Lenses, Comanagement, InDispensable

**Bonus Distribution**: Vision Expo West (VEW), September 26-29, Las Vegas; American Academy of Optometry (AAOPT) Meeting, October 23-26, Orlando, FL

## October Issue
- **Ad close:** September 10
- **Materials due:** September 16
- **Inserts due:** September 20

**Editorial features**: Special Topic: Cornea
- **Departments:** Practice Management, Retina, Technology, Dry Eye


## November Issue
- **Ad close:** October 10
- **Materials due:** October 17
- **Inserts due:** October 23

**Editorial features**: Special Topic: Retina
- **Departments:** Glaucoma, Diabetes, Comanagement, Refractive Surgery


## December Issue
- **Ad close:** November 08
- **Materials due:** November 14
- **Inserts due:** November 20

**Editorial features**: Special Topic: Diagnostics & Imaging
- **Departments:** InDispensable, Retina, Nutrition, Contact Lenses

*Editorial content subject to change. Please contact your sales representative for the most current editorial calendar topics.*
We know healthcare. We get results.
We partner with our clients to deliver strategic, integrated communications solutions to key decision-makers through the proven strength of our brands, when and where our clients need it.

Eye Care
ubmmedica.com/markets-products/eye-care