

journal of  
**Pediatric Ophthalmology  
& Strabismus**

**Advertising/Sales Office**

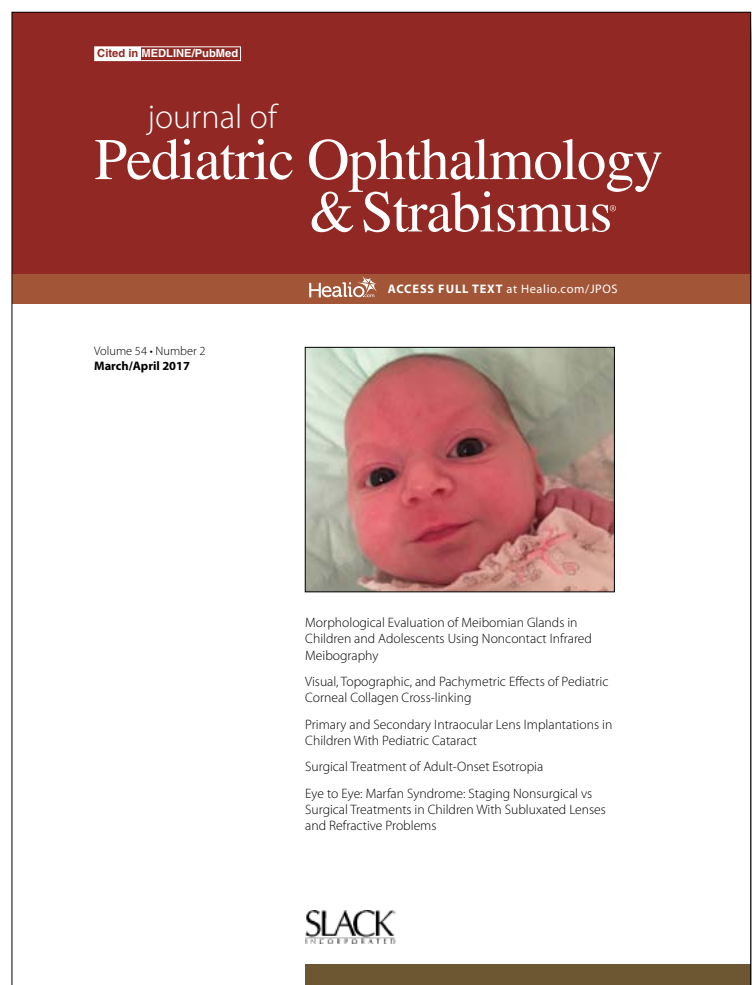
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Sales Administrator: Joyce Seville

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Vice President, Editorial: Jennifer A. Kilpatrick, ELS  
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Executive Editor: Eileen C. Anderer, ELS  
Circulation Manager: John Kain  
Editors-in-Chief: Rudolph S. Wagner, MD and  
Leonard B. Nelson, MD, MBA

**SLACK**<sup>®</sup>  
INCORPORATED  
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6900 Grove Road • Thorofare, New Jersey 08086-9447  
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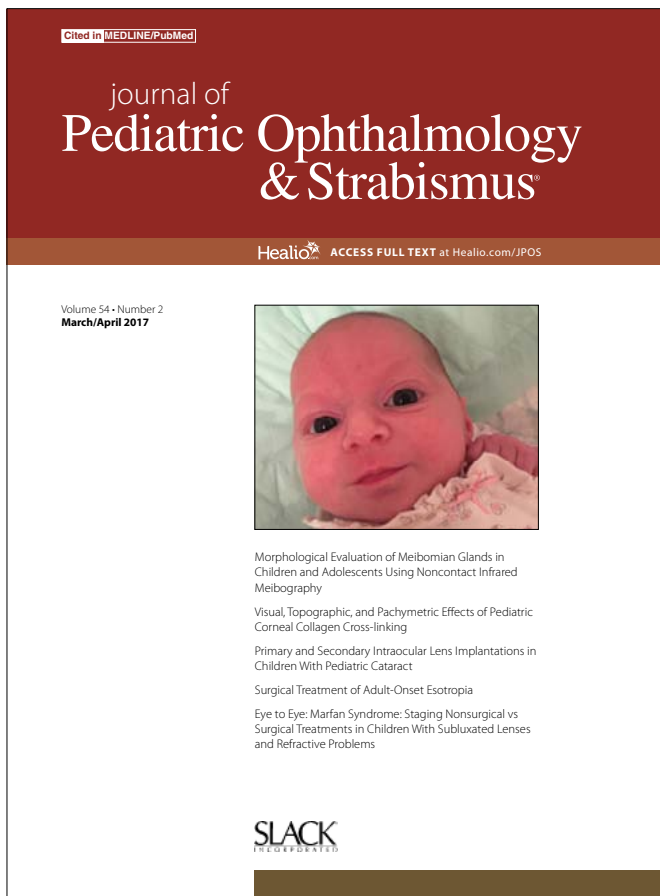
**TO ADVERTISE, CONTACT:**

