Ocular Surgery News

2023 RATE CARD
Print

Circulation: 18,220

Advertising Office:
HEALIO STRATEGIC SOLUTIONS

Scott Wright
Vice President, Eye Care
swright@healiohss.com, ext. 363

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

Molly Phillips
Senior Director,
Business Development & Market Strategy
mphillips@healiohss.com, ext. 720

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:

Laurie Shelton
OCULAR SURGERY NEWS
LSC Communications
13487 S. Preston Highway
Lebanon Junction, KY 40150-8218

Effective Rate Date: January 2023 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>
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<td>1x</td>
<td>7,210</td>
<td>6,165</td>
<td>5,060</td>
<td>2,740</td>
<td>2,325</td>
<td>1,695</td>
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<td>6,885</td>
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<td>2,170</td>
<td>1,605</td>
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<td>4,670</td>
<td>2,270</td>
<td>2,150</td>
<td>1,560</td>
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<tr>
<td>18x</td>
<td>6,550</td>
<td>5,450</td>
<td>4,645</td>
<td>2,240</td>
<td>2,125</td>
<td>1,540</td>
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<td>24x</td>
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<td>4,620</td>
<td>2,175</td>
<td>2,070</td>
<td>1,525</td>
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<td>5,275</td>
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<td>2,145</td>
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<td>4,430</td>
<td>2,090</td>
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<td>5,220</td>
<td>4,240</td>
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<td>108x</td>
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<td>5,195</td>
<td>4,210</td>
<td>1,995</td>
<td>1,870</td>
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Color: In addition to earned black-and-white rates.

Charge per color per page or fraction

<table>
<thead>
<tr>
<th>Standard color</th>
<th>Matched color</th>
<th>Metallic color</th>
<th>Four color</th>
<th>Four color + PMS</th>
<th>Four color + Metallic</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,230</td>
<td>1,380</td>
<td>1,770</td>
<td>2,220</td>
<td>3,600</td>
<td>3,990</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.

b) Special positions: Contact your sales representative.

5. Online Advertising Rates: Please contact your sales representative.

6. Recruitment/Classified Rates: Please contact your sales representative.

Charge per color per page or fraction

Standard color | Matched color | Metallic color | Four color | Four color + PMS | Four color + Metallic | $1,230 | 1,380 | 1,770 | 2,220 | 3,600 | 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 OSLI RETINA). Insertions 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 2023 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 OSLI 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 2023 and earn valuable discounts in 2024. Spend levels achieved in the year 2023 will determine your Corporate Discount savings in 2024 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, an in the Journals section that summarizes all the latest journal news, and expert perspectives to put all the news in context, 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: 50
   - b) Average article length: 1/2 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

3. **Origin of Editorial:**
   - a) Staff written: 70%
   - b) Solicited: 10%
   - 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: 14,772
   - b) Hospital-based: 2,776
   - c) Other professional activity: 229
   - d) Osteopathic specialties: 454

2. **Demographic Selection Criteria:**
   - a) Prescribing: N/A
   - b) Practice setting: Controlled: 98%; Paid: 2%
   - c) Paid information: Association members: N/A
   - d) Examination date: N/A
   - e) Geographic region: N/A

3. **Circulation Verification:**
   - a) Audit: BPA Worldwide
   - b) Mailing house: LSC Communications

4. **Coverage:**
   - a) Date and source of breakdown: BPA Worldwide, January 2022

5. **Estimated total circulation for 2023:** 18,220/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 products 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:**
   - a) Bonus distribution
   - b) Other: Advertiser Index

