ADVERTISING INFORMATION

MECHANICAL REQUIREMENTS
- Trim Size: 8” wide x 10 7/8” deep
- Keep live matter 3/8” from trim
- Binding Method: Perfect bound
- Printing Process: Web offset on publication-grade coated stock

APPLICATIONS FOR ADVERTISING
- Half Page, Vertical
- Half Page, Horizontal
- Full Page
- 2-Page Spread

Fifth Color
- Half Page
- Full Page
- 2-Page Spread

B&W Rates
- Half Page
- Full Page
- 2-Page Spread

PentaVision publications to earn greatest frequency discounts.

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Live Area - width x depth
Bleed - width x depth

2-Page Spread
15 1/2” x 10 1/8”
16 1/2” x 11 1/8”

Full Page
7 3/8” x 10 1/8”
8 3/8” x 11 1/8”

1/2 Page, Horizontal
7” x 4 7/8”
8 1/4” x 5 1/2”

1/2 Page, Vertical
3 3/8” x 10”
4 1/8” x 11 1/8”

1/4 Page, Square
3 3/8” x 4 7/8”

Advertising rates are based upon the number of insertions used within the calendar year, whether units are the same or of varying sizes. Announcement of any change in rates will be made at least 60 days in advance of the issue date of the first issue to which such rates will be applicable.

POSITIONS
Premium Position Charge — 10% of earned B/W rate. Premium position charges for cover pages are as follows: cover 2 is 20% of earned B/W rate, cover 3 is 15% of earned B/W rate and cover 4 is 50% of earned B/W rate. Orders specifying positions without including premium charge will be accepted but position cannot be guaranteed. Cancellation of position by advertiser requires notice to the Publisher 90 days in advance of effective renewal notice.

COMBINED FREQUENCY DISCOUNT
Advertising in Contact Lens Spectrum may be combined with insertions in other PentaVision publications to earn greatest frequency discounts.

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2014 Editorial Calendar & Rate Card

Www.Clspectrum.com

Contact Lens Spectrum
REACHING THE MOST SUCCESSFUL CONTACT LENS PRACTITIONERS

Contact Lens Spectrum
Www.Clspectrum.com
**CONTACT LENS SPECTRUM: READ BY PRACTITIONERS RECEPTIVE TO YOUR MESSAGE**

In today’s increasingly competitive and fractured marketplace, making sure your contact lens product is recommended, prescribed and used long term is more challenging than ever:

- Patients can obtain contact lenses from a variety of alternative sources
- Patients have more options, are more price-conscious and more likely to switch brands
- Managed care is compounding the competitive pressure, and driving costs even lower
- Surgical procedures threaten the need for contact lenses altogether

The success of your product in this environment depends upon practitioners who recognize that they write the contact lens prescription, and are still the patient’s primary source of guidance. These are the practitioners who have the most successful contact lens practices — and are the most likely to be successful with your product.

More than half of Spectrum’s readers are self-employed or part of a group practice with the authority to make major purchasing decisions. And 88% bought or recommended/specified products or services after seeing them in a related ad or article in Spectrum.†

89% of readers are involved in purchasing products in one or more of these categories: soft contact lenses, GP contact lenses, lens care systems, pharmaceuticals/eye drops, conferences/seminars.†

*Contact Lens Spectrum* attracts practitioners who work to grow their contact lens practices, and who know that a solid clinical understanding of the products and how to prescribe them is essential to doing so.

**A 28-YEAR HISTORY AND EXPERT EDITORIAL TEAM**

*Contact Lens Spectrum* was established in 1986 and has served the contact lens market consistently for 28 years.

Led by Editor Jason J. Nichols, OD, MPH, PhD, FAAO, the editorial team has more than 100 years of combined experience in the contact lens field. *Contact Lens Spectrum* is the only contact lens focused trade publication with the extensive history and collective editorial expertise in the market.

