

Contact Lens SPECTRUM®

Reaching the Most Successful
Contact Lens Practitioners

Circulation: 31,000



Wolters Kluwer
Pharma Solutions

Contact Lens SPECTRUM

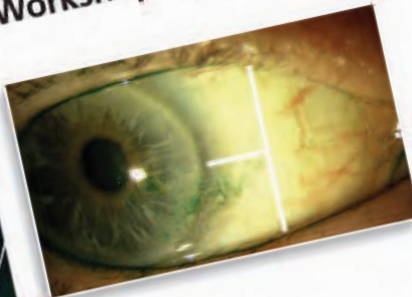
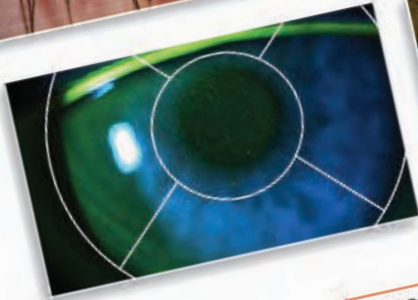
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NO-FEE CE:

The New Dry Eye Global Perspective



A review of the
eye has changed in the
two years since the
International Dry Eye
Workshop report



ALSO IN THIS ISSUE

- Presbyopic Lenses: Case by Case
- Using Large-Diameter GPs to Improve Comfort

2010

Editorial Calendar & Rate Card

Why Contact Lens Spectrum?



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 promise to eliminate 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.

Half of *Spectrum's* readers are self-employed or part of a group practice⁺ with the authority to make major purchasing decisions.⁺

87% 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.

PROVEN AD EXPOSURE WITHIN AN INFLUENTIAL AUDIENCE **

Spectrum earned the #1 ranking in ad exposure among optometrists who prescribe high volumes of:

- 2-Week Daily Wear Hydrogels
- 2-Week Daily Wear Silicone Hydrogels
- Ortho-k/Corneal Refractive Therapy Contact Lenses

* June 2009 BPA statement

** 2009 Nielsen (formerly PERQ/HCI) Media-Chek study

⁺Signet AdProbe study, February 2009

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

Total BPA-audited circulation of 31,425:

- All three Os, including 23,489 optometrists/optometric students, 3,387 dispensing opticians and contact lens technicians, and 1,185 ophthalmologists
- 92% of all recipients request the publication personally



Total Issue Readers
32,017

Contact Lens Spectrum reaches not only the optometrist audience, but also other key eyecare professionals. The combined audience of optometrists, opticians and ophthalmologists ensures your marketing message is being read by those making important decisions at every level of today's contact lens practice.

Contact Lens Spectrum is read more regularly than any other journal in the optometry market.⁺

Publication	Read Regularly (3 of 4 issues)
Contact Lens Spectrum	91%
Review of Optometry	73%
Primary Care Optometry News	34%
Journal of the AOA	28%
Review of Contact Lenses	21%
Eye and Contact Lens: Science & Clinical Practice (Formerly the CLAO Journal)	4%
Refractive Eyecare for Ophthalmologists	2%

PRACTITIONERS LOOK TO TRADE PUBLICATIONS MOST OFTEN FOR PRACTICE AND CLINICAL INFORMATION⁺

Trade publications	67%
Seminars	55%
National/regional meetings	50%
Websites/webinars	45%
E-newsletters	43%
Other	5%

2010 Editorial Calendar

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Features*	<p>Annual Report</p> <p>International Contact Lens Prescribing in 2009</p>	<p>Current Technology and Applications for Contact Lens Fitting</p> <p>Fitting Soft and GP Multifocal Lenses</p> <p>No-fee Continuing Education</p>	<p>Orthokeratology Update and Global View</p> <p>Management of Contact Lens-Associated Disease</p>	<p>Diagnosing and Managing Allergy in Contact Lens Wearers</p> <p>Daily Disposable Update</p>	<p>A Report From the Global Specialty Lens Symposium</p> <p>Potpourri of Contact Lens Research</p> <p>No-fee Continuing Education</p>	<p>Modern Scleral Contact Lens Fitting</p> <p>Therapeutic Lens Applications and Coding</p>

* Please note: The editorial calendar contains only a partial list of feature articles appearing in each issue. Monthly editorial alerts are e-mailed to advertisers approved for advertising.