5. **Value-Added Services:**
   - a) Bonus distribution
   - 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 scremenprints@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, advertorials 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 x Height</td>
<td>Width x Height</td>
</tr>
<tr>
<td>King Spread</td>
<td>20.5&quot; x 13.5&quot;</td>
<td>21&quot; x 14&quot;</td>
</tr>
<tr>
<td>King Page</td>
<td>10&quot; x 13.5&quot;</td>
<td>10.5&quot; x 14&quot;</td>
</tr>
<tr>
<td>3/4 Page (Vertical)</td>
<td>7.05&quot; x 13.5&quot;</td>
<td>7.55&quot; x 14&quot;</td>
</tr>
<tr>
<td>3/4 Page (Horizontal)</td>
<td>10&quot; x 10&quot;</td>
<td>10.5&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>Island 1/2 Page</td>
<td>7.13&quot; x 10&quot;</td>
<td>7.63&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>Island Spread</td>
<td>14.6&quot; x 10&quot;</td>
<td>15.1&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>1/2 Page (Vertical)</td>
<td>4.68&quot; x 13.5&quot;</td>
<td>5.18&quot; x 14&quot;</td>
</tr>
<tr>
<td>1/2 Page (Horizontal)</td>
<td>10&quot; x 6.5&quot;</td>
<td>10.5&quot; x 7.0&quot;</td>
</tr>
<tr>
<td>3/4 Page (Vertical Block)</td>
<td>4.68&quot; x 6.25&quot;</td>
<td>5.18&quot; x 6.75&quot;</td>
</tr>
<tr>
<td>3/4 Page (Horizontal Block)</td>
<td>7.13&quot; x 4.75&quot;</td>
<td>7.63&quot; x 5.25&quot;</td>
</tr>
<tr>
<td>3/4 Page (Vertical Strip)</td>
<td>2.23&quot; x 13.5&quot;</td>
<td>2.73&quot; x 14&quot;</td>
</tr>
<tr>
<td>3/4 Page (Horizontal Strip)</td>
<td>10&quot; x 3&quot;</td>
<td>10.5&quot; x 3.5&quot;</td>
</tr>
<tr>
<td>1/2 Page (Vertical Block)</td>
<td>2.23&quot; x 6.25&quot;</td>
<td>2.73&quot; x 6.75&quot;</td>
</tr>
<tr>
<td>1/2 Page (Horizontal Block)</td>
<td>4.68&quot; x 2.84&quot;</td>
<td>5.18&quot; x 3.34&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) 3/4" in on each side of the gutter
For bleed ads, add 1/8" on all sides of trim size.

2. Type of Binding: Saddle-stitch depending on the size of each issue. Pre-ASCRS, ASCRS, Post-ASCRS, Pre-AAO, AAO, and Post-AAO Convention issues may be perfect bound.

3. Print Ad Requirements: For specifications, go to: healio.com/adspecs
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.

4. Quantity: Full run − 22,000 (estimated). Exact quantity will be given upon Publisher’s approval of insert or call Publisher prior to closing date.

5. 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.

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 Max</th>
<th>Min</th>
<th>Max Micrometer Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 page (one leaf)</td>
<td>80# coated text</td>
<td>70# coated text</td>
<td>.004&quot;</td>
</tr>
<tr>
<td>4, 6, 8 page</td>
<td>70# coated text</td>
<td>60# 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: 8 1/8" x 11" pre-trimmed on head and face. 1/4” foot and gutter grind.

