Dry eye is a chronic disease that may begin in childhood. A credentialing system to advance to governor

A region of dense white proliferation that obscured the retinal vessels of the inferior arcade was observed in the right eye of this young man during a

The earned rate is determined by the number of advertising frequency within a 12-month period. The earned rate is determined by the number of insertions. A spread counts as two insertions. Each full page of an insert counts as one insertion.

Second cover: Earned b/w rate plus 25%. Color additional. Third cover: Earned b/w rate plus 15%. Color additional. Fourth cover: Earned b/w rate plus 50%. Color additional.

b) Special Positions:

1 st Run of Book: Earned b/w rate plus 15%. Color additional. Center spread: Earned b/w rate plus 25%. Color additional.

4. Covers and Special Positions:

a) Covers:

b) Agency commission: fifteen percent (15%) gross billings on space, color, cover, and preferred position charges.

c) Cash discount: Two percent if paid within ten days of invoice date. No discount allowed after this period.

3. Bleed: No charge

Charge per color per page or fraction

<table>
<thead>
<tr>
<th>Color additional.</th>
<th>One Page</th>
<th>Spread</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard color</td>
<td>$1,225</td>
<td>$2,450</td>
</tr>
<tr>
<td>Matched color</td>
<td>$1,330</td>
<td>$2,660</td>
</tr>
<tr>
<td>Metallic color</td>
<td>$1,540</td>
<td>$3,080</td>
</tr>
<tr>
<td>Four color</td>
<td>$2,075</td>
<td>$4,150</td>
</tr>
<tr>
<td>Four color + PMS</td>
<td>$3,400</td>
<td>$6,800</td>
</tr>
<tr>
<td>Four color + Metallic</td>
<td>$3,605</td>
<td>$7,210</td>
</tr>
</tbody>
</table>

2. Rates:

a) Earned rates are given to advertisers based on advertising frequency within a 12-month period.

b) Agency commission: fifteen percent (15%) gross billings on space, color, cover, and preferred position charges.

c) Cash discount: Two percent if paid within ten days of invoice date. No discount allowed after this period.

2018 RATE CARD
Print

Effective Rate Date: January 2018 for all advertisers.

RATES

1. Black-and-White rates:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>King Spread</th>
<th>King Page</th>
<th>3/4 Page</th>
<th>Island/Half Page</th>
<th>1/3 Page</th>
<th>1/4 Page</th>
<th>1/8 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$13,010</td>
<td>$8,780</td>
<td>$7,635</td>
<td>$6,500</td>
<td>$3,515</td>
<td>$2,450</td>
<td>$1,585</td>
</tr>
<tr>
<td>6x</td>
<td>$12,650</td>
<td>$8,425</td>
<td>$7,380</td>
<td>$6,320</td>
<td>$3,380</td>
<td>$2,360</td>
<td>$1,555</td>
</tr>
<tr>
<td>12x</td>
<td>$12,300</td>
<td>$8,080</td>
<td>$7,110</td>
<td>$6,150</td>
<td>$3,245</td>
<td>$2,285</td>
<td>$1,540</td>
</tr>
<tr>
<td>18x</td>
<td>$11,955</td>
<td>$7,735</td>
<td>$6,855</td>
<td>$5,975</td>
<td>$3,130</td>
<td>$2,185</td>
<td>$1,530</td>
</tr>
<tr>
<td>24x</td>
<td>$11,590</td>
<td>$7,380</td>
<td>$6,750</td>
<td>$5,790</td>
<td>$2,985</td>
<td>$2,105</td>
<td>$1,510</td>
</tr>
<tr>
<td>36x</td>
<td>$11,240</td>
<td>$7,030</td>
<td>$6,320</td>
<td>$5,655</td>
<td>$2,870</td>
<td>$2,020</td>
<td>$1,495</td>
</tr>
<tr>
<td>48x</td>
<td>$10,880</td>
<td>$6,675</td>
<td>$6,055</td>
<td>$5,450</td>
<td>$2,720</td>
<td>$1,935</td>
<td>$1,480</td>
</tr>
<tr>
<td>60x</td>
<td>$10,540</td>
<td>$6,320</td>
<td>$5,790</td>
<td>$5,270</td>
<td>$2,595</td>
<td>$1,840</td>
<td>$1,465</td>
</tr>
<tr>
<td>72x</td>
<td>$10,200</td>
<td>$5,975</td>
<td>$5,520</td>
<td>$5,105</td>
<td>$2,450</td>
<td>$1,755</td>
<td>$1,445</td>
</tr>
<tr>
<td>96x</td>
<td>$9,835</td>
<td>$5,635</td>
<td>$5,270</td>
<td>$4,920</td>
<td>$2,320</td>
<td>$1,665</td>
<td>$1,425</td>
</tr>
<tr>
<td>108x</td>
<td>$9,680</td>
<td>$5,475</td>
<td>$5,115</td>
<td>$4,760</td>
<td>$2,165</td>
<td>$1,510</td>
<td>$1,260</td>
</tr>
</tbody>
</table>