Departments	News Spectrum	Editor's Perspective	Contact Lens Practice Pearls	Contact Lens Care and Compliance	Dry Eye Dx and Tx	Prescribing for Presbyopia/Prescribing for Astigmatism**	GP Insights	The Business of Contact Lenses
	<p>One of the most-read departments in <i>Spectrum</i>, News Spectrum includes industry briefs on the events of the contact lens world as well as the general ophthalmic industry, and stories on mergers, FDA approvals, research and ophthalmic association news.</p>	<p>With an insightful and critical approach, Jason J. Nichols, OD MPH PhD FAAO, highlights knowledge, opinion and controversy in the field. Stay one step ahead of hot-button issues with his discerning assessment of emerging contact lens practice trends.</p>	<p>Experts Greg Nixon, OD, FAAO; John Mark Jackson, OD, MS, FAAO; and Thomas G. Quinn, OD, MS, FAAO, address the methods and instrumentation necessary for comprehensive clinical care of cornea and contact lens patients, and discuss the necessary elements of contact lens fitting and follow-up examinations. They will also focus on clinical methods and patient and practice management that help practitioners build contact lens practices, keeping the patients' and practice's best interests in mind.</p>	<p>Michael A. Ward, MMSc, FAAO, and Susan J. Gromacki, OD, MS, FAAO, report on contact lens solutions and lens care, including solution-lens interactions.</p>	<p>Dry eye, a common obstacle to contact lens success, remains an enigma to most practitioners. Kathy Mastrotta, OD, MS, FAAO; William Townsend, OD, FAAO; and an Ocular Surface Society of Optometrists Board Member reveal the latest observations about this condition.</p>	<p>Craig W. Norman, FCLSA; Timothy B. Edrington, OD, MS, FAAO and Vishakha Thakrar, OD, FAAO, offer valuable insights into contact lens designs and fitting techniques for these two common yet often challenging conditions.</p>	<p>Edward S. Bennett, OD, MEd, and Ann Laurenzi, OD, FAAO, keep gas permeable lenses featured prominently on the practitioner's menu. In addition to discussing important data revealed in clinical studies, they offer practical tips for patient management, lens modification and recognizing when a GP lens is the best choice. Covers both regular and irregular cornea issues.</p>	<p>Gary Gerber, OD, and Clarke D. Newman, OD, FAAO, discuss topics related to the business of contact lens practice – from marketing to inventory management to the latest guidelines for proper coding.</p>

Special Marketing Opportunities	Bonus Distribution at the Global Specialty Lens Symposium	Free Ad Study Bonus Distribution at SECO	Bonus Distribution at Vision Expo East	Bonus Distribution ARVO		Bonus Distribution at AOA
Closing Dates	<p>Space: November 23</p> <p>Ad Materials: November 30</p>	<p>Space: January 4</p> <p>Ad Materials: January 7</p>	<p>Space: February 1</p> <p>Ad Materials: February 4</p>	<p>Space: March 3</p> <p>Ad Materials: March 8</p>	<p>Space: April 2</p> <p>Ad Materials: April 7</p>	<p>Space: May 3</p> <p>Ad Materials: May 6</p>

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	Features*
<p>Annual Dry Eye Issue</p> <p>Ocular Surface Wetting and Ocular Dryness</p>	<p>Building a Specialty Contact Lens Practice</p> <p>No-fee Continuing Education</p>	<p>Toric Lens Option for Today</p> <p>Refractive Surgery Update</p>	<p>Annual GP Issue</p>	<p>Options for the Irregular Cornea—Contact lenses, Intrastromal Rings, etc.</p> <p>Contact Lens Care and Aftercare</p> <p>No-fee Continuing Education</p>	<p>Surfaces, Polymers, and Ocular Surface Interaction</p> <p>Corneal Dystrophy and Disease: Diagnosis and Management</p>	

Approximately one week prior to each space reservation deadline, providing details on all articles in that issue. The editor reserves the right to change feature article topics.

						Departments
<p>Contact Lens Design and Materials</p> <p>Over the past half decade a number of new contact lens materials and designs have offered more alternatives for practitioners to improve contact lens treatment. Neil Pence, OD, FAAO, delves into the details of these new materials – including their implications in various designs – and explore what’s on the horizon.</p>			<p>Product Spectrum</p> <p>Readers rely on this department to find out what’s new in contact lenses and lens care systems, instruments, equipment, product literature and educational programs.</p>			
<p>Treatment Plan</p> <p>Treating the complete scope of eye disease is an ever challenging task for practitioners. William L. Miller, OD, PhD, FAAO, and Leo Semes, OD, FAAO, address the common and uncommon assessments and treatment plans that practitioners face and present therapeutic regimens for their consideration.</p>			<p>Pediatric and Teen CL Care</p> <p>Kids are still an untapped contact lens market, representing significant potential for practice growth and patient satisfaction. Marjorie J. Rah, OD, PhD, FAAO; Christine Sindt, OD; and Pauline Cho, PhD, discuss the broad range of care, management and treatment options for young patients.</p>			
<p>Contact Lens Case Reports</p> <p>Patrick J. Caroline, FAAO, and Mark P. André, FAAO, present a new case every month — some rare, some commonplace, all intriguing — complete with patient history, entering signs and symptoms, diagnosis, treatment and outcome.</p>			<p>Online Photo Diagnosis</p> <p>Intriguing clinical case photos from William Townsend, OD, FAAO, and Greg DeNaeyer, OD, lead readers to the Online Photo Diagnosis section featured on the <i>Contact Lens Spectrum</i> Web site, where they can learn diagnosis and treatment options.</p>			
<p>Reader and Industry Forum</p> <p>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.</p>			<p>Research Review**</p> <p>Loretta B. Szczotka-Flynn, OD, MS, FAAO, and Eric Papas, PhD, present an overview of the latest research in the contact lens and eyecare fields.</p>			
			<p>Point/Counterpoint**</p> <p>Two experts discuss opposing sides of a current contact lens topic, from monovision vs. multifocals to corneal staining.</p>			
			<p>**Featured in alternating months.</p>			

