

Circulation: 34,979

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2017 Rate Card

Print

RATES

1. Black-and-White rates:

Frequency	1x	6x	12x	18x	24x	36x	48x	60x	72x	96x	108x
King Spread	\$12,630	\$12,280	\$11,940	\$11,605	\$11,250	\$10,915	\$10,565	\$10,235	\$9,905	\$9,550	\$9,400
King Page	8,525	8,180	7,845	7,510	7,165	6,825	6,480	6,135	5,800	5,470	5,315
3/4 Page	7,415	7,165	6,905	6,655	6,385	6,135	5,880	5,620	5,360	5,115	4,965
Island/Half Page	6,310	6,135	5,970	5,800	5,620	5,470	5,290	5,115	4,955	4,775	4,620
1/3 Page	3,415	3,280	3,150	3,040	2,900	2,785	2,640	2,520	2,380	2,250	2,100
1/4 Page	2,380	2,290	2,220	2,120	2,045	1,960	1,880	1,785	1,705	1,615	1,465
1/8 Page	1,540	1,510	1,495	1,485	1,465	1,450	1,435	1,420	1,405	1,385	1,225

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

	Charge per color per page or fraction	
	One Page	Spread
Standard color	\$1,225	\$2,450
Matched color	1,330	2,660
Metallic color	1,540	3,080
Four color	2,075	4,150
Four color + PMS	3,400	6,800
Four color + Metallic	3,605	7,210

2. Rates:

- Earned rates** are given to advertisers based on 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.
- Agency commission:** Fifteen percent (15%) 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.

3. Bleed: No charge

4. Covers and Special 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.
- Special Positions:**
 - 1st 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.

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 2017 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 2017 and earn valuable discounts in 2018. Spend levels achieved in the year 2017 will determine your Corporate Discount savings in 2018 based on a total net spend.
- 5. 2017 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) **2017 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**Equals Net Cost**

ISSUANCE 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
 - c) **Editorial departments and features:**
 - Regulatory/Legislative
 - 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
- 3. Origin of Editorial:**
 - 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:** 34,979
 - c) **Paid information:** Association members: N/A
Is publication received as part of dues: No
 - d) **Subscription rate:** U.S. \$368/yr. Individual; Canada: add 5% GST
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 2016
5. **Estimated total circulation for 2017:** 34,979/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 on page 10 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. **Advertorials:** 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:

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/slackadspecs.

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. Paper Stock:

a) Inside pages: 45# gloss

b) Covers: 70# gloss

3. Type of Binding: Saddle-stitch

4. Ad Requirements: For specifications, go to:

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 e-mail. Ftp site also available.

5. Disposition of Ad Material: Ad materials will be held one year from date of last insertion and then destroyed unless instructed 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 accepted.

b) **Acceptance:** A sample of the insert 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 fee.

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: 8½" x 11" pre-trimmed on head and face. ⅛" foot trim.

4. Trimming: Trimming of oversized inserts will be charged at cost. Keep live matter ½" from trim edges and ⅜" 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 ad, 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:** 39,000 (estimated). Exact quantity will be given upon Publisher's approval of insert (or call Publisher prior to closing date).

7. **Shipping:** Inserts must be shipped in cartons and 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.

CONTACT INFORMATION

Send product insertion orders and ad materials to:

Wanda Granato

Sales Administrator

PRIMARY CARE OPTOMETRY NEWS

c/o SLACK Incorporated

6900 Grove Road

Thorofare, NJ 08086-9447

wgranato@slackinc.com

856-848-1000 x451

Fax: 856-848-6091

NEW SHIPPING ADDRESS FOR 2017

Send inserts and BRCs to:

Mark Mann

PCON

Publishers Press, Inc.

13487 S. Preston Highway

Lebanon Junction, KY 40150-8218

TERMS AND CONDITIONS

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