

**PCOEM EXCLUSIVES**

**Research agenda: Experts agree on health to address the eye**

Members of the International Myopia Institute have taken the first step in making their research agenda public with the publication of a series of three papers in the journal *Ophthalmology*. The papers, published by the International Myopia Institute, outline a research agenda for the next 10 years. The papers are: "Global group consolidates myopia research efforts," "Artificial intelligence in visual field testing may help save vision," and "BLOG: The spectrum of chronic disease."

**Global group consolidates myopia research efforts**

Members of the International Myopia Institute have taken the first step in making their research agenda public with the publication of a series of three papers in the journal *Ophthalmology*. The papers, published by the International Myopia Institute, outline a research agenda for the next 10 years. The papers are: "Global group consolidates myopia research efforts," "Artificial intelligence in visual field testing may help save vision," and "BLOG: The spectrum of chronic disease."



Photo courtesy of the International Myopia Institute.

**What genetic data can tell us about myopia?**

Genetic data can tell us about myopia. It can help us understand the underlying biology of the disease and identify potential targets for treatment. It can also help us identify individuals who are at a higher risk of developing the disease.

**Artificial intelligence in visual field testing may help save vision**

Artificial intelligence (AI) is being used to improve visual field testing. AI can help detect early signs of glaucoma and other eye diseases. It can also help doctors make more accurate diagnoses and develop personalized treatment plans.

**BLOG: The spectrum of chronic disease**

The spectrum of chronic disease is a concept that refers to the range of symptoms and signs that can be seen in patients with chronic conditions. It is important for clinicians to understand this spectrum in order to provide the best possible care for their patients.

**Research in Vision and Ophthalmology**

Research in Vision and Ophthalmology is a journal that publishes research on a wide range of topics related to vision and eye health. It is a leading journal in the field and is read by clinicians and researchers alike.

# 2020 RATE CARD

Print

Effective Rate Date: January 2020 for all advertisers.

## RATES

1. Black-and-White rates:

Frequency	King Page	Island/Half Page	1/4 Page
1x	\$5,040	\$3,580	\$1,765
6x	4,925	3,470	1,710
12x	4,780	3,395	1,650
24x	4,665	3,360	1,585
36x	4,610	3,295	1,565
48x	4,475	3,245	1,545
60x	4,390	3,205	1,515
72x	4,370	3,145	1,500
96x	4,320	3,090	1,470
108x	4,275	3,035	1,440

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

Charge per color per page or fraction

	One Page
Standard Color	\$1,200
Matched Color	1,750
Metallic Color	1,500
Four Color	2,000
Four Color + PMS	3,400
Four Color + Metallic	3,500

2. Rates:

- a) **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.
- b) **Agency commission:** Fifteen percent (15%) 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 and Special 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:**
  - 1<sup>st</sup> 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.

Circulation: **10,566**

Click to view print advertising terms and conditions

Advertising Office:

**HEALIO STRATEGIC SOLUTIONS**

Scott Wright  
 Group Sales Director, Eye Care  
[swright@healiostrategicsolutions.com](mailto:swright@healiostrategicsolutions.com), ext. 363

Kathy Huntley  
 Senior Account Manager  
[khuntley@healiostrategicsolutions.com](mailto:khuntley@healiostrategicsolutions.com), ext. 249

Laura Renna  
 National Account Manager  
[lrenna@healiostrategicsolutions.com](mailto:lrenna@healiostrategicsolutions.com), ext. 359

Send Product insertion orders and ad materials to:

Carolyn Boerner  
 Director of Sales Administration  
[cboerner@healiostrategicsolutions.com](mailto:cboerner@healiostrategicsolutions.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  
 PRIMARY CARE OPTOMETRY 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 Strategic Solutions 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 2020 investment in promotional, marketing and educational services provided through all global print and online editions of Healio Strategic Solutions 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. Corporate Discount:** Take advantage of Healio Strategic Solutions's advertising, custom publishing, event management and other marketing services in 2020 and earn valuable discounts in 2021. Spend levels achieved in the year 2020 will determine your Corporate Discount savings in 2021 based on a total net spend.
- 5. 2020 Eye Care Discounts (programs not cumulative):**
  - a) **Buy 3, Get 1 Free:** Place an ad in 3 issues and get a 4th ad free.
- 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:** February 1996
- 2. Frequency:** 6 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:** 10,566
  - c) **Paid information:** Association members: N/A  
Is publication received as part of dues: No
  - d) **Subscription rate:** U.S. \$402/yr. Individual;  
Canada: add 5% GST  
Outside the U.S.: add \$92
- 3. Circulation Verification:**
  - a) **Audit:** Publisher's Sworn Statement
- 4. Estimated total circulation for 2020:** 10,566/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 for more information.
- 8. Additional Advertising Opportunities**
  - a) **BRC inserts:** See Insert Information under 5b for specifications
  - b) **Split-run advertising:** Contact publisher for information.
- 9. Reprint Availability:** Yes, email [scsreprints@sherdan.com](mailto:scsreprints@sherdan.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"
Island ½ Page	7.13"	x 10"	7.63"	x 10.5"
Island Spread	14.6"	x 10"	15.1"	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"

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

b) To view thumbnails of ads specs, visit [healio.com/slackadspecs](http://healio.com/slackadspecs)

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.

### 2. Paper Stock:

a) Inside pages: 40 lb. text

b) Covers: 70 lb. cover

### 3. Type of Binding: Saddle-stitch

### 4. Print 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.

**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.

### 5. 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: 8½" x 11" pre-trimmed on head and face. ¼" foot trim.

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 ¼" 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 ¼" for foot trim. Cardstock minimum: 75# bulk or higher.

6. **Quantity:** Full run — 13,000 (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.

Healio  
**PRIMARY CARE OPTOMETRY NEWS**  
 THE LEADING CLINICAL NEWSPAPER FOR OPTOMETRISTS  
 Volume 24 Number 6  
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 Richard L. Edwards, MD, Editor

**GLOBAL EXCLUSIVES**

**Global group consolidates myopia research efforts**

Members of the International Myopia Institute have gathered for the first time in a virtual meeting to discuss the latest research in myopia, a condition that affects more than 1 billion people worldwide. The meeting, held on June 10-11, was the first of its kind and was organized by the International Myopia Institute (IMI), a global organization of myopia researchers and clinicians. The meeting was held on Zoom and was attended by more than 100 participants from around the world. The meeting was organized by IMI President, Dr. Richard L. Edwards, MD, and IMI Vice President, Dr. David R. Hoesly, MD. The meeting was held on Zoom and was attended by more than 100 participants from around the world. The meeting was organized by IMI President, Dr. Richard L. Edwards, MD, and IMI Vice President, Dr. David R. Hoesly, MD.



**Artificial intelligence in visual field testing may help save vision**

At the last American Academy of Optometry meeting in San Antonio, Texas, a panel of experts discussed the potential of artificial intelligence (AI) in visual field testing. AI is a computer system that is designed to simulate human behavior such as learning and problem-solving. AI is used in a variety of applications, including image recognition, natural language processing, and robotics. AI is used in visual field testing to detect and track changes in vision over time. AI is used in visual field testing to detect and track changes in vision over time.

**BLOG: The spectrum of chronic disease**

The spectrum of chronic disease is a concept that has been discussed in the past. It is a concept that is used to describe the progression of a disease from its onset to its end. The spectrum of chronic disease is a concept that has been discussed in the past. It is a concept that is used to describe the progression of a disease from its onset to its end.

# 2020 EDITORIAL CALENDAR

Print

ISSUE	AD CLOSING	MATERIALS DUE	FEATURED TOPICS	MEETING COVERAGE	BONUS DISTRIBUTION
January/ February	1/2/2020	1/17/2020	Dry Eye Diagnostics	Hawaiian Eye	SECO
March/ April	2/10/2020	2/21/2020	Imaging	SECO American Glaucoma Society	
May/ June	5/1/2020	5/18/2020	Specialty Contact Lenses	ARVO ASCRS	Optometry's Meeting/AOA
July/ August	7/1/2020	7/17/2020	Diagnostic and Instrumentation	Optometry's Meeting/AOA	Vision Expo West
September/ October	8/24/2020	9/2/2020	Dry Eye Treatment	Vision Expo West	American Academy of Optometry
November/ December	11/2/2020	11/16/2020	Contact Lenses for Astigmatism and Presbyopic	American Academy of Optometry American Academy of Ophthalmology	

Note: Editorial content subject to change