

# Journal of Refractive Surgery®

The Official Journal of the International Society of Refractive Surgery (ISRS),  
a partner of the American Academy of Ophthalmology

#### Advertising/Sales Office

National Account Manager: Jaimie Byers  
Sales Administrator: Joyce Seville

#### Publishing Office

Chief Operating Officer: John C. Carter  
Senior Vice President: Stephanie Portnoy  
Vice President, Editorial: Jennifer A. Kilpatrick, ELS  
Editorial Director: Karen G. Stanwood, ELS  
Executive Editor: Eileen C. Anderer, ELS  
Circulation Manager: John Kain  
Editor-in-Chief: J. Bradley Randleman, MD

**SLACK**  
INCORPORATED  
A Wyandott Group Company



6900 Grove Road • Thorofare, New Jersey 08086-9447  
800-257-8290 • 856-848-1000 • Fax 856-848-6091  
Healio.com/JRS



TO ADVERTISE, CONTACT:

**Jaimie Byers**

jbyers@healio.com

856-848-1000 x258

# Journal of Refractive Surgery®



The JOURNAL OF REFRACTIVE SURGERY, *the Official Journal of the ISRS, a partner of the American Academy of Ophthalmology*, is a monthly peer-reviewed forum for original research, review, and evaluation of refractive and lens-based surgical procedures. Practical, clinically valuable articles provide readers with the most up-to-date information regarding advances in the field of refractive surgery.

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

# Put your message in the hands of more than 1,400 paid subscribers

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:

**50%** of readers retain the JOURNAL OF REFRACTIVE SURGERY for future reference.

**88%** of readers spend 30 minutes or more looking at the JOURNAL OF REFRACTIVE SURGERY.

**68%** rely on our journals for information on new products and equipment

\*Source: SLACK Incorporated, JOURNAL OF REFRACTIVE SURGERY 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 2017:

BONUS DISTRIBUTION	ISSUE
ASCRS	April
ARVO	April
Kiawah Eye Meeting	May
OSN New York Symposium	September
AAO Subspecialty Day	October
AAO/PAAO	October
Hawaiian Eye 2018	December

# Digital Advertising

Advertise on Healio.com/JRS

**23,900** average monthly page views

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

**Over 93,200 impressions available each month!**

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

**Exclusive email sponsorship opportunity:**

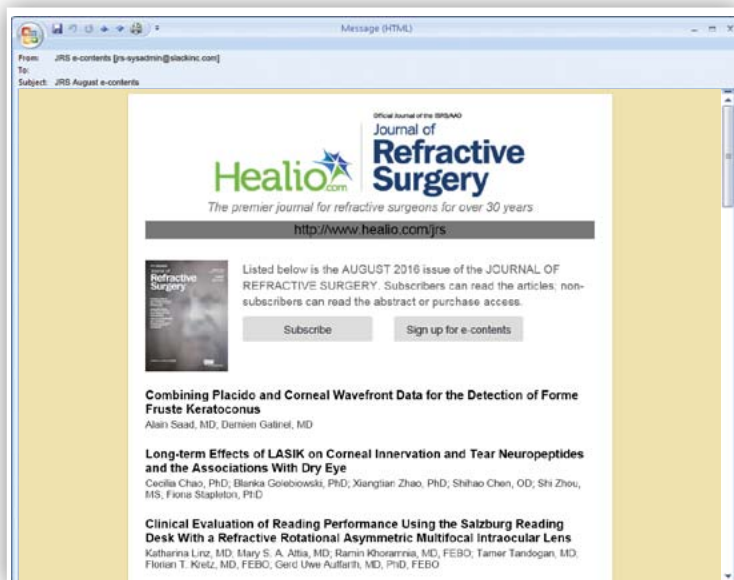
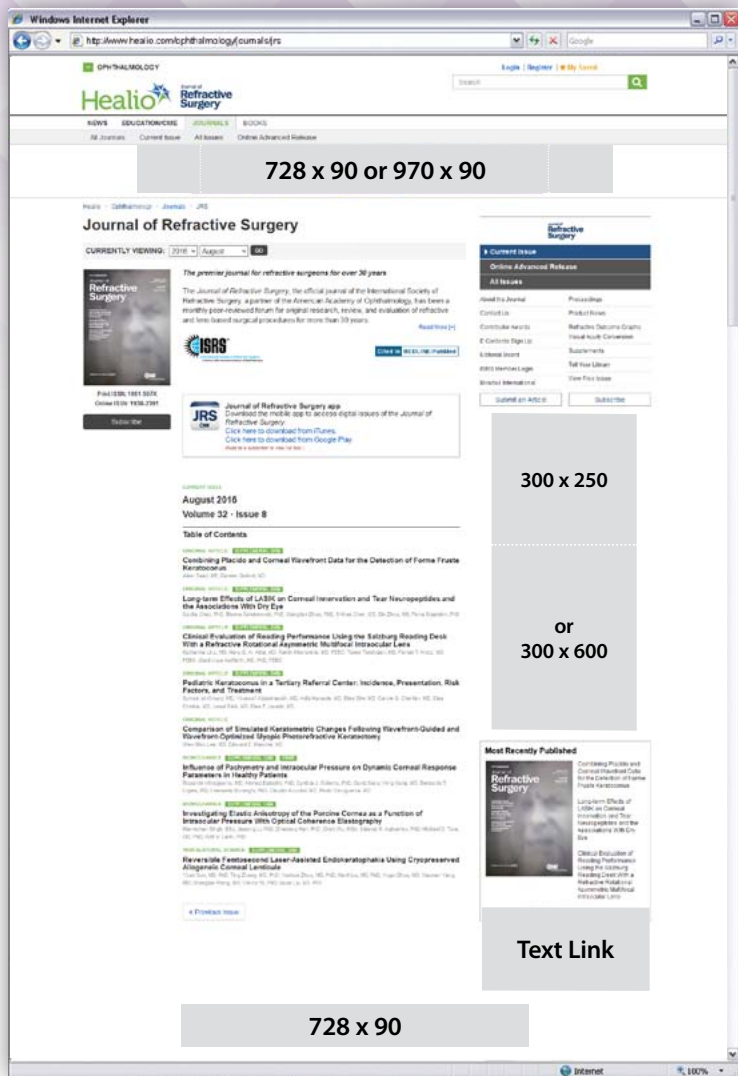
**6,500** opt-in recipients

