

Get the Whole Story
OCULAR SURGERY NEWS
 Volume 46 Number 13
 AUGUST 18, 2021
 Healio

COVID-19 pandemic poses unique challenges for reopening practices

Resuming and maintaining services for patients during the COVID-19 pandemic have presented uncharted and sometimes challenging for medical practices.

The pandemic has forced owners and practice administrators to make on-the-fly decisions that attempt to reflect care and the economic health of their clinics. During 2020, clinicians continued to work high-risk and lower-risk, slowly reestablishing patient volume at sites and clinical guidelines. But change was ever-changing challenges. Practices tried to be field and adaptable to new strategies to ensure safety for staff, protecting colleagues. Practices tried to be field and adaptable to new strategies to ensure safety for staff, protecting colleagues. Practices tried to be field and adaptable to new strategies to ensure safety for staff, protecting colleagues.

Deep learning models show efficacy in predicting glaucoma before its onset

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Grand Rounds at the New England Eye Center

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2021 RATE CARD

Print

Effective Rate Date: January 2021 for all advertisers.

RATES

1. Black-and-White rates:

Frequency	King Page	3/4 Page	Island/Half Page	1/3 Page	1/4 Page	1/8 Page
1x	\$6,540	\$5,590	\$4,590	\$2,485	\$2,110	\$1,540
6x	6,245	5,190	4,400	2,185	1,965	1,455
12x	6,080	4,980	4,235	2,060	1,950	1,415
18x	5,940	4,940	4,210	2,035	1,930	1,400
24x	5,820	4,865	4,190	1,970	1,880	1,385
36x	5,725	4,855	4,110	1,965	1,845	1,325
48x	5,705	4,810	4,085	1,960	1,815	1,315
60x	5,690	4,785	4,030	1,945	1,810	1,280
72x	5,650	4,775	4,020	1,895	1,765	1,270
96x	5,395	4,735	3,845	1,850	1,745	1,250
108x	5,365	4,710	3,815	1,810	1,695	1,195

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

Charge per color per page or fraction	
Standard color	\$1,230
Matched color	1,380
Metallic color	1,770
Four color	2,220
Four color + PMS	3,600
Four color + Metallic	3,990

2. Earned Rates:

- a) **Earned rates** are given to advertisers (parent companies and its subsidiaries) based on the total number of pages placed within a 12-month period. A spread counts as two pages regardless of its size (King-size or A-size).
- b) **Agency commission:** Fifteen percent gross billings on space, color, cover, and preferred position charges.
- c) **Cash discount:** Two percent if paid within ten days of invoice date.

3. Bleed: No charge

4. Covers, 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:** Contact your sales representative.

5. Online Advertising Rates: Please contact your sales representative.

6. Recruitment/Classified Rates: Please contact your sales representative at slack@kerhgroup.com. Toll Free: 855-233-8100. Phone: 484-362-2365.

Circulation: 18,185

[Click to view full circulation info](#)

[Click to view print advertising terms and conditions](#)

Advertising Office:

HEALIO STRATEGIC SOLUTIONS
 Scott Wright
 Group Sales Director, Eye Care
swright@healio.com, ext. 363

Kathy Huntley
 Director, Business Development & Market Strategy
khuntley@healio.com, ext. 249

Laura Renna
 Director, Business Development & Market Strategy
lrenna@healio.com, ext. 359

Send Product insertion orders and ad materials to:

Carolyn Boerner
 Director of Sales Administration
cboerner@healio.com, ext. 355

6900 Grove Road
 Thorofare, NJ 08086-9447
 856-994-9909 • 800-257-8290
 Fax 856-848-6091

Send inserts and BRCs to:

Jesse Davis
 OCULAR SURGERY NEWS
 LSC Communications
 13487 S. Preston Highway
 Lebanon Junction, KY 40150-8218

DISCOUNTS

- 1. Combined Earned 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 Healio and SLACK publications to achieve maximum frequency.
- 2. Global Continuity Incentive:** Advertisements for an individual product are eligible for a discount based upon the number of insertions placed in Healio publishing's eye care publications (OCULAR SURGERY NEWS, OSLI RETINA and JOURNAL OF REFRACTIVE SURGERY). 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 2021 investment in promotional, marketing and educational services provided through all global print and online editions of Healio publishing's eye care publications OCULAR SURGERY NEWS, OSLI RETINA and JOURNAL OF REFRACTIVE SURGERY and/or associated live non-CME educational events. Contact your sales representative for details.
- 4. Corporate Discount:** Take advantage of Healio Strategic Solutions's advertising, custom publishing, event management and other marketing services in 2021 and earn valuable discounts in 2022. Spend levels achieved in the year 2021 will determine your Corporate Discount savings in 2022 based on a total net spend.
- 5. 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 Healio Strategic Solutions Corporate Discount
 - c) Less 15% Agency Discount

