

2011 Rate Card

PS Premier Surgeon

Enhancing Your Practice of Ophthalmology



Advertising Office: Mindworks Communications

Vice President, Sales: Michael Graziani
 Global Sales Director, Eye Care: Scott Wright
 Global Account Managers: Cherie Pearson, Guy Pawlak, Steve Close
 Director of Sales Administration: Carolyn Boerner
 Sales Administrator: Leslie Buckingham
 Sales Director, Classified/Recruitment Division: Kristy Farrell

6900 Grove Road • Thorofare, NJ 08086-9447
 856-384-1793 • 877-307-5255 • Fax 856-848-6091

Publishing Office: SLACK Incorporated

Senior Vice President: Joan-Marie Stiglich, ELS
 Editor in Chief: David W. Mullin
 Managing Editor: Cara Hvidsdas
 Circulation Director: Lester Robeson, CCCC



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 800-257-8290 • 856-848-1000 • Fax 856-848-6091
 ThePremierSurgeon.com

RATES AND DISCOUNTS

- Effective Rate Date:** January 2011 for all advertisers.
- Earned Rates:**
 - Earned rates** are given to advertisers (parent company and its subsidiaries) based on the total number of pages within a 12-month period. Fractional pages count as single pages and each page of an insert counts as one page.
 - Agency commission:** Fifteen percent 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.
- Rates and Premium Positions:** Receive rate incentives when you also advertise in our sister publication, OCULAR SURGERY NEWS.

Rates:

	Full page 4/c	Full page b/w	1/2 page 4/c	1/2 page b/w	1/4 page 4/c	1/4 page b/w
Premier Surgeon only	\$5,300	\$4,300	\$3,710	\$2,710	\$2,220	\$1,220
1-5 ads in OSN	4,790	3,790	3,335	2,355	2,060	1,060
6-10 ads in OSN	4,500	3,500	3,150	2,150	1,970	970
12 or more ads in OSN	4,240	3,240	2,970	1,970	1,890	890

Premium Positions:

	Cover 2	Cover 3	Cover 4
Premier Surgeon only	\$6,375	\$5,945	\$7,450
1-5 ads in OSN	5,738	5,359	6,685
6-10 ads in OSN	5,375	5,025	6,250
12 or more ads in OSN	5,050	4,726	5,860

- Bleed:** No charge
- Special Positions:** Contact your sales representative for more information.
- Incentive Programs:**
 - 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.
 - SLACK Corporate Discount:** Take advantage of SLACK's advertising, custom publishing, event management, and other marketing services in 2011 and earn valuable discounts in 2012. Spend levels achieved in the year 2011 will determine your Corporate Discount savings in 2012 based on a total net spend.
- Online Advertising Rates:** Please contact your sales representative for more information.
- Recruitment/Classified Rates:** Please contact your regional sales representative at 877-307-5255.

ISSUANCE AND CLOSING

9. **Established:** April 1, 2010
10. **Frequency:** 6 times per year.
11. **Issue Dates:** Bi-monthly
12. **Mailing Dates & Class:** Mails within the issue months; Periodical Class (pending).
13. **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

14. General Editorial Direction:

Premier Surgeon: A complete resource for the premium IOL surgeon

The focus of *Premier Surgeon* is to be the definitive information source for refractive cataract surgeons who wish to provide unparalleled patient care and outcomes and who strive to be market leaders in the arena of premium IOLs. *Premier Surgeon* delivers feature-based content with a special emphasis on providing clinical perspective and relevance on the information it presents. The publication presents balanced reports on clinical issues; practice management fundamentals and progressive views and opinions for building practices; ancillary services; and relevant socioeconomic subjects.

