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For complete ad dimension and submission information, please refer to the Publication Ad/Page Mechanical Requirements pages of this media kit.

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**WWW.OPHTHALMOLOGYMANAGEMENT.COM**

### Editorial Calendar & Rate Card

#### Four-Color Rates

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Why Ophthalmology Management?

Ophthalmology Management is a behavior-changing publication that is dedicated to helping ophthalmologists improve their practice through better patient and business management. Each issue delivers articles with a “how-to” approach on a variety of topics, from patient management skills to improving the medical economics of running a successful practice.

QUALITY CIRCULATION

Total circulation: 18,304, with nearly all delivering to unique sites (not multiple copies to the same location).* Subscribers share their copies with a mean of 1.5 colleagues/staff for a total of 45,000+ readers per copy.+

INFLUENTIAL CONTENT & READERS

The majority of OM readers practice in solo or group settings and are highly involved in purchase decisions.+

Ophthalmologists consider OM to be the most authoritative source for practice business solutions, ophthalmic news and patient management strategies.+

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Ophthalmology Management’s “cover to cover” readership scores are the highest they’ve been in five years and exceed those of five of the top competing ophthalmology titles. In addition, ophthalmologists are reading OM more regularly (at least 3 out of 4 issues) than any other title in the market.++

A LEADER IN AD EXPOSURE

Ophthalmology Management consistently ranks in the top 4 out of the 22 studied publications for ad exposure among the total ophthalmologist universe++, giving your ad the edge of being seen by more readers, more often.

Ophthalmology Management offers suppliers in the industry a unique opportunity to capture readers’ attention while in a business-planning mindset. Our editorial content gets MDs ready to make educated purchasing choices — ready to hear from you. Make sure your ad is in front of 18,000+ MDs just when they feel confident with their buying decisions.

SOURCES

*June 2013 BPA Worldwide audit statement
+Signet Research AdProbe studies
++Kantar Media (formerly PERQ/HCI) Eyecare study

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Western Sales Manager molly.phillips@pentavisionmedia.com
Scott Schmidt (610) 564-7237
Eastern Sales Manager scott.schmidt@pentavisionmedia.com
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**2014 Editorial Calendar**

**Features**

- **Market outlook for premium IOLs**
- **When to bring in a pediatric ophthalmologist**
- **Mini-stands as front-line therapy: Point-Counterpoint**
- **Harnessing the power of smartphone imaging in the diagnostic regimen**
- **Ocular effects of systemic drugs: Update on the evidence**
- **Injectables for skin care in the ophthalmic office**
- **AREDS2: How supplement makers are responding**
- **Regulatory outlook for 2014: IDC-10 and other milestones**

**Viewpoint from the Chief Medical Editor**

- **Why now is the time to add MIGS to your practice**
- **Where MIGS stands now: Evaluating the evidence**
- **Economics of surgery vs. medications for glaucoma**
- **ICD-10 series: Changes in glaucoma diagnostic codes**
- **Improving conversion rates to premium IOLs**
- **Staff training for an evolved ocular imaging practice**
- **Are you ever a care for wet AMD?**
- **Medical marijuana: Should you sell?**
- **How to evaluate a new IOL**
- **Tapping local demographics for practice-building**

**Coding & Reimbursement**

- **Emerging evidence and techniques in DMEK**
- **Emerging science on cataract to treat corneal disease**
- **Outcomes with laser-assisted surgery for corneal dystrophies**
- **ICD-10 series: A six-month checklist**
- **Light-adjuting IOL: Update on outcomes**
- **Enhancing private-pay patient services**
- **How to use intraoperative edoscopy in glaucoma surgery**
- **New applications of OCT in anterior segment disease**
- **Understanding the evolving definition of sexual harassment**

**Efficient Ophthalmologist**

- **How to reignite the spark for refractive surgery**
- **Generation Y and economic outlook for LASIK**
- **Patient financing models for LASIK**
- **Incorporating mini-PPK into practice**
- **Update on intraoperative aberrometry**
- **Economics of shunt vs. trabeculectomy for glaucoma**
- **Will you ever see a cure for wet AMD?**
- **Update on combined stent-cataract surgery**
- **ICD-10 series: Prepare EHR and staff for the ICD-10 changeover**

**Marketplace**

- **Bringing neuro-sensory testing into the practice**
- **Maximize EHR for image management**
- **What new's in the diagnostic toolbox for managing retinal disease**
- **Building relationships with GPs, allergists and referral networks**
- **Pearls for managing post-refractive corneal ectasia**
- **When two tubes are better than one for glaucoma**
- **How EHR can improve management of glaucoma patients**
- **How to deal with bad reviews in the social media space**
- **How to develop a social media strategy and policies**
- **Schedule tweaks to accommodate dry eye sufferers**
- **Economics of cataract to treat dry eye patients**
- **Incorporating dry eye testing and treatments into the practice**
- **What's new in the diagnostic toolbox for managing retinal disease**
- **Building relationships with GPs, allergists and referral networks**
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- **When two tubes are better than one for glaucoma**
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- **How to deal with bad reviews in the social media space**
- **How to develop a social media strategy and policies**

