ADVERTISING RATES & DIMENSIONS  

Effective January 2014 • Rate Card #11

Four-Color Rates  

<table>
<thead>
<tr>
<th>Insertion Type</th>
<th>1X</th>
<th>6X</th>
<th>12X</th>
<th>24X</th>
<th>36X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$6,510</td>
<td>$5,830</td>
<td>$5,340</td>
<td>$5,000</td>
<td>$4,830</td>
</tr>
<tr>
<td>Spread</td>
<td>$11,610</td>
<td>$10,830</td>
<td>$10,340</td>
<td>$9,860</td>
<td>$9,570</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$5,590</td>
<td>$5,160</td>
<td>$4,860</td>
<td>$4,570</td>
<td>$4,220</td>
</tr>
<tr>
<td>Half</td>
<td>$4,810</td>
<td>$4,620</td>
<td>$4,490</td>
<td>$4,380</td>
<td>$3,900</td>
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</table>

Black & White Rates  

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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$4,570</td>
<td>$3,900</td>
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<td>$3,050</td>
<td>$2,880</td>
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MECHANICAL REQUIREMENTS  

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

ADVERTISING DIMENSIONS

<table>
<thead>
<tr>
<th>Insertion Type</th>
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<th>Bleed width x depth</th>
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</thead>
<tbody>
<tr>
<td>2 Page Spread</td>
<td>15-1/2” x 10-1/8”</td>
<td>16 1/2” x 11-1/8”</td>
</tr>
<tr>
<td>Full Page</td>
<td>7-3/8” x 10-1/8”</td>
<td>8-3/8” x 11-1/8”</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4-1/2” x 10”</td>
<td>5-1/8” x 11-1/8”</td>
</tr>
<tr>
<td>1/2 Page, Horizontal</td>
<td>7” x 4-7/8”</td>
<td>8-1/4” x 5-1/2”</td>
</tr>
<tr>
<td>1/2 Page, Vertical</td>
<td>3-3/8” x 10”</td>
<td>4-1/8” x 11-1/8”</td>
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CONTACT INFORMATION

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editor</td>
<td>Jim Thomas</td>
<td>215-367-2172</td>
<td><a href="mailto:james.thomas@pentavisionmedia.com">james.thomas@pentavisionmedia.com</a></td>
</tr>
<tr>
<td>Executive Editor</td>
<td>Richard Mark Kirkner</td>
<td>215-628-7748</td>
<td><a href="mailto:richard.kirkner@pentavisionmedia.com">richard.kirkner@pentavisionmedia.com</a></td>
</tr>
<tr>
<td>Mailing List</td>
<td>Rob Verna</td>
<td>215-367-2172</td>
<td><a href="mailto:rob.verna@pentavisionmedia.com">rob.verna@pentavisionmedia.com</a></td>
</tr>
<tr>
<td>Classifieds Sales</td>
<td>Audrey Krenzel</td>
<td>215-367-2172</td>
<td><a href="mailto:audrey.krenzel@gmail.com">audrey.krenzel@gmail.com</a></td>
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<tr>
<td>Production Director</td>
<td>Sandra Kaden</td>
<td>215-628-6513</td>
<td><a href="mailto:sandra.kaden@pentavisionmedia.com">sandra.kaden@pentavisionmedia.com</a></td>
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E-mail Deployments: E-mail blast to proprietary list of opt-in readers, available only to companies advertising at least one full page per year in Retinal Physician. Contact Rob Verna at rob.verna@pentavisionmedia.com.

Mailing List: Rental is available for one-time use only to companies advertising at least one full page per year in Retinal Physician. Contact your advertising sales representative.

Live Events: Retinal Physician is able to engineer and host a live meeting for vendors interested in reaching ophthalmic professionals at an industry conference or at a freestanding location. Contact your advertising sales representative.

Premium Positions (rates are in addition to earned black and white rate)

Cover 2: Additional 40% (requires a spread ad)  
Table of Contents: Additional 25%  
Upfront: Additional 15%  
Within Cover Story: Additional 10%

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.