**REACHING A VITAL AND LOYAL AUDIENCE OF ALL THREE O’S COMBINED**

- Total BPA-audited circulation of 31,851*  
- *Contact Lens Spectrum* readers pass along their copies of the publication to an average of 1.4 additional people, bringing the total reader base to 76,000+.†  
- 82% of readers find the single-topic supplements that mail with *Spectrum* to be of interest.†

Subscribe to Spectrum for your contact lens information more than any other journal in the optometry market.†

<table>
<thead>
<tr>
<th>Publication</th>
<th>Percent of Readers</th>
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<tbody>
<tr>
<td>Contact Lens Spectrum</td>
<td>94%</td>
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<tr>
<td>Review of Optometry</td>
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<td>Primary Care Optometry News</td>
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<td>Optometry Times</td>
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<td>Journal of the AOA</td>
<td>25%</td>
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<tr>
<td>Eye and Contact Lens: Science &amp; Clinical Practice (Formerly the CLAO Journal)</td>
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<td>Refractive Eyecare for Ophthalmologists</td>
<td>4%</td>
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**PRINT JOURNALS ARE STILL OVERWHELMINGLY THE MOST POPULAR FORMAT FOR INFORMATION CONSUMPTION**

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<th>Format</th>
<th>Percent of Readers</th>
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<td>Read hard copy</td>
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<td>Read on screen (Internet version)</td>
<td>26%</td>
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<td>Print out online version</td>
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*June 2013 BPA Worldwide audit statement  
**Kantar Media studies  
†Signet AdProbe study
Note: The secondary / back-up features may or may not be solicited for depending on our publishing calendar and need for editorial content. The editorial calendar contains only a partial list of feature reserves the right to change feature article topics.

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<table>
<thead>
<tr>
<th>Features</th>
<th>Bonus Distribution</th>
<th>Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>International Contact Lens</td>
<td>Space: Dec. 3</td>
</tr>
<tr>
<td>2013 ANNUAL REPORT</td>
<td>Prescribing in 2013</td>
<td>Materials: Dec. 17</td>
</tr>
<tr>
<td></td>
<td>Global Specialty Lens</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Symposium</td>
<td></td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>Free Ad Study</td>
<td>Space: Jan. 7</td>
</tr>
<tr>
<td></td>
<td>Materials: Jan. 21</td>
<td></td>
</tr>
<tr>
<td>MARCH</td>
<td>Ditch the itch: Avoiding</td>
<td>Space: Feb. 7</td>
</tr>
<tr>
<td></td>
<td>Allergies in Lens</td>
<td>Materials: Feb. 21</td>
</tr>
<tr>
<td></td>
<td>Wearing Patients</td>
<td></td>
</tr>
<tr>
<td>APRIL</td>
<td>Report from the Global</td>
<td>Space: Mar. 7</td>
</tr>
<tr>
<td></td>
<td>Specialty Lens Symposium</td>
<td>Materials: Mar. 21</td>
</tr>
<tr>
<td></td>
<td>Soft vs. CP Multifocal Lenses</td>
<td>ARVO</td>
</tr>
<tr>
<td></td>
<td>Decision Making T01</td>
<td>Space: April 3</td>
</tr>
<tr>
<td>MAY</td>
<td>Conical Reshaping Update:</td>
<td>Materials: April 17</td>
</tr>
<tr>
<td></td>
<td>2013 and beyond</td>
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<tr>
<td>JUNE</td>
<td>Conical GP Case Grand Rounds</td>
<td>Building the Dry Eye</td>
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<td></td>
<td>Marketing Matters: Tips on</td>
<td>Practice</td>
</tr>
<tr>
<td></td>
<td>Promoting Your Specialty</td>
<td>Space: June 4</td>
</tr>
<tr>
<td></td>
<td>Contact Lens Practice</td>
<td>Materials: June 11</td>
</tr>
<tr>
<td>JULY</td>
<td>Myopia Control Today</td>
<td>Space: July 8</td>
</tr>
<tr>
<td></td>
<td>Unique Uses for Custom Soft</td>
<td>Materials: July 22</td>
</tr>
<tr>
<td></td>
<td>Lens Designs</td>
<td></td>
</tr>
<tr>
<td>AUGUST</td>
<td>Derailed Drop-Outs: Top 10</td>
<td>Space: Aug. 7</td>
</tr>
<tr>
<td></td>
<td>Problems and Solutions to</td>
<td>Materials: Aug. 21</td>
</tr>
<tr>
<td></td>
<td>Avoiding Lens Drop-Out</td>
<td></td>
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<tr>
<td>SEPTEMBER</td>
<td>Troubleshooting Hybrid Lenses</td>
<td>East-West Eye Conference</td>
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<td></td>
<td>Space: Sept. 5</td>
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<tr>
<td></td>
<td>American Academy of</td>
<td>Materials: Sept. 19</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>Ophthalmology</td>
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<tr>
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<td>Grand Rounds of Scleral Lens</td>
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<td>Cases</td>
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<tr>
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<td>American Academy of</td>
<td>Space: Oct. 7</td>
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<tr>
<td></td>
<td>Optometry Mfg. &amp; Optometric</td>
<td>Materials: Oct. 21</td>
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<td>Management Symposium on</td>
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<tr>
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<td>Contemporary Eye Care</td>
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<tr>
<td>NOVEMBER</td>
<td>Just Do It: 10 ways to</td>
<td>Space: Nov. 5</td>
</tr>
<tr>
<td></td>
<td>improve your scleral lens</td>
<td>Materials: Nov. 19</td>
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<tr>
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<td>fitting success</td>
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<tr>
<td>DECEMBER</td>
<td>The Affordable Care Act:</td>
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<td>Impact on the Contact Lens</td>
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RESEARCH REVIEW
S. Barry Siden, OD, and Eric Papas, PhD, MCOptom, DiplCL, FAAO, present an overview of the latest research in the contact lens and eye care fields.