**Tara Kosmowsky**

tkosmowsky@healio.com

856-848-1000 x399

# journal of Pediatric Ophthalmology & Strabismus



THE JOURNAL OF PEDIATRIC OPHTHALMOLOGY & STRABISMUS is a bimonthly peer-reviewed publication for the pediatric ophthalmologist. The Journal publishes original articles on the diagnosis, treatment, and prevention of eye disorders in the pediatric age group and the treatment of strabismus in all age groups.

#### Each issue includes:

- *Eye-to-Eye* roundtable discussion on current topics
- *What's Your Diagnosis?* column
- *Basic Science Tidbit* column

Subscribers will also benefit from our featured Online Advanced Release, which allows them to read articles before they appear in the print issue!

## Make your message stand out with these unique advertising opportunities:

- Cover-tips
- Belly Bands
- BRCs
- Polybagged Outserts
- Supplements
- Advertorials

**With 100% paid circulation, your message will be seen by high-interest readers – offering an efficient and effective way to communicate to your target audience.**

**Give your ad the high exposure it deserves:**

**52%** of readers save the JOURNAL OF PEDIATRIC OPHTHALMOLOGY & STRABISMUS for future reference

**87%** of readers spend 30 minutes or more looking at the JOURNAL OF PEDIATRIC OPHTHALMOLOGY & STRABISMUS

**59%** rely on our journals for information on new products and equipment

\*Source: SLACK Incorporated, JOURNAL OF PEDIATRIC OPHTHALMOLOGY & STRABISMUS Readership Survey, June 2016

**Extend your reach with bonus distributions**

At no additional cost, your advertising will reach Journal subscribers plus attendees of these major medical meetings in 2018:

<b>BONUS DISTRIBUTION</b>	<b>ISSUE</b>
AAPOS/ISA	January/February
ASCRS	March/April
ARVO	March/April
Kiawah Meeting	March/April
OSN New York Symposium	July/August
AAO Subspecialty Day	September/October
AAO/PAAO	September/October
Hawaiian Eye 2019	November/December

# Digital Advertising

Advertise on Healio.com/JPOS  
**20,800** average monthly page views

Reach your target audience through any or all of our impactful ad placements.

**Over 52,300 impressions available each month!**

Banner ad campaigns priced on a CPM to accommodate any budget.

