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.


Extend your reach with bonus distributions

At no additional cost, your advertising will reach Journal subscribers plus attendees of these major medical meetings in 2020:

<table>
<thead>
<tr>
<th>BONUS DISTRIBUTION</th>
<th>ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAPOS/ISA</td>
<td>January/February</td>
</tr>
<tr>
<td>ASCRS</td>
<td>March/April</td>
</tr>
<tr>
<td>ARVO</td>
<td>March/April</td>
</tr>
<tr>
<td>Kiawah Meeting</td>
<td>March/April</td>
</tr>
<tr>
<td>AAO/PAAO</td>
<td>September/October</td>
</tr>
<tr>
<td>OSN New York Symposium</td>
<td>September/October</td>
</tr>
<tr>
<td>Hawaiian Eye 2021</td>
<td>November/December</td>
</tr>
</tbody>
</table>
RATES AND DISCOUNTS

1. Effective Rate Date: January 2020 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 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. Black-and-White Rates:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$2,050</td>
<td>$1,470</td>
<td>$1,190</td>
</tr>
<tr>
<td>6x</td>
<td>1,930</td>
<td>1,410</td>
<td>1,150</td>
</tr>
<tr>
<td>12x</td>
<td>1,805</td>
<td>1,355</td>
<td>1,115</td>
</tr>
<tr>
<td>24x</td>
<td>1,680</td>
<td>1,300</td>
<td>1,085</td>
</tr>
<tr>
<td>36x</td>
<td>1,570</td>
<td>1,245</td>
<td>1,050</td>
</tr>
<tr>
<td>48x</td>
<td>1,450</td>
<td>1,175</td>
<td>1,010</td>
</tr>
</tbody>
</table>

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: Contact your sales representative for more details.

6. Discount Programs:
   a) 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.
   b) FREE Ad Program: Buy 2, Get 1 Free. Purchase two ads any time during 2019 and receive an additional ad of equal size and color in the same publication at no cost.
   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.
   d) Corporate Discount: Total net spend achieved in the year 2020 will set a Corporate Discount to be taken off 2021 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 Healio Strategic Solutions Corporate Discount
      3) Less 15% Agency Discount
      Equals net cost

7. Online Advertising: Please contact your sales representative for more information.


ISSUANCE AND CLOSING

9. Established: January/February 1964
10. Frequency: 6 times per year
11. Issue Dates: Third week of odd months
12. Mailing Class: Periodical Class
13. Closing Dates:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Closing</th>
<th>Material Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>12/2/2019</td>
<td>12/20/19</td>
</tr>
<tr>
<td>March/April</td>
<td>2/3/2020</td>
<td>2/24/2020</td>
</tr>
<tr>
<td>May/June</td>
<td>4/1/2020</td>
<td>4/24/2020</td>
</tr>
<tr>
<td>July/August</td>
<td>6/1/2020</td>
<td>6/22/2020</td>
</tr>
<tr>
<td>September/October</td>
<td>8/3/2020</td>
<td>8/24/2020</td>
</tr>
<tr>
<td>November/December</td>
<td>10/1/2020</td>
<td>10/23/2020</td>
</tr>
</tbody>
</table>

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 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

14. 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.

15. Average Issue Information:
   a) Average number of articles per issue: 8
   b) Average article length: 5 pages
   c) Editorial departments and features:
      - Reviews
      - What's Your Diagnosis?
      - Original Articles
      - Basic Science Tidbit
      - Short Subjects
      - Images in Pediatric Ophthalmology
      - Editorials
      - Letters to the Editors
      - Eye-to-Eye

16. Origin of Editorial:
   a) Source: Original contributions
   b) Staff written: 0%
   c) Solicited: 0%
   d) Submitted: 100%
   e) Peer-review: Yes

CIRCULATION

17. Description of Circulation Parameters: Ophthalmologists in private practice, clinics, hospitals (staff and residents), teaching centers, and the military; and physicians in the pediatric field.

18. Demographic Selection Criteria:
   a) Subscribers: 147
   b) Age: N/A
   c) Prescribing: N/A
   d) Circle distribution: US & International

19. Circulation Verification:
   a) SRDS Sworn Statement: June 2019
   b) Printer + Mailing House: Sheridan Press

20. Coverage and Market:
   a) Coverage: Global
   b) Market: National & international pediatric ophthalmologists and strabismologists.

21. Territorial Distribution: Available on request
22. Subscription Data: U.S.: $228/yr; Outside the U.S.: add $64/yr.
23. Estimated Total Circulation for 2020: 500
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 X 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. 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 scsreprints@sheridan.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 publisher, 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 Publisher 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.

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.

AD REQUircMENTS

44. Available Advertising Unit Sizes:

<table>
<thead>
<tr>
<th>Non-bleed Sizes</th>
<th>Bleed Sizes*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Width</td>
<td>Height</td>
</tr>
<tr>
<td>Full Page Spread</td>
<td>15 3/4&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>7 3/4&quot;</td>
</tr>
<tr>
<td>1/2 Page (Horizontal)</td>
<td>7 3/4&quot;</td>
</tr>
<tr>
<td>1/2 Page (Vertical)</td>
<td>3 3/4&quot;</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3 3/4&quot;</td>
</tr>
</tbody>
</table>

Trim size of Journal: 8 1/4" x 10 3/8"

- a) Bleed ads use non-bleed sizes for live area. If in doubt about size, contact the SLACK office.
- b) For spread ads, keep content (images/text) 1/4" from each side of gutter
- c) To view thumbnails of ad spaces, visit 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.

   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 SLACK ftp site. Contact the sales administrator for ftp instructions.

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:
Jennifer Carroll
JOURNAL OF PEDIATRIC OPHTHALMOLOGY & STRABISMUS
6900 Grove Road
Thorofare, NJ 08086 USA
856-994-9909 x323
jcarroll@healiostrategicsolutions.com

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