READER AND INDUSTRY FORUM
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<tr>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td>Materials: Dec. 17</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>Tune up Your Toric Lens Fits</td>
<td>Scleral Lens Applications In Unique Patient Populations</td>
</tr>
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<td></td>
<td>Free Ad Study</td>
</tr>
<tr>
<td></td>
<td></td>
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</tr>
<tr>
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<td>SECO &amp; Vision Expo East</td>
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<tr>
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<td></td>
<td>Materials: Feb. 21</td>
</tr>
<tr>
<td>APRIL</td>
<td>Report from the Global Specialty Lens Symposium</td>
<td>Soft vs. GP Multifocal Lenses: Decision Making ’101</td>
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<tr>
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<td>Space: Mar. 7</td>
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<tr>
<td>MAY</td>
<td>Corneal Reshaping Update: 2013 and beyond</td>
<td>We keep talking about improving compliance, but shouldn’t we just attempt to eliminate compliance?</td>
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<tr>
<td></td>
<td></td>
<td>ARVO</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Materials: April 17</td>
</tr>
<tr>
<td>JUNE</td>
<td>Corneal GP Case Grand Rounds</td>
<td>Marketing Matters: Tips on Promoting Your Specialty Contact Lens Practice</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Optometry’s Meeting (AOA)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Materials: May 10</td>
</tr>
<tr>
<td>JULY</td>
<td>ANNUAL DRY ISSUE</td>
<td>Building the Dry Eye Practice</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Materials: June 11</td>
</tr>
<tr>
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<td>Myopia Control Today</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>Materials: July 22</td>
</tr>
<tr>
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<td>Derealizing Drop- Outs: Top 10 Problems and Solutions to Avoid Lens Drop- Out</td>
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</tr>
<tr>
<td></td>
<td></td>
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</tr>
<tr>
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</tr>
<tr>
<td></td>
<td></td>
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</tr>
<tr>
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</tr>
<tr>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td>Materials: Oct. 21</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>Soft Lens Materials: Where We’ve Been and Where We’re Headed</td>
<td>New soft lens designs for the keratoconic patient</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Materials: Nov. 19</td>
</tr>
</tbody>
</table>

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Intriguing clinical case photos from William Townsend, OD, FAAO, Patrick J. Caroline, FAAO, Mark P. Andre, FAAO and Craig DeNayer, OD, read lead readers to the Online Photo Diagnosis section featured on the Contact Lens Spectrum website, where they can learn diagnosis and treatment options.

RESEARCH REVIEW *
S. Barry Shid, OD, and Eric Papas, PhD, MCOptom, DiplGl. FAAO, present an overview of the latest research in the contact lens and eye care fields.

READER AND INDUSTRY FORUM
This department is a voice for the reader including practitioners and colleagues in industry. It is a forum for thought-provoking perspectives on new technologies and fitting practices, while also encouraging practitioners to rethink established philosophies.