**Exclusive email sponsorship opportunity:**

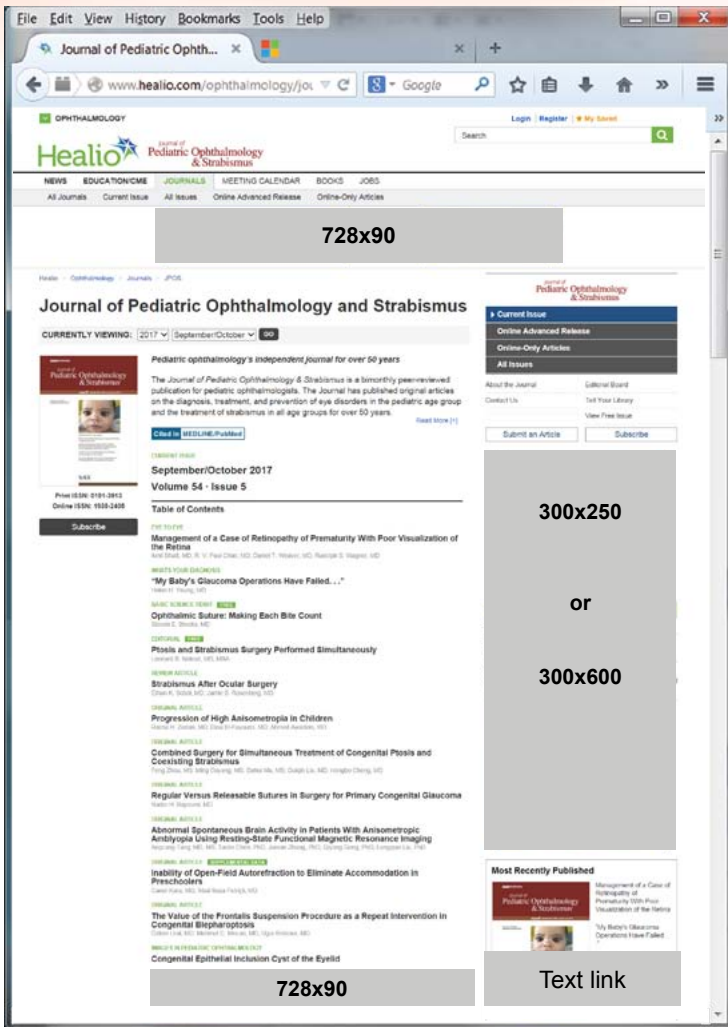
**3,700** opt-in recipients

**45%** average open rate

Your ad will display in one prominent location

**Only \$430 per email**

Buy 3, Get 1 Free program available



## Free digital exposure for all advertisers

Print or digital advertisers can post a product press release, picture, and link on the "Product News" section of Healio.com/JPOS.

*Note: Press releases will be posted at the discretion of editorial staff; postings and length of time posted cannot be guaranteed.*

## RATES AND DISCOUNTS

- Effective Rate Date:** January 2018 for all advertisers.
- Rates:**
  - Earned rates are given to advertisers (parent company and its subsidiaries) based on the total number of pages placed within a 12-month period. Fractional pages count as single pages and each page of an insert counts as one page.
  - Agency commission:** Fifteen percent gross billings on space, color, cover and preferred position charges.
  - Cash discount:** Two percent if paid within ten days of invoice date. No discount allowed after this period.
- Black-and-White Rates:**

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1,970	\$1,410	\$1,140
6x	1,855	1,355	1,105
12x	1,735	1,305	1,075
24x	1,615	1,250	1,045
36x	1,510	1,195	1,010
48x	1,390	1,125	970

**Color:** In addition to earned black-and-white rates.

### Charge per color per page or fraction

Standard color	\$560
Matched color	\$765
Metallic color	\$1,020
Four color	\$1,530
Four color + PMS	\$2,040
Four color + Metallic	\$2,550

- Bleed:** No charge
- Covers and Positions:**
  - 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.
  - Positions:** Contact your sales representative for more details.
- Discount Programs:**
  - Combined Frequency Discount:** All insertions of a parent company and its subsidiaries are combined to determine the earned frequency rate. Advertisers may combine advertisements run in all SLACK publications to achieve maximum frequency.
  - FREE Ad Program:** Buy 2, Get 1 Free. Purchase two ads any time during 2018 and receive an additional ad of equal size and color in the same publication at no cost.  
*\* May not be combined with Clinical Trial Ad Program.*
  - Clinical Trial Ad Buy One, Get One Free:** Clinical trial advertisements may run a second insertion of the same ad unit in any issue for no charge. Ad creative must promote participation in a current clinical trial. Corporate and/or disease state advertisements are not eligible.  
*May not be combined with other Continuity, Free Ad or New Advertiser Discounts.*
  - Corporate Discount:** Total net spend achieved in the year 2018 will set a Corporate Discount to be taken off 2019 advertising.
  - When taking advantage of more than one Discount Program, discounts must be taken in the following order:**
    - Gross Cost:**
      - Less FREE Ad Program
      - Less SLACK Corporate Discount
      - Less 15% Agency Discount
    - Equals net cost**
- Online Advertising:** Please contact your sales representative for more information.
- Classified/Recruitment Advertising:** Please contact your regional sales representative for information. Phone: 877-307-5255.