**New Product Report**

- **AREDS2: A year later: What we really learned**
- **Practical use of ocularin for in the general ophthalmology practice**
- **Planning-counterpoint: should generalists do anti-VEGF injections?**
- **How to incorporate anti-VEGF into the practice**
- **Harnesing telemediciene to co-manage AMD patients**
- **Finer points of using OCT to monitoring glaucoma progression**
- **How to bring an MD or OD into the practice**
- **The appeal of a speakeasy approach to patient service**
- **EHR the next phase: When it's time to trade in and trade up**
- **Four years of femto-phase: What have we learned?**
- **Same-day pre-op and surgery for and bilateral IOLs: New paradigms in cataract**
- **Newest approaches for managing postoperative CME**
- **ICD-10 series: Ethical billing for cataract procedures**
- **Tips for achieving success with multifocal IOLs**
- **Update on outcomes with implants for presbyopia**
- **How to set up a data backup program**
- **How to measure the clinical impact of EHR**
- **The case for adding ancillary services**
- **Coping with the isolation of solo practice**

**Rx Perspective**

- **Update on wound-care incorporating in femtosecond cataract surgery**
- **Fine tuning the diagnosis of angle closure glaucoma**
- **Corneal transplantation for the general ophthalmology practice**
- **Presbyopia correction with the femtosecond laser**
- **Beyond retina: diabetic eye disease and the ophthalmic patient**
- **Auxiliary procedures to add to the oculoplastician practice**
- **How to perform dynamic gonioscopy with OCT**
- **Lessons from the military in trauma and oculoplastic surgery**

**Closing Dates**

- **Space: December 6**
- **Ad Materials: December 20**
- **Space: January 13**
- **Ad Materials: January 27**
- **Space: February 10**
- **Ad Materials: February 24**
- **Space: March 11**
- **Ad Materials: March 25**
- **Space: April 10**
- **Ad Materials: April 25**
- **Space: May 12**
- **Ad Materials: May 27**
- **Space: June 9**
- **Ad Materials: June 23**
- **Space: July 14**
- **Ad Materials: July 28**
- **Space: August 11**
- **Ad Materials: August 25**
- **Space: September 9**
- **Ad Materials: September 23**
- **Space: October 14**
- **Ad Materials: October 28**
- **Space: November 7**
- **Ad Materials: November 21**
2014 Editorial Calendar

JANUARY

- **Features**
  - Market outlook for premium IOLs
  - When to bring in a pediatric ophthalmologist
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  - Harnessing the power of smartphone imaging in the diagnostic regimen
  - Ocular effects of systemic drugs: Update on the evidence
  - Injetables for skin care in the ophthalmic office
  - AREDS2: When supplement makers are responding
  - Regulatory outlook for 2014: ICD-10 and other milestones
  - 10 strategies to improve the bottom line in 2014

- **Departments**
  - Viewpoint from the Chief Medical Editor
  - Coding & Reimbursement
  - Efficient Ophthalmologist
  - Comma Clarity
  - Quick Hits
  - Path to Paperless
  - Spotlight on Technology & Technique
  - Marketplace
  - New Product Report
  - Rx Perspective
  - Research Update

- **Marketing Opportunities**
  - FREE AD STUDY

- **Closing Dates**
  - Space: December 6
  - Ad Materials: December 20

FEBRUARY

- **Features**
  - What's new in the market for cataract surgery
  - ECP with cataract extraction?
  - How to improve cataract outcomes
  - Personalizing the surgical experience
  - Getting the most out of your cataract patients

- **Departments**
  - bonus distribution at the American Glaucoma Society Meeting

- **Closing Dates**
  - Space: January 13
  - Ad Materials: January 27

MARCH

- **Features**
  - Tips for managing ocular signs of steroid abuse
  - How EHR can improve the patient experience
  - Anterior segment disease with OCT
  - What's new in corneal crosslinking
  - From ablation to cataract: What's next for LASIK

- **Departments**
  - Bonus Distribution at ASCRS and ARVO Meetings

- **Closing Dates**
  - Space: February 10
  - Ad Materials: February 24

APRIL

- **Features**
  - New paradigm in the treatment of keratoconus
  -点-counterpoint: Should generalists do their own cataract surgery?
  - The appeal of a plastics practice
  - How to measure the clinical and practice impact of EHR
  - When to reignite the spark for refractive surgery

- **Departments**
  - Bonus Distribution at ASCRS

- **Closing Dates**
  - Space: April 10
  - Ad Materials: April 25

MAY

- **Features**
  - Tips for managing acute diabetic eye disease
  - How to develop a social media strategy
  - Tips on OCT to monitor retinal disease
  - What's new in the market for DME