15. Average Issue Projection:

- a) **Average number of articles per issue:** 12
- b) **Average article length:** 1,000 words
- c) **Editorial Features/Columns:**

Features:

- Practice Profile (photo feature)
- Feature Article

Columns:

- Marketing the Premier Practice with Paul M. Stubenbordt
- The Doctor-Patient Connection with Jennifer S. Morse, MD
- Just-in-Time Management with John B. Pinto
- Update on Mastering Refractive IOLs
- Your Office Space with Richard C. Haines, Jr.
- Product guide
- Implementing EHR in the Premier Practice
- State of the Art with John A. Hovanesian, MD, FACS
- Consultation Corner with Y. Ralph Chu, MD

16. Origin of Editorial:

- a) **Source:** A mix of columns, article series and staff-written feature articles
- b) **Staff written:** Yes
- c) **Solicited:** Yes
- d) **Submitted:** Yes

CIRCULATION

17. Description of Circulation Parameters:

- a) **Ophthalmologists:** High-volume Cataract and Refractive Surgeons

18. Circulation Distribution:

- a) **Direct Request:** 100%
- b) **Paid Information:** N/A
- c) **Subscription Rates:** \$149 per year; Canada: add 5% GST; Outside the U.S.: add \$68/year.

19. Circulation Verification:

- a) **Audit:** Publisher's Sworn Statement, December 2011
- b) **Requestor Requalification:** 3 years
- c) **Mail House:** Publishers Press

20. Estimated total circulation for 2011: 7,500

GENERAL INFORMATION

21. 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.

22. Editorial Research: Yes

23. Ad Format and Placement Policy: Interspersed within articles

24. Ad/Edit Information: 50/50 Ad/Edit Ratio

25. Value-Added Services:

a) **Bonus distribution:**

- Hawaiian Eye
- ASCRS
- Kiawah Eye
- AAO
- OSN New York

b) **Other:** Advertiser Index

26. Reprints: Yes, contact John Kain for pricing at 1-800-257-8290 ext. 219, or e-mail: jkain@slackinc.com.

27. 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 Publisher's control.

28. 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 magazine, 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.

29. **Competitor Information:** *Premier Surgeon* does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.
30. **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" will be prominently displayed in 10 point black type in ALL CAPS at the top of the ad.
31. **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

32. **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.
33. **Insert Charges:** Furnished inserts billed at black-and-white space rate at frequency earned on a page-for-page basis, plus a \$250 non-commissionable tip-in charge.
34. **Sizes and Specifications:** All inserts must be full size, supplied untrimmed, printed, folded (except single leaf), and ready for tipping/binding. Varnished inserts are acceptable at the Publisher's discretion. Inserts are jogged to foot.

	Paper Stock		Max Micrometer Reading
	Maximum	Minimum	
2 page (one leaf)	80# coated	70# coated	.004"
4, 6, 8 page	70# coated	60# coated	.004"

35. **Trimming:** Supply size: 8 $\frac{3}{8}$ " x 11 $\frac{1}{8}$ ". Trim size 8 $\frac{1}{8}$ " x 10 $\frac{7}{8}$ ". Trimming of oversized inserts will be charged at cost. Keep live matter $\frac{1}{4}$ " from trim edges and $\frac{3}{16}$ " from gutter trim. Book is jogged to foot. Head, foot, and outside edge trim $\frac{1}{8}$ ".
36. **BRCs:**
- a) **Pricing:** Contact your sales representative for prices. Non-commissionable.
- b) **BRC Specifications:** 3 $\frac{1}{2}$ " x 5" minimum to 4 $\frac{1}{4}$ " x 6" maximum; perforated with $\frac{1}{2}$ " lip (from perforation) for tipping/binding. Add $\frac{1}{8}$ " for foot trim. Cardstock minimum: 75 lb. bulk or higher.
37. **Quantity:** Full run — 9,000 (estimated). Exact quantity will be given upon Publisher's approval of insert, or call Publisher prior to closing date.
38. **Shipping:** Carton packing must have publication name, issue date, and insert quantity clearly marked.