## ISSUANCE AND CLOSING

- Established:** January/February 1964
- Frequency:** 6 times per year
- Issue Dates:** Third week of odd months
- Mailing Class:** Periodical Class
- Closing Dates:**

Issue	Ad Closing	Material Due
January/February	12/1/2017	12/20/2017
March/April	2/1/2018	2/21/2018
May/June	4/2/2018	4/23/2018
July/August	6/1/2018	6/22/2018
September/October	8/1/2018	8/22/2018
November/December	10/1/2018	10/22/2018

- 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.
- Cancellations:** If, for any reason, an advertisement is cancelled 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

- General Editorial Direction:** THE JOURNAL OF PEDIATRIC OPHTHALMOLOGY & STRABISMUS is a bimonthly peer-reviewed publication for the pediatric ophthalmologist that publishes original articles on the diagnosis, treatment, and prevention of eye disorders in the pediatric age group and the treatment of strabismus in all age groups.
- Average Issue Information:**
  - Average number of articles per issue:** 8
  - Average article length:** 5 pages
  - Editorial departments and features:**
    - Reviews
    - Original Articles
    - Short Subjects
    - Editorials
    - Eye-to-Eye
    - What's Your Diagnosis?
    - Basic Science Tidbit
    - Images in Pediatric Ophthalmology
    - Letters to the Editors
- Origin of Editorial:**
  - Source:** Original contributions
  - Staff written:** 0%
  - Solicited:** 0%
  - Submitted:** 100%
  - Peer-review:** Yes

## CIRCULATION

- Description of Circulation Parameters:** Ophthalmologists in private practice, clinics, hospitals (staff and residents), teaching centers, and the military; and physicians in the pediatric field.
- Demographic Selection Criteria:**
  - Subscribers:** 279
  - Age:** N/A
  - Prescribing:** N/A
  - Circulation distribution:** US & International
- Circulation Verification:**
  - SRDS Sworn Statement:** July/August 2017
  - Printer + Mailing House:** Sheridan Press
- Coverage and Market:**
  - Coverage:** Global
  - Market:** National & international pediatric ophthalmologists and strabismologists.
- Territorial Distribution:** Available on request
- Subscription Data:** U.S.: \$207/yr.; Outside the U.S.: add \$56/yr.
- Estimated Total Circulation for 2018:** 324

## GENERAL INFORMATION

24. **Requirements for Advertising Acceptance:** Advertisements for professional and non-professional products or services are accepted provided they are in harmony with the policy of service to the health care profession and subject to Publisher's approval. Non-professional products and service advertisers must submit ad copy two weeks prior to closing date.
25. **New Product Releases:** Yes
26. **Editorial Research:** N/A
27. **Ad Format and Placement Policy:**
- a) **Format:**
1. **between articles**  **3. stacked** \_\_\_\_\_
2. **welled** \_\_\_\_\_ **4. within articles** \_\_\_\_\_
- b) **Are ads rotated?:** Yes
28. **Ad/Edit Information:** 20/80 Ad/Edit Ratio
29. **Value-Added Services:**
- a) **Availability of mailing list:** Yes. Mailing list available to 3x contractual advertisers by permission of the Publisher. Contact your sales representative for details.
- b) **Bonus distribution**
30. **Full-Text Online:** The JOURNAL OF PEDIATRIC OPHTHALMOLOGY & STRABISMUS offers full-text articles online at its Web site, [Healio.com/JPOS](http://Healio.com/JPOS). This valuable tool allows subscribers unlimited online access to current and archived full-text articles. In addition, non-subscribers may obtain full-text articles on a pay-per-view basis.
31. **Reprint Availability:** Yes; email [reprints@healio.com](mailto:reprints@healio.com).
32. **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.
33. **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.
34. **Competitor Information:** The JOURNAL OF PEDIATRIC OPHTHALMOLOGY & STRABISMUS does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.
35. **Advertorials:** In order to be considered for acceptance, advertisements or inserts which contain text or copy describing a product or surgical technique, must be substantially different in text and font of the receiving publication and the word "ADVERTORIAL" or "ADVERTISEMENT" must be prominently displayed in 10 point black type, in ALL CAPS, at the center top of the ad.
36. **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.