Equals Net Cost

ISSUANCE AND CLOSING

- 1. Established:** January 1983
- 2. Frequency:** 24 times per year
- 3. Issue Dates:** 10th and 25th of each month
- 4. Mailing Dates & Class:** Mails within 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:** OCULAR SURGERY NEWS U.S. Edition is a twice-monthly medical newspaper for ophthalmologists, providing timely coverage of scientific meetings and events, with special emphasis on cataract surgery, refractive surgery, retina, IOL technology, glaucoma treatment, ophthalmic laser therapy, clinical anterior and posterior segment issues and legislative, regulatory and business developments affecting the practice of ophthalmology. Every issue features an in-depth cover story on hot-button issues, an In the Journals section that summarizes all the latest journal news, and expert perspectives to put all the news in context, in addition to all the comprehensive meeting and news coverage readers have come to expect.
- 2. Average Issue Information:**
 - a) **Average number of articles per issue:** 50
 - b) **Average article length:** ½ page tabloid
 - c) **Editorial departments/features:**
 - Back to Basics
 - Complications Consult
 - By the Numbers
 - Grand Rounds at the New England Eye Center
 - Surgical Maneuvers
- 3. Origin of Editorial:**
 - a) **Staff written:** 70%
 - b) **Solicited:** 10%
 - c) **Submitted:** 20%
 - d) **Articles or abstracts from meetings or other publications:** None
 - e) **Peer review:** None

CIRCULATION

- 1. Description of Circulation Parameters:**
 - a) **Office-based:** 15,064
 - b) **Hospital-based:** 2,378
 - c) **Other professional activity:** 231
 - d) **Osteopathic specialties:** 460
- 2. Demographic Selection Criteria:**
 - a) **Prescribing:** N/A
 - b) **Circulation distribution:** Controlled: 98%; Paid: 2%
 - c) **Paid information:** Association members: N/A
Is publication received as a part of dues? No
 - d) **Subscription rates:** U.S.: \$581/yr. individual; Canada: add 5% tax/yr.; Outside the U.S.: add \$164/yr.
- 3. Circulation Verification:**
 - a) **Audit:** BPA Worldwide
 - b) **Mailing house:** LSC Communications
- 4. Coverage:**
 - a) **Date and source of breakdown:** BPA Worldwide, July 2020
- 5. Estimated total circulation for 2021:** 18,185/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 health care profession and subject to Publisher's approval. Non-professional product and service advertisers must submit ad copy two weeks prior to closing date.
- 2. New Product Releases:** Yes
- 3. Ad Format Placement Policy:**
 - a) **Format:** Within articles
 - b) **Are ads rotated?:** Yes.
- 4. Ad/Edit Information:** 50/50 Ad/Edit Ratio
- 5. Value-Added Services:**
 - a) **Bonus distribution:** See Editorial Calendar.
 - b) **Other:** Advertiser Index
- 6. Online Advertising Opportunities:** Contact your sales representative for more information.
- 7. Additional Advertising Opportunities:**
 - a) **BRC inserts:** See Insert Information under 5b for specifications
 - b) **Split-run advertising:** Contact publisher for information
- 8. Reprint Availability:** Yes, email scsreprints@sheridan.com.
- 9. 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.
- 10. 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.
- 11. Competitor Information:** OCULAR SURGERY NEWS does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.
- 12. 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" will be prominently displayed in 10 point, black type, in ALL CAPS at the center top of each page.
- 13. Billing Policy:** Billing to an 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:

Ad sizes:	Non-bleed (Live area) sizes:		Trim sizes:	
	Width	Height	Width	Height
King Spread	20.5"	x 13.5"	21"	x 14"
King Page	10"	x 13.5"	10.5"	x 14"
¾ Page (Vertical)	7.05"	x 13.5"	7.55"	x 14"
¾ Page (Horizontal)	10"	x 10"	10.5"	x 10.5"
Island ½ Page	7.13"	x 10"	7.63"	x 10.5"
Island Spread	14.6"	x 10"	15.1"	x 10.5"
½ Page (Vertical)	4.68"	x 13.5"	5.18"	x 14"
½ Page (Horizontal)	10"	x 6.5"	10.5"	x 7.0"
⅓ Page	4.68"	x 10"	5.18"	x 10.5"
¼ Page (Vertical Block)	4.68"	x 6.25"	5.18"	x 6.75"
¼ Page (Horizontal Block)	7.13"	x 4.75"	7.63"	x 5.25"
¼ Page (Vertical Strip)	2.23"	x 13.5"	2.73"	x 14"
¼ Page (Horizontal Strip)	10"	x 3"	10.5"	x 3.5"
⅛ Page (Vertical Block)	2.23"	x 6.25"	2.73"	x 6.75"
⅛ Page (Horizontal Block)	4.68"	x 2.84"	5.18"	x 3.34"

a) **Trim size of journal:** 10.5" x 14"

b) To view thumbnails of ads specs, visit healio.com/adspecs

For spread ads, keep content (images/text) ¼" in on each side of the gutter

For bleed ads, add ⅛" on all sides of trim size.