* Prescribing for presbyopia and prescribing for astigmatism alternate in the same page slot, with the "presbyopia" column running in the odd months and the "astigmatism" column running in the even months.
** Departments will appear in alternating months.
ADVERTISING INFORMATION

ADVANCED DIMENSIONS

ANNOUNCEMENT OF ANY INSERTIONS WITHOUT INCLUDING PREMIUM CHARGE WILL BE ACCEPTED BUT POSITION CANNOT BE GUARANTEED.

ADVANCED INFORMATION

MECHANICAL REQUIREMENTS

- Trim size: 8” wide x 10 7/16” deep
- Keep live matter 3/8” from trim
- Binding method: Perfect bound
- Printing process: Web offset on publication-grade coated stock

CONTACT INFO

Publisher
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203.846.2827
roger.zimmer@pentavisionmedia.com

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Lisa Starcher
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FOCUSED SUPPLEMENTS • PRINT/WEB PROGRAMS • LIVE EVENTS • CUSTOM RESEARCH • SPECIAL SECTIONS • LIST RENTALS • E-MEDIA PROGRAMS • AD EFFECTIVENESS STUDIES • WEBCASTS & TELECONFERENCES • CE-INCLUSIVE PROJECTS • LEAD GENERATION OPPORTUNITIES

CALLING LENS SPECTRUM • REACHING THE MOST SUCCESSFUL CONTACT LENS PRACTITIONERS

2014

Editorial Calendar & Rate Card

ADVERTISING DIMENSIONS

Live Area - width x depth

Bleed - width x depth

2-Page Spread

15 1/2” x 10 1/8”

16 1/2” x 11 1/8”

Full Page

7 3/8” x 10 1/8”

8 3/8” x 11 1/8”

1/2 Page, Horizontal

7” x 4 7/8”

8 1/4” x 5 1/2”

1/2 Page, Vertical

3 3/8” x 10”

4 1/8” x 11 1/8”

1/4 Page, Square

3 3/8” x 7/8”

Advertising rates are based upon the number of insertions used within the calendar year, whether units are the same or of varying sizes. Announcement of any change in rates will be made at least 60 days in advance of the issue date of the first issue to which such rates will be applicable.

POSIIONS

Premium position charge — 10% of earned B/W rate. Premium position charges for cover pages are as follows: cover 2 is 20% of earned B/W rate, cover 3 is 15% of earned B/W rate and cover 4 is 50% of earned B/W rate. Orders specifying positions without including premium charge will be accepted but position cannot be guaranteed. Cancellation of position by advertiser requires notice to the Publisher 90 days in advance of effective renewal notice.

COMBINED FREQUENCY DISCOUNT

Advertising in Contact Lens Spectrum may be combined with insertions in other PentaVision publications to earn greatest frequency discounts.

INSERTS AND BUSINESS REPLY CARDS

Supplied inserts for binding will be billed at earned B/W rate times the number of pages, no bind-in charge. Tip-in, if required: $2,000 (non-commissionable). Contact the Production Manager on all inserts prior to issuing insertion orders for manufacturing requirements, quantity and shipping instructions. The insertion cost for a business reply card is $2,000. Business reply cards must be furnished by advertiser and must be accompanied by at least one full-page ad. Contact the Production Manager for manufacturing specifications and quantity.

Qualification Circulation: 32,000 • Loyal and Engaged Audience of Optometrists, Ophthalmologists & Opticians
**DIGITAL AD MATERIAL REQUIREMENTS**

**FILE FORMATS:** PDF/X-1A Required!
InDesign, QuarkXpress 6.0 & up, InDesign 2 & up, Photoshop, Illustrator 8 & up.

**NOT ACCEPTED:** Quartz PDF Saved Files
Do not embed ICC profiles (These MUST be turned off or unchecked in your PDF for your file to preflight correctly)

Files must have all high-resolution images and all fonts included. Type 1 fonts must include both screen and printer elements. Do not stylize fonts from program palette. Required trapping should be done prior to creating the file.

**PLEASE DO NOT** create your PDF using PDF Writer, Quartz PDF or directly from the application file. Create a postscript file first then distill to a press optimized PDF. Spread ad must be sent as a one-page file.