**61%** average open rate

Your ad will display in one prominent location

**Only \$660 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/JRS.

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

## RATES AND DISCOUNTS

1. **Effective Rate Date:** January 2017 for all advertisers.
2. **Rates:**
  - a) 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.
  - b) **Agency commission:** Fifteen percent of gross billings on space, color, cover and preferred position charges.
  - c) **Cash discount:** Two percent if paid within 10 days of invoice date. No discount allowed after this period.
3. **Black-and-white Rates:**

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$2,200	\$1,410	\$860
6x	2,110	1,350	795
12x	2,055	1,290	735
24x	1,955	1,225	650
36x	1,895	1,170	585
48x	1,815	1,095	525

**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

4. **Bleed:** No charge
5. **Covers and 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) **Positions:**

**Facing table of contents:** Add 25% to earned b/w rate. Color additional.
  - c) **Special Positioning:** Consult sales representative for details and availability.
6. **Discount Programs:**
  - a) **Combined Earned Frequency:** 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.
  - b) **Free Ad Program:** Buy 2, Get 1 Free. Purchase two ads any time during 2017 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.
  - c) **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.
  - d) **Corporate Discount:** Total net spend achieved in the year 2017 will set a Corporate Discount to be taken off 2018 advertising.
  - e) **When taking advantage of more than one Discount Program, discounts must be taken in the following order:**

**Gross cost:**

    - 1) Less FREE Ad Program
    - 2) Less SLACK Corporate Discount
    - 3) Less 15% Agency Discount

**Equals net cost**
7. **Miscellaneous:**
  - a) **Contract requirements:** Advertising is subject to approval by Editorial Board. All contracts are subject to Editorial approval.
  - b) **Guarantee of rates and discounts:** A uniform rate to all advertisers using the same amount and kind of space is guaranteed.
  - c) **Concession from regular rates:** None.

8. **Classified/Recruitment Display Advertising:** Please contact your sales representative at slack@kerhgroup.com. Toll Free: 855-233-8100. Phone: 484-362-2365.
9. **Online Advertising Rates:** Please contact your sales representative for more information.