4. Covers and Special Positions:

a) Covers:

b) Special Positions:

4.  Covers and Special Positions:

a) Covers:

Second cover: Earned b/w rate plus 25%. Color additional. Third cover: Earned b/w rate plus 15%. Color additional. Fourth cover: Earned b/w rate plus 50%. Color additional.

b) Special Positions:

1 st Run of Book: Earned b/w rate plus 15%. Color additional. Center spread: Earned b/w rate plus 25%. Color additional.

5. Online Advertising Rates: Please contact your sales representative for more information.

6. Recruitment/Classified Rates: Please contact your sales representative at 800-257-8290.

Circulation: 35,290

Click to view full circulation info

Click to view print advertising terms and conditions

Advertising Office: SLACK Incorporated
Patrick Duffey
Vice President, Sales & Marketing
pduffey@healio.com, ext. 262

Scott Wright
Global Sales Director, Eye Care Group
swright@healio.com, ext. 363

Jenna Gentile
Senior Account Manager
jgentile@healio.com, ext. 359

Send Product insertion orders and ad materials to:
Wanda Granato,
Sales Administrator
wgranato@healio.com, ext. 451
6900 Grove Road
Thorofare, NJ 08086-9447
856-848-1000 • 800-257-8290
Fax 856-848-6091

Jesse Davis
PRIMARY CARE OPTOMETRY NEWS
Publishers, Inc.
13487 S. Preston Highway
Lebanon Junction, KY 40150-8218

Send inserts and BRCs to:

DISCOUNTS

1. Combined Earned Frequency: All insertions of a parent company and its subsidiaries are combined to determine the earned rate. Advertisers may combine space units run in all SLACK publications to achieve maximum rate frequency.

2. Global Continuity Incentive: Advertisements for an individual product are eligible for a discount based upon the number of insertions placed in SLACK publishing's eye care newspapers (all global editions of OCULAR SURGERY NEWS plus PRIMARY CARE OPTOMETRY NEWS). Insertions do not need to be consecutive. This program may not be combined with the Comprehensive Marketing Incentive.
   a) 3-6 insertions: 10% off
   b) 7-12 insertions: 15% off
   c) 13+ insertions: 20% off

3. Comprehensive Marketing Incentive: Advertisers may be eligible for a customized incentive program based upon a total 2018 investment in promotional, marketing and educational services provided through all global print and online editions of SLACK publishing's eye care newspapers, OCULAR SURGERY NEWS and PRIMARY CARE OPTOMETRY NEWS, and/or associated live non-CME educational events. Contact your sales representative for details.

4. SLACK Corporate Discount: Take advantage of SLACK's advertising, custom publishing, event management and other marketing services in 2018 and earn valuable discounts in 2019. Spend levels achieved in the year 2018 will determine your Corporate Discount savings in 2019 based on a total net spend.