2. **Type of Binding:** Saddle-stitch depending on the size of each issue. Pre-ASCERS, ASCRS, Post-ASCERS, Pre-AAO, AAO, and Post-AAO Convention issues may be perfect bound.

3. **Print Ad Requirements:** For specifications, go to: healio.com/adspecs

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.

Ad File Submission: Electronic files must be submitted as a high-resolution, print ready PDF. Minimum 300 dpi. Ads are accepted on CD/DVD, via email or uploaded to the Healio Strategic Solutions ftp site. Contact the sales administrator for ftp instructions.

4. **Disposition of Ad Material:** Ad materials will be held one year from date of last insertion and then destroyed unless notified otherwise in writing.

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:

No. of Pages	Paper Stock		Max Micrometer Reading
	Max	Min	
2 page (one leaf)	80# coated text	70# coated text	.004"
4, 6, 8 page	70# coated text	60# coated text	.004"

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: 8⅞" x 11" pre-trimmed on head and face. ⅛" foot and gutter grind.

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 ⅛" 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 4¼" x 6" maximum; perforated with ½" lip (from perforation) for binding. Add ⅛" for foot trim. Cardstock minimum: 75# bulk or higher.

6. **Quantity:** Full run — 24,000 (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 Healio Strategic Solutions will not be responsible for shortages on press. Make sure all pieces are oriented the same way in the carton (all facing the same direction). Do not include slip sheets in between pieces or shrink wrap in bundles. Additional costs will be incurred if hand work is necessary to remove slip sheets and/or shrink wrapping.



2021 EDITORIAL CALENDAR

Print

Note: Editorial content subject to change

1st issue of the month

- Practice Management
- The Premium Channel
- By the Numbers
- Complications Consult

2nd issue of the month

- CEDARS/ASPENS Debates
- The Dry Eye
- Back to Basics
- Ophthalmic Business

ISSUE	AD CLOSING	MATERIAL DUE	FEATURED TOPICS	SUBTOPIC	MEETING COVERAGE
January 10	11/19/2020	12/3/2020	Refractive Surgery		
January 25	11/19/2020	12/8/2020		Vitreoretinal Surgery	
February 10	12/17/2020	12/31/2020	Premium IOLs		
February 25	1/4/2021	1/15/2021		ASCs, In-Office Surgery	Hawaiian Eye 2021
March 10	1/19/2021	2/3/2021	Glaucoma Surgery		Retina 2021
March 25	2/3/2021	2/17/2021		Increasing Practice Efficiencies	CS: TILLI Glaucoma 360
April 10	2/17/2021	3/3/2021	OSD in ocular surgery		WESCRS, Virtual Retina World Congress
April 25	3/3/2021	3/17/2021		Telehealth	Wills Eye, Philadelphia
May 10	3/22/2021	4/5/2021	Astigmatism Management		AAPOS
May 25	4/5/2021	4/19/2021		Cornea-Based Refractive Surgery	
June 10	4/19/2021	5/3/2021	Phacoemulsification		ARVO
June 25	5/3/2021	5/17/2021		Anterior Segment Pain and Inflammation	
July 10	5/19/2021	6/2/2021	Medical Retina		Kiawah Eye
July 25	6/4/2021	6/18/2021		Diagnostics and Test instrumentation	
August 10	6/18/2021	7/1/2021	Diagnostics and Treatment of Glaucoma		
August 25	7/6/2021	7/20/2021		Comanagement with ODs	ASRS
September 10	7/21/2021	8/4/2021	Presbyopia Management		
September 25	8/9/2021	8/23/2021		Cornea Transplant Surgery	ASCRS
October 10	8/24/2021	9/8/2021	Glaucoma Therapeutics		
October 25	9/7/2021	9/21/2021		Disruptive Innovations	
November 10	9/21/2021	10/5/2021	Cataract diagnostics and calculations		
November 25	10/5/2021	10/19/2021		Diabetic Retinopathy	
December 10	10/18/2021	11/1/2021	Dry Eye		AAO Subspecialty Days
December 25	11/3/2021	11/17/2021		Cross-linking	AAO and OIS