**Bleeds:** 1/8” (0.125”) for all sides. Hold live area/border 3/8” (0.375”) from final ad size.

**Images:** CMYK or Gray-scale in TIFF, EPS or JPEG format. Resolution - 1.5-2 times the LPI @100%. CTP LPI is 150. Scanned images must be 300 dpi or more. 150 line screen. Total density should not exceed 300%. No RGB or Index mode images. No JPEG encoded .eps files.

**Color:** Convert Spot/PMS colors to CMYK unless they print as a Spot/PMS color.* Designate the name of the PMS.

**PMS/Spot**: Contact your sales rep regarding PMS/Spot if your ad requires specific colors. There is usually an added cost for this request.

**Proofs:** You may provide a Digital proof from the furnished file. If a proof is not provided, PentaVision LLC is not responsible for color inconsistencies/inaccuracies.

**Documentation:** Provide a document that lists all fonts, files and software used to create the ad.

**Media supported:** CD and DVD. Contact your production manager for FTP instructions.

**InDesign Template Provided:** By request we can provide an InDesign Template to place your ad in to guarantee correct measurements. Versions: InDesign 5 & Up.

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**PRELIGHT PDF ✓ CHECKLIST**

- **No PMS/Spot Colors**: Convert to CMYK
  (*see instructions above for use of PMS/Spot Colors)

- **No RGB Images**: Convert to CMYK

- **Embedded ICC Profiles Turned Off**

- **File Has Proper Bleeds & Trim Size**
  (see this spec sheet if you are unsure)

- **Do Not Save File As A Quartz PDF**

- **Final File Saved As PDF/X-1A Only**

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**PRODUCTION CONTACT INFORMATION**

**Bill Hallman:** Production Manager  
Primary Contact: 215-628-6585  
william.hallman@pentavisionmedia.com

**Sandra Kaden:** Production Director  
Emergency Contact: 215-628-6513  
sandra.kaden@pentavisionmedia.com
Ad Sizes (in inches)

<table>
<thead>
<tr>
<th>Magazine Trim Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread (Live)</td>
<td>15.5</td>
<td>10.125</td>
</tr>
<tr>
<td>2-Page Spread (Bleed)</td>
<td>16.5</td>
<td>11.125</td>
</tr>
<tr>
<td>Full Page (Live)</td>
<td>7.375</td>
<td>10.125</td>
</tr>
<tr>
<td>Full Page (Bleed)</td>
<td>8.375</td>
<td>11.125</td>
</tr>
<tr>
<td>2/3 Page (Live)</td>
<td>4.5</td>
<td>10</td>
</tr>
<tr>
<td>2/3 Page (Bleed)</td>
<td>5.125</td>
<td>11.125</td>
</tr>
<tr>
<td>1/2 Page Horizontal (Live)</td>
<td>7</td>
<td>4.875</td>
</tr>
<tr>
<td>1/2 Page Horizontal (Bleed)</td>
<td>8.25</td>
<td>5.5</td>
</tr>
<tr>
<td>1/2 Page Vertical (Live)</td>
<td>3.735</td>
<td>10</td>
</tr>
<tr>
<td>1/2 Page Vertical (Bleed)</td>
<td>4.25</td>
<td>11.125</td>
</tr>
<tr>
<td>1/3 Page Horizontal</td>
<td>7.375</td>
<td>3</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.25</td>
<td>10</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.5</td>
<td>4.875</td>
</tr>
<tr>
<td>1/4 Page Square</td>
<td>3.375</td>
<td>4.875</td>
</tr>
</tbody>
</table>

Mechanical Requirements

Publication Trim Size: 8” wide × 10.875” deep
Inserts jog to the head and require a .125” head trim allowance
Live Matter: 3/8” (.375”) from trim
Binding Method: Perfect bound
Printing Process: Web offset on publication-grade coated stock

Bleed Size: 1/8” (.125”) Minimum:
See column to left for individual ad bleed specifications

Production Contact Information

Bill Hallman: Production Manager  Sandra Kaden: Production Director
Primary Contact: 215-628-6585  Emergency Contact: 215-628-6513
william.hallman@pentavisionmedia.com   sandra.kaden@pentavisionmedia.com
E-Media Programs

Fast/Effective/Targeted/Measurable

2014 Rates & Information

E-Mail Marketing

Development
- Creation of HTML e-mail file $900
  (All text and images supplied by client)

Deployment $300/M
- Minimum deployment charge $500
- Deployment setup charge for supplied e-mails only $175

Website & eTOC Advertising

Leader Board - $55/M impressions
Top right side box - $95 cpm • Bottom box $55 cpm
Left side tower - $80 cpm
Roadblock prestitial - $125 cpm
Left Floating Side Margin - $95 cpm
Top Right Corner Page Peel $95 cpm

Non-compete with other ads on site. All positions allow for static or animated creative.