5. 2018 Eye Care Discounts (programs not cumulative):
   a) Buy 3, Get 1 Free: Place an ad in 3 issues and get a 4th ad free. Minimum ad size: 1/3 page.
   b) 2018 Campaign Package: Commit to all 12 issues of PRIMARY CARE OPTOMETRY NEWS and get 6 free blast emails. Minimum ad size: 1/3 page.
   c) Eye Care Combination Discount: Advertise the same ad unit in both OCULAR SURGERY NEWS and PRIMARY CARE OPTOMETRY NEWS in the same month and get 25% off your ad in PRIMARY CARE OPTOMETRY NEWS.

6. When taking advantage of more than one discount program, discounts must be taken in the following order: Gross Cost:
   a) Less Global Continuity Incentive or Comprehensive Marketing Incentive
   b) Less SLACK Corporate Discount
   c) Less 15% Agency Discount
   d) Equals Net Cost

ISSUING AND CLOSING

1. Established: February 1996
2. Frequency: 12 times per year
3. Issue Dates: 1st of each month
4. Mailing Date and Class: Mails first week of the issue month; Periodical class
5. Extensions and Cancellations:
   a) Extensions: If an extension date for material is agreed upon and material is not received by the Publisher on the agreed date, the advertiser will be charged for the space reserved.
   b) Cancellations: If, for any reason, an advertisement is canceled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the closing date.

EDITORIAL

1. General Editorial Direction: PRIMARY CARE OPTOMETRY NEWS strives to be the optometric professional's definitive information source by delivering timely, accurate, authoritative and balanced reports on clinical issues, socioeconomic and legislative affairs, ophthalmic industry and research developments, as well as updates on diagnostic and therapeutic regimens and techniques to enhance the quality of patient care.

2. Average Issue Information:
   a) Average number of articles per issue: 17
   b) Average article length: 750 words

3. Editorial departments and features:
   - Regulatory/ Legisitative
   - Contact Lenses and Eye Wear
   - Cornea/External Disease
   - Glaucoma
   - Therapeutics
   - Retina/Vitreous
   - Technology
   - Practice Management
   - Low Vision/ Geriatrics
   - Ophthalmic Research
   - What's Your Diagnosis?
   - Cataract Surgery
   - Meetings and Courses
   - Products and Services
   - Industry News and Research
   - Refractive Surgery
   - Primary Care Optometry
   - Comanagement
   - Pediatrics
   - Nutrition
   - PCON CE

4. Ad/Editorial Information:
   a) Staff Written: 50%
   b) Solicited: 30%
   c) Submitted: 5%
   d) Articles or abstracts from meetings or other publications: 15%

CIRCULATION

1. Description of Circulation Parameters: Optometrists, optometry students and others allied to the field
2. Demographic Selection Criteria:
   a) Prescribing: N/A
   b) Circulation: 35,290
   c) Paid information: Association members: N/A
   d) Subscription rate: U.S. $368/yr. Individual; Canada: add 5% GST
   e) Outside the U.S.: add $84
3. Circulation Verification:
   a) Audit: BPA Worldwide
   b) Mail House: Publishers Press
4. Coverage:
   a) Date and Source of Breakdown: BPA Worldwide, June 2017
5. Estimated total circulation for 2018: 35,290/issue

GENERAL INFORMATION

1. Requirements for Advertising Acceptance: Professional and non-professional products or services are accepted, provided they are in harmony with the policy of service to the healthcare profession and subject to Publisher's approval. Non-professional product and service advertisers must submit ad copy two weeks prior to the closing date.
2. New Product Releases: Yes
3. Editorial Research: Yes
4. Ad Format Placement Policy:
   a) Format: Within articles
   b) Are ads rotated: Yes
5. Ad/Editorial Information: 50/50 Ad/Edit Ratio
6. Value-added Services:
   a) Bonus distribution (see editorial calendar)
   b) Other: Advertiser's Index
7. Online Advertising Opportunities: Contact your sales representative or visit Healio.com/Optometry for more information.
8. Additional Advertising Opportunities:
   a) BRC inserts: See Insert Information under 5b for specifications
   b) Split-run advertising: Contact publisher for information.
9. Reprint Availability: Yes; email reprints@healio.com.
10. Publisher's Liability: The Publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents, or other circumstances beyond the Publisher's control.
11. Indemnification of Publisher: In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend and hold harmless the publication, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringements, or plagiarism.
12. Competitor Information: PRIMARY CARE OPTOMETRY NEWS does not accept advertisements that contain competitor(s)' names, publication covers, logos or other content.
13. Advertisements: In order to be considered for acceptance, advertisements or inserts that contain text or copy describing a product must be substantially different in text and font of the receiving publication, and the word “Advertorial” or “Advertisement” must be prominently displayed in 10 pt. black type, in all caps, at the center top of each page.
14. Billing Policy: Billing to the advertising agency is based on acceptance by the advertiser of “dual responsibility” for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.
AD SPECIFICATIONS