## ISSUANCE AND CLOSING

10. **Established:** March 1985. Previously *Refractive and Corneal Surgery*.
11. **Frequency:** 12 times per year.
12. **Issue Date:** Second week of month of issue.
13. **Mailing Date and Class:** Mails within the issue month; Periodical Class.
14. **Closing Dates:**

Issue	Ad Closing	Material Due
January	12/1/2016	12/15/2016
February	1/3/2017	1/26/2017
March	2/1/2017	2/20/2017
April	3/1/2017	3/27/2017
May	4/3/2017	4/21/2017
June	5/1/2017	5/22/2017
July	6/1/2017	6/19/2017
August	7/5/2017	7/21/2017
September	8/1/2017	8/18/2017
October	9/1/2017	9/21/2017
November	10/2/2017	10/20/2017
December	11/1/2017	11/17/2017

- a) **Extensions:** If an extension date for material is agreed upon and the 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 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

15. **Organization Affiliation:** The International Society of Refractive Surgery (ISRS), a partner of the American Academy of Ophthalmology (AAO).
16. **Editorial:** Editorial content includes original articles on clinical and research aspects of refractive and corneal surgery.
17. **Average Issue Information:**
  - a) **Average number of articles per issue:** 10-12
  - b) **Average article length:** 6 pages
18. **Origin of Editorial:**
  - a) **Source:** Original contributions
  - b) **Staff written:** N/A
  - c) **Solicited:** 10%
  - d) **Submitted:** 90%
  - e) **Peer-review:** Yes

## CIRCULATION

19. **Circulation:**
  - a) **Association:** 1,356
  - b) **Paid:** 130
  - c) **Total:** 1,486
20. **Circulation Verification:**
  - a) **SRDS Sworn Statement:** July 2016
  - b) **Printer & Mailing house:** Publishers Press
21. **Coverage and Market:**
  - a) **Coverage:** Global
  - b) **Market:** International and domestic ophthalmologists
22. **Territorial Distribution:** Available on request
23. **Subscription Data:** U.S.: \$298/yr.  
Outside the U.S.: add \$66/yr.
24. **Estimated total circulation for 2017:** 1,500

## GENERAL INFORMATION

- 25. 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 product and service advertisers must submit ad copy two weeks prior to closing date.
- 26. Requirements for Acceptance of New Professional Products for Advertising:** New advertising must be approved. Copy submitted in duplicate for review two weeks prior to closing date. The Publisher reserves the right to reject any advertising.
- 27. Requirements for Ad Clearance:** Any new copy for a new application of an old product must be treated the same as in Paragraph 25.
- 28. Policy on Placement of Advertising:** Ad Well
- 29. Editorial/Advertising Ratio:** Editorial 80%, Advertising 20%.
- 30. Cancellation of Advertising by Publisher:** The Publisher reserves the right to cancel scheduled advertising at any time.
- 31. Value-Added Services:**
- Availability of mailing list:** Mailing list available to 3x contractual advertisers by permission of the Publisher. Contact your sales representative for details.
  - Bonus distribution**
- 32. Reprint Availability:** Yes; email reprints@healio.com.
- 33. Full-Text Online:** The JOURNAL OF REFRACTIVE SURGERY offers current and archived full-text articles online at [Healio.com/JRS](http://Healio.com/JRS). This valuable tool will allow subscribers unlimited access to every article in each issue. In addition, non-subscribers may obtain full-text articles on a pay-per-view basis.
- 34. 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 any 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.
- 35. 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.
- 36. Competitor Information:** The JOURNAL OF REFRACTIVE SURGERY does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.
- 37. 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.
- 38. 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

- 39. Availability and Acceptance:**
- Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are accepted.
  - Acceptance:** A sample of the insert must be submitted to the Publisher for approval.
- 40. Charges:**
- Furnished inserts are billed at the black-and-white space rate at frequency earned. Commissionable.
- 41. 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 foot.

No. of Pages	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"

- 42. 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 3/8" from gutter trim. Book is jogged to foot. Head, foot, and outside edge trim 1/8".
- 43. BRCs:**
- Pricing:** Contact your sales representative for prices.
  - 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.
- 44. Quantity:** Full run – 3,000 (estimated). Exact quantity will be given upon Publisher's approval of insert (or call Publisher prior to closing date).
- 45. 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

### 46. 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 7/8" 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).

- 47. Paper Stock:**
- Inside pages:** 45 lb. gloss
  - Covers:** 80 lb. gloss
- 48. Type of Binding:** Perfect bound
- 49. 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.**
- 50. 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 REFRACTIVE SURGERY  
 6900 Grove Road  
 Thorofare, NJ 08086 USA  
 856-848-1000 x263  
[jseville@healio.com](mailto:jseville@healio.com)

### NEW SHIPPING ADDRESS FOR 2017

**Send inserts and BRCs to:**  
 Jesse Davis  
 JOURNAL OF REFRACTIVE SURGERY  
 Publishers Press, Inc.  
 13487 S. Preston Highway  
 Lebanon Junction, KY 40150-8218