### 2024 RATE CARD

**Print**

**Circulation:** 18,510

Click to view full circulation info

Click to view print advertising terms and conditions

**Advertising Office:**

**HEALIO STRATEGIC SOLUTIONS**

Christine Martynick  
Senior Vice President, Advertising Solutions & Agency Partnerships  
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Matt Dechen  
Senior Vice President, Deep Engagement Solutions  
mdechen@healiohss.com, ext. 200

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Senior Director, Business Development & Market Strategy  
lrenna@healiohss.com, ext. 359

Send Product insertion orders and ad materials to:

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

6900 Grove Road  
Thorofare, NJ 08086-9447  
856-994-9909 - 800-257-8290

Send inserts and BRCs to:

Taylor Johnson  
OCULAR SURGERY NEWS  
Kodi Collective  
13487 S. Preston Highway  
Lebanon Junction, KY 40150-8218

**Effective Rate Date:** January 2024 for all advertisers.

## RATES

### 1. Black-and-White rates:

<table>
<thead>
<tr>
<th>Frequency</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>$7,425</td>
<td>$6,350</td>
<td>$5,210</td>
<td>$2,820</td>
<td>$2,395</td>
<td>$1,745</td>
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<tr>
<td>6x</td>
<td>7,090</td>
<td>5,895</td>
<td>4,995</td>
<td>2,475</td>
<td>2,235</td>
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<tr>
<td>12x</td>
<td>6,905</td>
<td>5,655</td>
<td>4,810</td>
<td>2,340</td>
<td>2,215</td>
<td>1,605</td>
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<tr>
<td>18x</td>
<td>6,745</td>
<td>5,615</td>
<td>4,785</td>
<td>2,305</td>
<td>2,190</td>
<td>1,585</td>
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<tr>
<td>24x</td>
<td>6,615</td>
<td>5,525</td>
<td>4,760</td>
<td>2,240</td>
<td>2,130</td>
<td>1,570</td>
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<tr>
<td>36x</td>
<td>6,500</td>
<td>5,515</td>
<td>4,665</td>
<td>2,235</td>
<td>2,095</td>
<td>1,510</td>
</tr>
<tr>
<td>48x</td>
<td>6,480</td>
<td>5,460</td>
<td>4,640</td>
<td>2,225</td>
<td>2,065</td>
<td>1,495</td>
</tr>
<tr>
<td>60x</td>
<td>6,465</td>
<td>5,435</td>
<td>4,575</td>
<td>2,210</td>
<td>2,055</td>
<td>1,450</td>
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<tr>
<td>72x</td>
<td>6,415</td>
<td>5,425</td>
<td>4,565</td>
<td>2,155</td>
<td>2,005</td>
<td>1,440</td>
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<tr>
<td>96x</td>
<td>6,125</td>
<td>5,375</td>
<td>4,365</td>
<td>2,100</td>
<td>1,985</td>
<td>1,420</td>
</tr>
<tr>
<td>108x</td>
<td>6,090</td>
<td>5,350</td>
<td>4,335</td>
<td>2,055</td>
<td>1,925</td>
<td>1,360</td>
</tr>
</tbody>
</table>

### 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. No discount allowed after this period.

### 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.


### 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
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 and OSLO RETINA). 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 2024 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 and OSLO RETINA 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 2024 and earn valuable discounts in 2025. Spend levels achieved in the year 2024 will determine your Corporate Discount savings in 2025 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, the latest journal news with expert perspectives, 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: 25
   - b) Average article length: ½ page tabloid
   - c) Editorial departments/features:
     - Back to Basics
     - By the Numbers
     - CEDARS/ASPENS Debates
     - Complications Consult
     - The Dry Eye
     - Grand Rounds at the New England Eye Center
     - I Wish I Hadn’t Done That

3. **Origin of Editorial**:
   - a) Staff written: 60%
   - b) Solicited: 20%
   - 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: 14,890
   - b) Hospital-based: 2,437
   - c) Other professional activity: 1,138

2. **Demographic Selection Criteria**:
   - a) Prescribing: N/A
   - b) Circulation distribution: Controlled: 98%; Paid: 2%
   - c) Paid information: Association members: N/A
   - d) Is publication received as a part of dues? No
   - e) Subscription rates: U.S.: $563/yr. individual; Canada: add 5% tax/yr.; Outside the U.S.: add $170/yr.