- **Departments**
  - Bonus Distribution at ASCRS and Eurienta Meetings

- **Closing Dates**
  - Space: May 12
  - Ad Materials: May 27

JUNE

- **Features**
  - How one practice downsize the cataract business models
  - Tips for managing the borders of fellowships
  - How to measure the impact of EHR on corneal disease

- **Departments**
  - Bonus Distribution at American Academy of Ophthalmology Annual Meeting

- **Closing Dates**
  - Space: June 9
  - Ad Materials: June 23

JULY

- **Features**
  - How to measure the clinical and practice impact of EHR
  - How to add to the oculoplastics practice
  - Ponct-counterpoint: How to use cataract surgery to add to the oculoplastics practice

- **Departments**
  - New Product Report

- **Closing Dates**
  - Space: July 14
  - Ad Materials: July 28

AUGUST

- **Features**
  - How to develop a social media strategy
  - Tips for managing the borders of fellowships
  - How to measure the clinical and practice impact of EHR

- **Departments**
  - Rx Perspective

- **Closing Dates**
  - Space: August 11
  - Ad Materials: August 25

SEPTEMBER

- **Features**
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- **Departments**
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- **Closing Dates**
  - Space: September 9
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OCTOBER

- **Features**
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- **Departments**
  - New Product Report

- **Closing Dates**
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NOVEMBER

- **Features**
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- **Departments**
  - Bonus Distribution at ASCRS and Eurienta Meetings

- **Closing Dates**
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  - Ad Materials: November 21

DECEMBER

- **Features**
  - How to measure the clinical and practice impact of EHR
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<tr>
<td>Spread</td>
<td>8,640</td>
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<td>6,950</td>
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<td>2,460</td>
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<td>1,860</td>
<td>1,790</td>
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<td>2,160</td>
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<td>1,770</td>
<td>1,570</td>
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<td>2,090</td>
<td>1,810</td>
<td>1,770</td>
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<td>1,610</td>
<td>1,590</td>
<td>1,460</td>
<td>1,360</td>
</tr>
<tr>
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<td>1,730</td>
<td>1,570</td>
<td>1,460</td>
<td>1,380</td>
<td>1,300</td>
<td>1,280</td>
<td>1,240</td>
<td>1,160</td>
</tr>
<tr>
<td>Reply Card</td>
<td>2,590</td>
<td>2,340</td>
<td>1,900</td>
<td>1,690</td>
<td>1,650</td>
<td>1,530</td>
<td>1,430</td>
<td>1,390</td>
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</table>

**FIFTH COLOR**

<table>
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<tr>
<th>Matched or Metallic</th>
<th>1/4 Page</th>
<th>1/3 Page</th>
<th>1/2 Page</th>
<th>2/3 Page</th>
<th>Spread</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,730</td>
<td>$1,570</td>
<td>$1,460</td>
<td>$1,380</td>
<td>$1,300</td>
<td>$1,280</td>
</tr>
<tr>
<td>$2,590</td>
<td>$2,340</td>
<td>$1,900</td>
<td>$1,690</td>
<td>$1,650</td>
<td>$1,530</td>
</tr>
</tbody>
</table>

For ad dimension and submission information, please refer to the Publication Ad/Page Mechanical Requirements pages of this media kit.

CONTACT INFO

**Publisher**
Doug Parry
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**Classified Sales Representative**
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WWW.OPHTHALMOLOGYMANAGEMENT.COM

Editorial Calendar & Rate Card

Focused Supplements • Print/Web Programs • Live Events • Custom Research • Special Sections • List Rentals • E-Media Programs • Ad Effectiveness Studies • Webcasts & Teleconferences • Video Projects • Lead Generation Opportunities

* Signet Research AdProbe Study, pass-along readership plus qualified circulation
**PUBLICATION AD/PAGE MECHANICAL REQUIREMENTS**

**BLEED SIZE:** 8.375” WIDTH & 11.125” DEPTH

**TRIM AREA:** 8” WIDTH & 10.875” DEPTH (actual print size)

**LIVE AREA:** 7.375” WIDTH & 10.125” DEPTH

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**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**

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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**PREFLIGHT 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

---

**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
**Publication Ad/Page Mechanical Requirements**

**Bleed Size:** 8.375” width & 11.125” depth

**Trim Area:** 8” width & 10.875” depth (actual print size)

**Live Area:** 7.375” width & 10.125” depth

---

### Ad Sizes (in inches)

<table>
<thead>
<tr>
<th></th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Magazine Trim Size</strong></td>
<td></td>
<td></td>
</tr>
<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>3.375</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” (0.375”) 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  
Primary Contact: 215-628-6585  
william.hallman@pentavisionmedia.com

**Sandra Kaden:** Production Director  
Emergency Contact: 215-628-6513  
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.

Executive VP, E-media Sales
Rob Verna • 215-716-3379 • rob.verna@pentavisionmedia.com
E-Media Programs
Fast/Effective/Targeted/Measurable

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.