COMBINED FREQUENCY DISCOUNT

Advertising in Retinal Physician may be combined with insertions in other PentaVision publications to earn greatest frequency discounts.

ADDITIONAL PARTNERSHIPS

Website Promotion: Available to advertisers placing at least one full page ad per year in Retinal Physician. Contact Rob Verna at rob.verna@pentavisionmedia.com.

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Why Retinal Physician?

TARGETED CIRCULATION

Circulated to 6,200, including:
• 3,200 U.S. retinal specialists and general ophthalmologists
• 1,300+ members of the European Vitreoretinal Society
• 500+ members of the Vitreoretinal Society of India
• 500 members of the Pan American Vitreoretinal Society

23% of RP readers do not receive any other retina trade publication.*

THE EXPLODING RETINAL MARKET

Research indicates that AMD could reach epidemic proportions in the next decade due to the general aging of the population. In addition, fully half of America’s 26 million people afflicted with diabetes over a 20-year period will suffer from diabetic retinopathy.

Retinal Physician covers the latest advances in AMD, diabetic retinopathy, macular edema, retinal vein occlusion as well as surgical intervention in posterior segment care. Led by Editor-in-Chief Peter Kaiser, MD, Retinal Physician puts into perspective what the scientific developments mean to today’s practice and discusses ramifications of new studies, treatments and patient management strategies.

PROVEN ENGAGED AND LOYAL READERS

Research further reveals the need for a comprehensive posterior segment journal and how Retinal Physician is meeting that need.

When asked which of the following trade publications do you read regularly, (at least 3 out of 4 issues), the surveyed ophthalmologists responded:*  

<table>
<thead>
<tr>
<th>Publication</th>
<th>% Responded</th>
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<tbody>
<tr>
<td>Retinal Physician</td>
<td>93%</td>
</tr>
<tr>
<td>Retina</td>
<td>49%</td>
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<tr>
<td>Retina Times</td>
<td>26%</td>
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<tr>
<td>Retina Today</td>
<td>47%</td>
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</table>

92% read cover-to-cover or read articles of interest and skim the rest.*

Ranked highest in overall value and quality:
Retinal Physician 87%
Retina 63%
Retina Today 38%
Retina Times 20%

RP ranks highest in ad page exposure among retina-focused publications.*

Ad Page Exposure Among Retina Publications

<table>
<thead>
<tr>
<th>Publication</th>
<th>Ad Page Exposure</th>
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<tbody>
<tr>
<td>Retinal Physician</td>
<td>1,652</td>
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<tr>
<td>Retina Today</td>
<td>1,584</td>
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<tr>
<td>Retina Times</td>
<td>1,093</td>
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<tr>
<td>Retina</td>
<td>900</td>
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</tbody>
</table>

RP ranks highest among retina-focused publications with ophthalmologists practicing at high volume locations (126+ patients per week).*

RP ranks highest among retina-focused publications with ophthalmologists who are early drug adopters.*

RP ranks highest among retina-focused publications with ophthalmologists whose annual revenue exceeds $500,000.*

MULTIMEDIA MARKETING OPPORTUNITIES

Reach your audience on all fronts by taking advantage of RP’s print, online and live event channels. Contact us to discuss the many ways Retinal Physician can serve your needs in the retina market.

SALES CONTACT INFORMATION

Molly Phillips, Western Sales Manager  
(215) 628-6535  
molly.phillips@pentavisionmedia.com

Scott Schmidt, Eastern Sales Manager  
(610) 564-7237  
scott.schmidt@pentavisionmedia.com

Julia Eisenhandler, Account Executive  
215-628-7714  
julia.eisenhandler@pentavisionmedia.com

SOURCES:  * Signet Research AdProbe study  
+ Kantar Media (formerly PERQ/HCI) Eyecare study
**2014 EDITORIAL CALENDAR**