3. **Circulation Verification**:
   - a) Audit: BPA Worldwide/Alliance for Audited Media
   - b) Mailing house: ENRU

4. **Coverage**:
   - a) Date and source of breakdown: BPA Worldwide, July 2023
   - b) Estimated total circulation for 2024: 18,510/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 and 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**
     - Meeting
     - Issue
     - Hawaiian Eye & Retina 2024 JAN 10 & 25
     - Telling It Like It Is FEB 10
     - ASCRS MAR 25
     - Kiawah Eye MAY 25
     - AAO OCT 10
     - OSN New York OCT 25
   - 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 Sheridan Content Solutions at 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:

<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</td>
<td>Height</td>
</tr>
<tr>
<td>King Spread</td>
<td>20.5&quot;</td>
<td>x 13.5&quot;</td>
</tr>
<tr>
<td>King Page</td>
<td>10&quot;</td>
<td>x 13.5&quot;</td>
</tr>
<tr>
<td>¼ Page (Vertical)</td>
<td>7.05&quot;</td>
<td>x 13.5&quot;</td>
</tr>
<tr>
<td>¼ Page (Horizontal)</td>
<td>10&quot;</td>
<td>x 10&quot;</td>
</tr>
<tr>
<td>Island ½ Page</td>
<td>7.13&quot;</td>
<td>x 10&quot;</td>
</tr>
<tr>
<td>Island Spread</td>
<td>14.6&quot;</td>
<td>x 10&quot;</td>
</tr>
<tr>
<td>½ Page (Vertical)</td>
<td>4.68&quot;</td>
<td>x 13.5&quot;</td>
</tr>
<tr>
<td>½ Page (Horizontal)</td>
<td>10&quot;</td>
<td>x 6.5&quot;</td>
</tr>
<tr>
<td>¼ Page (Vertical Block)</td>
<td>4.68&quot;</td>
<td>x 6.25&quot;</td>
</tr>
<tr>
<td>¼ Page (Horizontal Block)</td>
<td>7.13&quot;</td>
<td>x 4.75&quot;</td>
</tr>
<tr>
<td>¼ Page (Vertical Strip)</td>
<td>2.23&quot;</td>
<td>x 13.5&quot;</td>
</tr>
<tr>
<td>¼ Page (Horizontal Strip)</td>
<td>10&quot;</td>
<td>x 3&quot;</td>
</tr>
<tr>
<td>½ Page (Vertical Block)</td>
<td>2.23&quot;</td>
<td>x 6.25&quot;</td>
</tr>
<tr>
<td>½ Page (Horizontal Block)</td>
<td>4.68&quot;</td>
<td>x 2.84&quot;</td>
</tr>
</tbody>
</table>

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 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</th>
<th>Max Micrometer Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 page (one leaf)</td>
<td>80# coated text</td>
<td>.004&quot;</td>
</tr>
<tr>
<td>4, 6, 8 page</td>
<td>70# coated text</td>
<td>.004&quot;</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: 8¼” x 11” pre-trimmed on head and face, ¼” 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 ½” 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 ¾” for foot trim. Cardstock minimum: 75# bulk or higher.