Cancellation Policies:
Cancellation of online display advertising must be received in writing seven days prior to start date. Cancellations of online display advertising mid-campaign will be subject to two weeks notice and payment of impressions served through the end of the month.

eTOC Advertising (electronic table of contents email)
Due to the exclusive nature of eTOC advertising, cancellations must be received 30 days before drop date.

Interactive Media

Video Placement
Video supplied by advertiser and placed in highly relevant area of a PentaVision website. Call for pricing.

Digital Supplements
A fully interactive, lead-generating experience. Sponsor benefits include:
- Exclusive sponsorship of single-topic supplement
- Logo prominently displayed at the top of each virtual spread
- Reader action tracking
- Custom add-on features (additional fees) such as:
  - Flash animation within an existing print ad
  - Video or mp3 audio file addition
- Sponsorship acknowledgement in e-mail and print promotions

Call for pricing.

E-Mail Research & Demand Generation

Survey with Basic Report of Survey Results $5,000
- Design and creation of HTML-based survey instrument that includes questions and images supplied by customer

Custom Microsite & Website Development

Creation of a new site or improvements to an existing site. Call for pricing.

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Executive VP, E-media Sales
Rob Verna • 215-716-3379 • rob.verna@pentavisionmedia.com

PentaVision
Website Advertising Submission Information

General Information
1. File size shouldn’t exceed 50-60k for best loading time and presentation.
2. Please be sure to provide link information/destination URL.
3. Acceptable file type(s) include: .gif (animated or static); .jpg; and .swf (requires clickTAG – see below)
4. Proper link tracking for SWF banners:
   When using an SWF for your banner (typically an animated Flash banner), please be sure to link to a root variable named ‘clickTAG’ (no quotation marks) so that we can properly track the clicks to the banner. The clickTAG variable will be replaced with the actual destination link via our ad tracking software. For Adconductor clickTAG step-by step instructions contact: rob.verna@pentavisionmedia.com
   Animation Length Maximum: 90 Seconds  •  Looping Restrictions: 5 times
5. Please include start and end dates when you send the banner files.

Banner Dimensions

Contact Lens Spectrum, Ophthalmology Management, Optometric Management & Retinal Physician
Leader board (top of page): 728 x 90
Tower ad (left column): 160 x 600
Box ad (two positions): 300 x 250

Eyecare Business
Leader board (top of page): 728 x 90
Tower ad (left column): 160 x 600
Box ad (one position): 300 x 250

All sites prestitial (virtual false cover): 540 x 300

3rd Party Serving

• Please add a transparency setting to code.
• Due to editorial approval process, must be informed as to the amount of creatives rotated per TAG; and prior to new creative introduced mid-campaign.
• True Rich Media should be submitted in the form of third party creative.

True Rich Media

• All creative actions (i.e. audio play, expansion beyond original dimensions, launching a new browser window, etc.) must be initiated by the user and have a visible, functioning close/exit button.

Expandable Banners*:

• Must be User Initiated by Rollover or Click to open and must Enable Mouse-Off Retraction
• Mandatory Close Button Required
• In-Banner Audio and Video. Must be user initiated

Initial Ad Size  Expanded Size  Direction
728 x 90  728 x 270  Expands down
300 x 250  500 x 250  Expands left
160 x 600  320 x 600  Expands left
120 x 600  320 x 600  Expands left

*Expandable ads as with all banners are subject to editorial approval.

Online Advertising Policy

All advertisements are subject to approval of the Publisher, Editor, or publishing partner of PentaVision which reserves the right to reject or cancel any advertisement at any time. PentaVision considers advertising that is professionally targeted to physicians, nurses, and health professionals. Advertising generally includes pharmaceutical products, medical devices and services and practice management systems.

To Submit An Ad

Send your creative with IO name and reference to: rob.verna@pentavisionmedia.com Creative must be received seven days prior to campaign start date for banner advertising and ten days prior for eTOC advertising.