1. Available Advertising Unit Sizes:

<table>
<thead>
<tr>
<th>Ad sizes:</th>
<th>Non-bleed (Live area) sizes:</th>
<th>Trim sizes:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Width x Height</td>
<td>Width x Height</td>
</tr>
<tr>
<td>King Spread</td>
<td>20.5” x 13.5”</td>
<td>21” x 14”</td>
</tr>
<tr>
<td>King Page</td>
<td>10” x 13.5”</td>
<td>10.5” x 14”</td>
</tr>
<tr>
<td>¼ Page (Vertical)</td>
<td>7.05” x 13.5”</td>
<td>7.55” x 14”</td>
</tr>
<tr>
<td>¼ Page (Horizontal)</td>
<td>10” x 10”</td>
<td>10.5” x 10.5”</td>
</tr>
<tr>
<td>Island ½ Page</td>
<td>7.13” x 10”</td>
<td>7.63” x 10.5”</td>
</tr>
<tr>
<td>Island Spread</td>
<td>14.6” x 10”</td>
<td>15.1” x 10.5”</td>
</tr>
<tr>
<td>½ Page (Vertical)</td>
<td>4.68” x 13.5”</td>
<td>5.18” x 14”</td>
</tr>
<tr>
<td>½ Page (Horizontal)</td>
<td>10” x 6.5”</td>
<td>10.5” x 7.0”</td>
</tr>
<tr>
<td>¼ Page</td>
<td>4.68” x 10”</td>
<td>5.18” x 10.5”</td>
</tr>
<tr>
<td>¼ Page (Vertical Block)</td>
<td>4.68” x 6.25”</td>
<td>5.18” x 6.75”</td>
</tr>
<tr>
<td>¼ Page (Horizontal Block)</td>
<td>7.13” x 4.75”</td>
<td>7.63” x 5.25”</td>
</tr>
<tr>
<td>¼ Page (Vertical Strip)</td>
<td>2.23” x 13.5”</td>
<td>2.73” x 6.25”</td>
</tr>
<tr>
<td>¼ Page (Horizontal Strip)</td>
<td>10” x 3”</td>
<td>10.5” x 3.5”</td>
</tr>
<tr>
<td>½ Page (Vertical Block)</td>
<td>2.23” x 6.25”</td>
<td>2.73” x 6.75”</td>
</tr>
<tr>
<td>½ Page (Horizontal Block)</td>
<td>4.68” x 2.84”</td>
<td>5.18” x 3.34”</td>
</tr>
</tbody>
</table>

a) Trim size of journal: 10.5” x 14”
b) To view thumbnails of ads specs, visit healio.com/slackadspecs

For spread ads, keep content (images/text) ¼” in on each side of the gutter
For bleed ads, add ¼” on all sides of trim size.

INSERT INFORMATION

1. Availability and Acceptance:
   a) Availability: Two- to eight-page inserts are available full run.
      Demographic and/or geographic inserts are limited to three per issue.
   b) Acceptance: A paper and insert sample must be submitted to the Publisher for approval.

2. Insert Charges:
   a) Furnished inserts: Billed at black-and-white space rate at frequency earned on a page-for-page basis, plus an $850 non-commissionable tip-in charge.
   b) A-size inserts charged at the island/half page rate.
   c) Tabloid-size inserts charged at the king page rate.