6. Quantity: Full run – 22,000 (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.
### 2024 Editorial Calendar

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD CLOSING</th>
<th>MATERIALS DUE</th>
<th>FEATURED TOPICS</th>
<th>SUBTOPIC</th>
<th>MEETING COVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY 10</td>
<td>11/17/2023</td>
<td>12/1/2023</td>
<td>Refractive Surgery</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FEBRUARY 10</td>
<td>12/20/2023</td>
<td>1/10/2024</td>
<td>Premium Cataract Surgery</td>
<td>ASCs, In-Office Surgery</td>
<td>Hawaiian Eye 2023 (January 13-19)</td>
</tr>
<tr>
<td>MARCH 10</td>
<td>1/22/2024</td>
<td>2/7/2024</td>
<td>Dry Eye</td>
<td>Increasing Practice Efficiencies</td>
<td>Telling It Like It Is (February 15-18)</td>
</tr>
<tr>
<td>MARCH 25</td>
<td>2/5/2024</td>
<td>2/20/2024</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>APRIL 10</td>
<td>2/21/2024</td>
<td>3/6/2024</td>
<td>Geographic Atrophy</td>
<td></td>
<td>Winter ESCRS (TBD)</td>
</tr>
<tr>
<td>APRIL 25</td>
<td>3/6/2024</td>
<td>3/20/2024</td>
<td></td>
<td></td>
<td>AGS (February 29-March 3)</td>
</tr>
<tr>
<td>MAY 10</td>
<td>3/25/2024</td>
<td>4/8/2024</td>
<td>Astigmatism Management</td>
<td></td>
<td>AAPOS (April 7-1)</td>
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<tr>
<td>MAY 25</td>
<td>4/8/2024</td>
<td>4/24/2024</td>
<td>Cornea-Based Refractive Surgery</td>
<td></td>
<td>Vit-Buckle Society (April 4-6)</td>
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<tr>
<td>JUNE 10</td>
<td>4/22/2024</td>
<td>5/8/2024</td>
<td>Phacoemulsification</td>
<td></td>
<td>ARVO (May 5-9)</td>
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<tr>
<td>JUNE 25</td>
<td>5/6/2024</td>
<td>5/22/2024</td>
<td></td>
<td></td>
<td>ASCRS (April 5-8)</td>
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<tr>
<td>JULY 10</td>
<td>5/20/2024</td>
<td>6/5/2024</td>
<td>Diagnostics and Treatment of Glaucoma</td>
<td></td>
<td>Kiawah Eye (May 30-June 1)</td>
</tr>
<tr>
<td>JULY 25</td>
<td>6/5/2024</td>
<td>6/20/2024</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AUGUST 10</td>
<td>6/24/2024</td>
<td>7/10/2024</td>
<td>Medical Retina</td>
<td></td>
<td>OCTANe OTS (TBD)</td>
</tr>
<tr>
<td>AUGUST 25</td>
<td>7/8/2024</td>
<td>7/22/2024</td>
<td></td>
<td></td>
<td>ASRS (July 17-28)</td>
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<tr>
<td>SEPTEMBER 10</td>
<td>7/24/2024</td>
<td>8/7/2024</td>
<td>Presbyopia Management</td>
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<tr>
<td>SEPTEMBER 25</td>
<td>8/7/2024</td>
<td>8/21/2024</td>
<td></td>
<td></td>
<td>WIO (August 22-25)</td>
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<tr>
<td>OCTOBER 10</td>
<td>8/23/2024</td>
<td>9/9/2024</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OCTOBER 25</td>
<td>9/6/2024</td>
<td>9/20/2024</td>
<td>Glaucma Therapeutics and Surgery</td>
<td></td>
<td>Gene Therapy and Biologics</td>
</tr>
<tr>
<td>NOVEMBER 10</td>
<td>9/23/2024</td>
<td>10/9/2024</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NOVEMBER 25</td>
<td>10/7/2024</td>
<td>10/23/2024</td>
<td>OSD in ocular surgery</td>
<td></td>
<td>Diabetic Retinopathy</td>
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<tr>
<td>DECEMBER 10</td>
<td>10/21/2024</td>
<td>11/4/2024</td>
<td>Collaborative Care</td>
<td></td>
<td>AAO Subspecialty Days (TBD)</td>
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<tr>
<td>DECEMBER 25</td>
<td>11/6/2024</td>
<td>11/20/2024</td>
<td></td>
<td></td>
<td>Cross-linking</td>
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</tbody>
</table>

**Note:** Editorial content subject to change