<table>
<thead>
<tr>
<th>JAN/FEB</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
<th>JULY/AUG</th>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOV/DEC</th>
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</thead>
<tbody>
<tr>
<td><strong>THEME</strong></td>
<td><strong>PEER-REVIEWED FEATURE</strong></td>
<td><strong>FEATURES</strong></td>
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<tr>
<td>ASCRS/ARVO Issue</td>
<td>Anti-VEGF for diabetic retinopathy</td>
<td>New insights in treating retinoblastoma</td>
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<td>Retinal Physician Symposium issue</td>
<td>Emerging alternatives to anti-VEGF for wet AMD</td>
<td>Clinical update on managing CMV retinitis</td>
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<td></td>
<td>Clinical application of milestone data for RVO</td>
<td>Applications of retinal imaging for neuro-ocular disorders</td>
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<td></td>
<td>Evidence based approaches to managing giant retinal tears</td>
<td>Economics of anti-VEGF treatments</td>
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<td>Putting findings from the DRCR.net studies into clinical practice</td>
<td>Educating patients about oral health and retinal disease</td>
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<td></td>
<td>Tips and tricks for mastering 25-g surgery</td>
<td>Preview of how ICD-10 will impact coding and billing for retinal procedures</td>
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<td></td>
<td>The evolving role of nonspecialists in intravitreal injections</td>
<td>Economics of genet-</td>
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<td></td>
<td>Clinical update on management of macular holes and trauma in teens and young adults</td>
<td>Clinical update on retinal surgery in</td>
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<td></td>
<td>Knowing when to switch treatments for patients on anti-VEGF therapy</td>
<td>the management of endophthalmitis and CME</td>
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<td></td>
<td>Mastering the finer points of choroidal imaging</td>
<td>Surgical approaches for managing the dropped lens</td>
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<td></td>
<td>Predictors of success with occipitalin in vitreomacular adhesion and macular hole</td>
<td>AREDS2 update: What did it really teach us?</td>
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<td></td>
<td>Checklist for EHR performance</td>
<td>Contact vs. non-contact approaches in wide-angle OCT</td>
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<td></td>
<td>Ocriplasmin for performing vitreo-retinal surgery in inflamed eyes</td>
<td>Where we stand on compounded pharmaceutical agents</td>
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<tr>
<td></td>
<td>How to negotiate the best deal with an ASC</td>
<td>Using informatics to evaluate practice performance</td>
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**DEPARTMENTS**

- **Upfront from the Editor-in-Chief**
- **Subspecialty News**
- **Surgical Precision**
- **Coding Q&A**
- **Journal Club**
- **Clinical Trial Update & Spotlight**
- **Innovation in Retina**
- **Calendar of Events**
- **Focus On...**

**MARKETING OPPORTUNITIES & BONUS DISTRIBUTIONS**

- **Space:**
  - December 5
  - Ad Materials: December 17
  - February 11
  - Ad Materials: February 25
  - Ad Materials: March 11
  - March 25
  - Ad Materials: April 14
  - Ad Materials: April 29
  - May 12
  - Ad Materials: May 27
  - June 9
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**CLOSING DATES**

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**IN PRINT**

- Published 9 times/year
- Circulated to 6,200*, including:
  - 3,200 U.S. retinal specialists and general ophthalmologists
  - 1,300+ members of the European Vitreoretinal Society
  - 500+ members of the Vitreoretinal Society of India
  - 500 members of the Pan American Vitreoretinal Society
- Bonus distribution at major national and international conferences
- Ranked highest in readership among retina-focused publications with retinal specialists performing retina-specific procedures.

**ONLINE**

- Article archives
- Sophisticated search tool
- Recent supplements
- E-newsletter archive
- Subscription information
- Exclusive video features
- Custom e-media marketing opportunities

**IN PERSON**

- Reaching a highly targeted audience
- Featuring an expert faculty
- Offering unopposed exhibit time and multi-tiered sponsorship levels

---

* June 2013 IPA Worldwide audit statement
+ Kantar Media (formerly PERQ/HCI) Eye Care Study