AD REQUIREMENTS

39. Available Advertising Unit Sizes:

Ad sizes:	Non-bleed (Live area) sizes:		Bleed sizes:	
	Width	Height	Width	Height
Full Page	7 $\frac{1}{8}$ "	9 $\frac{5}{8}$ "	8 $\frac{3}{8}$ "	11 $\frac{1}{8}$ "
$\frac{1}{2}$ Page Horizontal	7 $\frac{1}{8}$ "	4 $\frac{3}{4}$ "	8 $\frac{3}{8}$ "	5 $\frac{7}{8}$ "
$\frac{1}{2}$ Page Vertical	3 $\frac{3}{8}$ "	9 $\frac{5}{8}$ "	4 $\frac{1}{8}$ "	11 $\frac{1}{8}$ "
$\frac{1}{4}$ Page Vertical	3 $\frac{1}{4}$ "	4 $\frac{3}{4}$ "	4"	5 $\frac{1}{2}$ "

*Bleed ads use non-bleed size for live area.

a) **Trim size of journal:** 8 $\frac{1}{8}$ " x 10 $\frac{7}{8}$ "

b) To view thumbnails of ads specs, visit slackinc.com/digitalads.

40. Paper Stock:

a) **Inside pages:** 80 lb. gloss

b) **Covers:** 100 lb. gloss

41. Type of Binding: Saddle stitch

42. Digital Ad Requirements: For specifications go to slackinc.com/digitalads.

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.

43. Disposition of Digital Materials: Ad materials will be held one year from date of last insertion and then destroyed.

CONTACT INFORMATION

44. Insertion Order and Ad Materials:

Send product insertion orders and digital ad materials to:

Leslie Buckingham
Sales Administrator
PREMIER SURGEON
c/o Mindworks Communications
6900 Grove Road
Thorofare, NJ 08086-9447
lbuckingham@gomindworks.com
856-384-1793 x451
Fax: 856-848-6091

Send inserts to:

Julie Duncan
PREMIER SURGEON
Publishers Press
100 Frank E. Simon Ave.
Shepherdsville, KY 40165

► 2011 Editorial Calendar

ISSUE	DATES	FEATURES
JANUARY/FEBRUARY	Ad closing: 11/22/2010 Material due: 12/07/2010	Feature Article and Practice Profile Just-in-Time Management, Doctor-Patient Connection, Marketing Your Practice, State of the Art, Consultation, Your Office Space Bonus Distribution: Hawaiian Eye 2011, January 16-21, Maui, HI
MARCH/APRIL	Ad closing: 2/03/2011 Material due: 2/17/2011	Feature Article and Practice Profile Just-in-Time Management, Doctor-Patient Connection, Marketing Your Practice, State of the Art, Consultation, Your Office Space Bonus Distribution: American Society of Cataract and Refractive Surgery (ASCRS), March 25-30, San Diego, CA
MAY/JUNE	Ad closing: 4/1/2011 Material due: 4/15/2011	Feature Article and Practice Profile Just-in-Time Management, Doctor-Patient Connection, Marketing Your Practice, State of the Art, Consultation, Your Office Space Bonus Distribution: Kiawah Eye Meeting, June 2-5, Kiawah Island, SC
JULY/AUGUST	Ad closing: 6/15/2011 Material due: 6/29/2011	Feature Article and Practice Profile Just-in-Time Management, Doctor-Patient Connection, Marketing Your Practice, State of the Art, Consultation, Your Office Space
SEPTEMBER/OCTOBER	Ad closing: 8/17/2011 Material due: 8/31/2011	Feature Article and Practice Profile Just-in-Time Management, Doctor-Patient Connection, Marketing Your Practice, State of the Art, Consultation, Your Office Space Bonus Distribution: American Academy of Ophthalmology (AAO), October 22-25, Orlando, FL
NOVEMBER/DECEMBER	Ad closing: 9/27/2011 Material due: 10/11/2011	Feature Article and Practice Profile Just-in-Time Management, Doctor-Patient Connection, Marketing Your Practice, State of the Art, Consultation, Your Office Space Bonus Distribution: OSN New York Symposium, November 18-20, New York, NY