4. Trimming: Trimming of oversized inserts will be charged at cost. Keep live matter 1/2” from trim edges and 3/16” from gutter trim. Inserts are jogged to the foot. Book trims 1/8” 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: 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: 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.
### 2023 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>
<th>BONUS DISTRIBUTION</th>
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</thead>
<tbody>
<tr>
<td>FEBRUARY 10</td>
<td>12/19/2022</td>
<td>1/9/2023</td>
<td>Premium Cataract Surgery</td>
<td>ASCs, In-Office Surgery</td>
<td>Hawaiian Eye 2023</td>
<td>AGS March 2-5, 2023 (Austin, Texas)</td>
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<tr>
<td>FEBRUARY 25</td>
<td>1/4/2023</td>
<td>1/20/2023</td>
<td></td>
<td>Dry Eye</td>
<td>Retina 2023</td>
<td></td>
</tr>
<tr>
<td>MARCH 10</td>
<td>1/20/2023</td>
<td>2/3/2023</td>
<td></td>
<td>Increasing Practice</td>
<td>Telling It Like It Is Glaucoma 360</td>
<td></td>
</tr>
<tr>
<td>MARCH 25</td>
<td>2/1/2023</td>
<td>2/17/2023</td>
<td></td>
<td>Dry Eye</td>
<td>Telling It Like It Is Glaucoma 360</td>
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<tr>
<td>APRIL 10</td>
<td>2/21/2023</td>
<td>3/8/2023</td>
<td>Gene Therapy and Biologics</td>
<td></td>
<td>Winter ESCRS</td>
<td></td>
</tr>
<tr>
<td>APRIL 25</td>
<td>3/7/2023</td>
<td>3/21/2023</td>
<td></td>
<td>Telehealth</td>
<td>AGS Will Eye, Philadelphia</td>
<td>ASCRS May 5-8, 2023 (San Diego, California)</td>
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<tr>
<td>MAY 10</td>
<td>3/21/2023</td>
<td>4/4/2023</td>
<td>Actigmatism Management</td>
<td></td>
<td>AAOPOS</td>
<td></td>
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<tr>
<td>MAY 25</td>
<td>4/5/2023</td>
<td>4/24/2023</td>
<td>Cornea-Based Refractive Surgery</td>
<td></td>
<td>Kiawah Eye, Kiawah Island, South Carolina</td>
<td>OCTANA June 6, 2023 (Newport Beach, California)</td>
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<tr>
<td>JUNE 10</td>
<td>4/21/2023</td>
<td>5/8/2023</td>
<td>Phacoemulsification</td>
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<td>ARVO</td>
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<td>JUNE 25</td>
<td>5/5/2023</td>
<td>5/22/2023</td>
<td></td>
<td>Anterior Segment Pain</td>
<td>ASCRS</td>
<td></td>
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<tr>
<td>JULY 10</td>
<td>5/22/2023</td>
<td>6/6/2023</td>
<td>Diagnostics and Treatment of Glaucoma</td>
<td></td>
<td>OSN Italy (TBD)</td>
<td>Kiawah Eye</td>
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<tr>
<td>JULY 25</td>
<td>6/5/2023</td>
<td>6/20/2023</td>
<td></td>
<td>Diagnostics and Test</td>
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<td></td>
</tr>
<tr>
<td>AUGUST 10</td>
<td>6/21/2023</td>
<td>7/7/2023</td>
<td>Medical Retina</td>
<td></td>
<td>OCTANe</td>
<td></td>
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<tr>
<td>AUGUST 25</td>
<td>7/5/2023</td>
<td>7/20/2023</td>
<td></td>
<td>Comanagement with ODs</td>
<td>ASRS</td>
<td></td>
</tr>
<tr>
<td>SEPTEMBER 10</td>
<td>7/21/2023</td>
<td>8/9/2023</td>
<td>Ophthalmop: Pahe tree</td>
<td></td>
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<tr>
<td>SEPTEMBER 25</td>
<td>8/7/2023</td>
<td>8/23/2023</td>
<td></td>
<td>Cornea Transplant Surgery</td>
<td>WIO ASCRS</td>
<td></td>
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<tr>
<td>OCTOBER 10</td>
<td>8/21/2023</td>
<td>9/7/2023</td>
<td>Glaucoma Therapeutics and Surgery</td>
<td></td>
<td>OSN New York October 6-8, 2023 (New York, New York)</td>
<td></td>
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<tr>
<td>OCTOBER 25</td>
<td>9/6/2023</td>
<td>9/20/2023</td>
<td></td>
<td>Geographic Atrophy</td>
<td>AAO 2023 November 3-6, 2023 (San Francisco, California)</td>
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<tr>
<td>NOVEMBER 10</td>
<td>9/22/2023</td>
<td>10/6/2023</td>
<td></td>
<td>Disruptive Innovations</td>
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<td></td>
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<tr>
<td>NOVEMBER 25</td>
<td>10/6/2023</td>
<td>10/23/2023</td>
<td></td>
<td>Diabetic Retinopathy</td>
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<td>DECEMBER 10</td>
<td>10/23/2023</td>
<td>11/6/2023</td>
<td>OVD in ocular surgery</td>
<td></td>
<td>AAO Subspecialty days</td>
<td></td>
</tr>
<tr>
<td>DECEMBER 25</td>
<td>11/6/2023</td>
<td>11/20/2023</td>
<td>Cross-linking</td>
<td></td>
<td>Eyecelektor AAO</td>
<td></td>
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