---

**TOPICS COVERED**

- Economics of anti-VEGF treatments
- Emerging evidence on the management of CNV
- New insights in treating retinoblastoma
- Clinical update on managing CMV retinitis
- Applications of retinal imaging for neuro-ocular disorders
- Emerging evidence on the management of CNV
- Educating patients about oral health and retinal disease
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2014 EDITORIAL CALENDAR

THREE

PEER-REVIEWED FEATURE

FEATURES

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Emerging alternatives to anti-VEGF for wet AMD

Clinical application of milestone data for RVO
Tips and tricks for mastering 25-g surgery

Tips and tricks for performing vitrectomy in retinal detachments
The evolving role of nonspecialists in intraocular treatments
Clinical update on how to perform a retinal biopsy

Putting findings from the DRCR.net studies into clinical practice
The role of OCT in evaluating dry AMD
Knowing when to switch treatments for patients on anti-VEGF therapy

Clinical update on the management of endophthalmitis and CME

How in-office vitrectomy makes sense
Economics of laser treatment vs. injections for diabetic eye disease
Pediatric pointers for the retina specialist

Mastering the finer points of choroidal imaging
Predictors of success with ocularplasm in vitreomacular adhesion and macular hole

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**Premium Positions** *(rates are in addition to earned black and white rate)*

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- **Cover 3**: Additional 10%
- **Cover 4**: Additional 50%

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- **Live matter**: 3/8” from trim
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**ADVERTISING DIMENSIONS**

- **Live Area, width x depth**: 15-1/2” x 10-1/8”
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- **Full Page**: 7-3/8” x 10-1/8”
- **2/3 Page**: 4-1/2” x 10”
- **1/2 Page Horizontally**: 7” x 4-7/8”
- **1/2 Page Vertically**: 3-3/8” x 10”

**CONTACT INFORMATION**

- **Publisher**: Doug Parry
  - 215-628-7747
  - doug.parry@pentavisionmedia.com
- **Executive Editor**: Richard Mark Kirkner
  - 215-628-7748
  - richard.kirkner@pentavisionmedia.com
- **Mailing List**: Rental is available for one-time use only to companies advertising at least one full page per year in Retinal Physician. Contact Rob Verna at rob.verna@pentavisionmedia.com.
- **Live Events**: Retinal Physician is able to engineer a live meeting for vendors interested in reaching ophthalmic professionals at an industry conference or at a freestanding location. Contact your advertising sales representative.
- **Glossary**:
  - **Four-Color Rates**
    - **1X**
      - $6,510
    - **6X**
      - 5,830
    - **12X**
      - 5,340
    - **24X**
      - 5,000
    - **36X**
      - 4,830
  - **Black & White Rates**
    - **1X**
      - $4,570
    - **6X**
      - 3,900
    - **12X**
      - 3,400
    - **24X**
      - 3,050
    - **36X**
      - 2,880
  - **Combined Frequency Discount**
    - Advertising in Retinal Physician may be combined with insertions in other PentaVision publications to earn greatest frequency discounts.
  - **Additional Partnerships**
    - **Website Promotion**: Available to advertisers placing at least one full page ad per year in Retinal Physician. Contact Rob Verna at rob.verna@pentavisionmedia.com.
    - **E-mail Deployments**: E-mail blast to proprietary list of opt-in readers, available only to companies advertising at least one full page per year in Retinal Physician. Contact Rob Verna at rob.verna@pentavisionmedia.com.
    - **Mailing List**: Rental is available for one-time use only to companies advertising at least one full page per year in Retinal Physician. Contact Rob Verna at rob.verna@pentavisionmedia.com.
    - **Live Events**: Retinal Physician is able to engineer and host a live meeting for vendors interested in reaching ophthalmic professionals at an industry conference or at a freestanding location. Contact your advertising sales representative.
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

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.

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
**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.

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
- PentaVision double opt-in database includes optometrists, opticians, ophthalmologists, students, and others allied to the eye care profession. The list can be segmented by type of practitioner and geographic location.
- Report of results presented in Excel or Word document
- Access to online real-time reporting tool that shows completes, and generates cross-tabulated reports (based on predetermined parameters) instantly

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.

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
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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.

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