## INSERT INFORMATION

37. **Availability and Acceptance:**
- a) **Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are accepted.
- b) **Acceptance:** A sample of the insert must be submitted to the Publisher for approval.
38. **Charges:**
- a) **Furnished inserts** are billed at the earned black-and-white space rate at frequency earned. Commissionable.
39. **Sizes and Specifications:** All inserts to be full size, supplied untrimmed, printed, folded (except single leaf) and ready for binding. Varnished inserts are acceptable at the Publisher's discretion. Inserts are jogged to head.

	Paper Stock		Max Micrometer Reading
	Maximum	Minimum	
2 page (one leaf)	80# coated text	70# coated text	.004"
4, 6, 8 page	70# coated text	60# coated text	.004"

40. **Trimming:** Supply size: 8 3/8" x 11 1/8". Trim size: 8 1/8" x 10 7/8". Trimming of oversized inserts will be charged at cost. Keep live matter 1/2" from trim edges and 3/16" from gutter trim. Book is jogged to head. Head, foot, and outside edge trim 1/8".
41. **BRCs:**
- a) **Pricing:** Contact your sales representative for prices.
- b) **BRC specifications:** 3 1/2" x 5" minimum to 4 1/4" x 6" maximum; perforated with 1/2" lip (from perforation) for binding. Add 1/8" for foot trim. Cardstock minimum: 75lb bulk or higher.
42. **Quantity:** Full run – 1,000 (estimated). Exact quantity will be given upon Publisher's approval of insert (or call Publisher prior to closing date).
43. **Shipping:** Inserts must be shipped in cartons and 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.

## AD REQUIREMENTS

### 44. Available Advertising Unit Sizes:

	Non-bleed Sizes		Bleed Sizes*	
	Width	Height	Width	Height
Full Page Spread	15 3/4" x	10 3/8"	16 1/2" x	11 1/8"
Full Page	7 7/8" x	10 3/8"	8 3/8" x	11 1/8"
1/2 Page (Horizontal)	7 7/8" x	4 3/4"	8 3/8" x	5 1/2"
1/2 Page (Vertical)	3 3/8" x	10 3/8"	4 1/8" x	11 1/8"
1/4 Page	3 3/8" x	5"		

Trim size of Journal: 8 1/8" x 10 7/8"

**\*Bleed ads use non-bleed sizes for live area. If in doubt about size, contact the SLACK office.**

To view thumbnails of ad spaces, visit [Healio.com/slackadspecs](http://Healio.com/slackadspecs).

45. **Paper Stock:**
- a) **Inside pages:** 70 lb. gloss
- b) **Covers:** 100 lb. gloss
46. **Type of Binding:** Perfect bound
47. **Digital Ad Requirements:** For specifications, go to [Healio.com/slackadspecs](http://Healio.com/slackadspecs).
- Color Proofs:** One proof made from supplied files and meeting SWOP specifications, must be provided with data file. Proof must be at 100% of the print size. Publisher accepts Kodak approvals, Matchprints, Chromalins, High-end Epson Quality or Iris Digital proofs.
- If only color lasers are furnished, color match on press cannot be guaranteed.**
- Note:** Spread ads should be sent as a one-page file.
- Media:** CDs and DVDs. **Ads will not be accepted via email.**
48. **Digital Material:** Advertising material will be held one year from date of last insertion and then destroyed unless instructed otherwise.

## CONTACT INFORMATION

**Insertion Orders and Ad Materials:**  
**Joyce Seville**  
 JOURNAL OF PEDIATRIC OPHTHALMOLOGY  
 & STRABISMUS  
 6900 Grove Road  
 Thorofare, NJ 08086 USA  
 856-848-1000 x475  
[jseville@healio.com](mailto:jseville@healio.com)

**Send inserts and BRCs to:**  
**Lisa Harrold**  
 JOURNAL OF PEDIATRIC OPHTHALMOLOGY  
 & STRABISMUS  
 Sheridan Press  
 450 Fame Avenue  
 Hanover, PA 17331