3. Sizes and Specifications:

<table>
<thead>
<tr>
<th>No. of Pages</th>
<th>Paper Stock Max</th>
<th>Paper Stock Min</th>
<th>Max Micrometer Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 page (one leaf)</td>
<td>80# coated text</td>
<td>70# coated text</td>
<td>.004”</td>
</tr>
<tr>
<td>4, 6, 8 page</td>
<td>70# coated text</td>
<td>60# coated text</td>
<td>.004”</td>
</tr>
</tbody>
</table>

a) Full size inserts: supplied untrimmed, printed, folded (except single leaf), and ready for binding. Varnished inserts are acceptable at the Publisher's discretion.
b) A-size: Supply size: 8½” x 11” pre-trimmed on head and face. ½” foot trim.

4. Trimming: Trimming of oversized inserts will be charged at cost. Keep live matter ½” from trim edges and ¾” from gutter trim. Inserts are jogged to the foot. Book trims ¼” at head face and foot.

5. BRCs:
   a) Pricing: When accompanied by a minimum of an island/half page, a tip-in fee of $850 is charged; non-commissionable.
   b) BRC Specifications: 3½” x 5” minimum to 4½” x 6” maximum; perforated with ½” lip (from perforation) for binding. Add ¼” for foot trim. Cardstock minimum: 75# bulk or higher.

6. Quantity: Full run − 39,000 (estimated). Exact quantity will be given upon Publisher's approval of insert or call Publisher prior to closing date.

7. Shipping: Carton packing must have publication name, issue date, and insert quantity clearly marked. Inserts shipped in e-containers cannot be verified and SLACK will not be responsible for shortages on press.
## 2018 Editorial Calendar

### Print

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD CLOSING</th>
<th>MATERIAL DUE</th>
<th>FEATURED TOPICS</th>
<th>MEETING COVERAGE</th>
<th>BONUS DISTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/1/2017</td>
<td>12/18/2017</td>
<td>Astigmatism Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>February</td>
<td>1/2/2018</td>
<td>1/19/2018</td>
<td>Allergy &amp; Systemic Care</td>
<td>Hawaiian Eye</td>
<td>SECO International (SECO) Vision Expo East</td>
</tr>
<tr>
<td>March</td>
<td>2/1/2018</td>
<td>2/15/2018</td>
<td>Comanagement &amp; Practice Strategies</td>
<td></td>
<td>SECO Vision Expo East</td>
</tr>
<tr>
<td>April</td>
<td>3/1/2018</td>
<td>3/19/2018</td>
<td>Glaucoma</td>
<td></td>
<td>American Glaucoma Society</td>
</tr>
<tr>
<td>May</td>
<td>4/2/2018</td>
<td>4/17/2018</td>
<td>Dry Eye</td>
<td>ASCRS</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>5/1/2018</td>
<td>5/17/2018</td>
<td>Comanagement of the Presbyopic Patient</td>
<td>ARVO</td>
<td>AOA/Optometry’s Meeting</td>
</tr>
<tr>
<td>July</td>
<td>6/1/2018</td>
<td>6/18/2018</td>
<td>Ocular Infection</td>
<td></td>
<td>AOA/Optometry’s Meeting</td>
</tr>
<tr>
<td>August</td>
<td>7/2/2018</td>
<td>7/18/2018</td>
<td>Instrumentation &amp; Technology</td>
<td></td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>8/1/2018</td>
<td>8/17/2018</td>
<td>Contact Lenses</td>
<td></td>
<td>Vision Expo West</td>
</tr>
<tr>
<td>October</td>
<td>9/4/2018</td>
<td>9/17/2018</td>
<td>Retina Imaging and Diagnosis</td>
<td></td>
<td>American Academy of Optometry</td>
</tr>
<tr>
<td>November</td>
<td>10/1/2018</td>
<td>10/17/2018</td>
<td>Managing the Surgical Patient</td>
<td></td>
<td>Vision Expo West</td>
</tr>
<tr>
<td>December</td>
<td>11/1/2018</td>
<td>11/15/2018</td>
<td>Posterior Segment Inflammation</td>
<td></td>
<td>American Academy of Optometry</td>
</tr>
</tbody>
</table>

*Note: Editorial content subject to change*