						Special Marketing Opportunities
		Bonus Distribution at Vision Expo West, East-West Eye Conference and the ABO/NCLE National Education Conference	Bonus Distribution at <i>Optometric Management</i> Symposium on Contemporary Eyecare, CLMA and American Academy of Ophthalmology	Bonus Distribution at American Academy of Optometry		
Space: May 24	Space: July 2	Space: August 3	Space: September 1	Space: October 4	Space: November 1	Closing Dates
Ad Materials: May 27	Ad Materials: July 8	Ad Materials: August 6	Ad Materials: September 7	Ad Materials: October 7	Ad Materials: November 4	

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 Wolters Kluwer Pharma Solutions VisionCare Group 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.

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

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 4 7/8"	—

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Advertising Submission Information

DIGITAL AD MATERIAL REQUIREMENTS

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 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 inch for all sides. Hold live area/border 1/4 inch from final ad size.

Images: CMYK or Grayscale 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.

Proofs: Provide a Digital proof (color or b/w) from the furnished file. Laser should be supplied at 100%. Proofs accepted are: Chromalin, Fujis, Pictros or Iris proofs. If a valid proof is not provided, Wolters Kluwer Pharma Solutions VisionCare Group 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.

File Formats: PDF/X-1A preferred. InDesign, QuarkXpress 6.0 & up, InDesign 2 & up, Photoshop, Illustrator 8 & up.

ISSUANCE AND CLOSING DATES

Refer to the Editorial Calendar for closing dates. All cancellations must be in writing. No cancellations will be accepted after insertion order closing date.

MAILING INSTRUCTIONS

Send insertion orders and materials to:
Wolters Kluwer Pharma Solutions | VisionCare Group
Attn: (Journal Title), 323 Norristown Rd., Suite 200, Ambler, PA 19002; Fax: (215) 646-5610.

Send pre-printed inserts to RR Donnelley, Inc.-Warehouse Attn: (Journal Title), Route 251 and 4099th Road, Mendota, IL 61342. Cartons must be clearly marked with advertiser's name, publication name, month of insertion and quantity. **Please send four insert samples with instructions to Production Department at the Ambler office.**

Contact Lens
SPECTRUM

eyecare
BUSINESS

Ophthalmology
MANAGEMENT

OPTOMETRIC
Management

Retinal
PHYSICIAN

GENERAL CONDITIONS

All advertising is subject to the following conditions:

- A. Advertising shall be accepted only by the Publisher.
- B. The Publisher reserves the right to reject or cancel any advertising which is not in keeping with the publication's standards.
- C. Advertisers and advertising agencies assume all liability for all content (including text, illustrations, representation, copyright, etc.) of advertisements printed and also assume total responsibility for any claims arising therefrom against the Publisher.
- D. Any attempt to simulate the publication's format is not permitted, and the Publisher reserves the right to place the word "advertisement" with any copy which in the Publisher's opinion resembles editorial material.
- E. Conditions, other than rates, are subject to change by Publisher, without notice.
- F. Positioning of advertisements is at the discretion of the Publisher except where specific positions are contracted for or agreed to, in writing, by the Publisher.
- G. Publisher shall have no liability for error in key numbers, Reader Inquiry Numbers or Advertisers' Index.
- H. Advertisements not received by the Publisher by space closing date will not be entitled to revisions or approval by the advertiser or its agency.
- I. Cancellations or changes in orders may not be made by the advertiser or its agency after closing date.
- J. Advertiser is liable for any costs incurred in the preparation of its advertisement.
- K. All insertion orders are accepted subject to provisions of the current rate sheet.
- L. Cancellation of space reservations for any reason in whole or part by the advertiser will result in a short-rate based on past and subsequent insertions to reflect actual space used at the earned frequency rate.
- M. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.
- N. Publisher shall have the right to hold advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to Publisher for advertising which advertiser or its agent ordered and which advertising was published.
- O. No conditions other than those set forth in this rate sheet shall be binding on the Publisher unless specifically agreed to, in writing, by the Publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions of this rate sheet.
- P. Publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of Publisher affecting production or delivery in any manner.
- Q. As used in this section entitled General Conditions, the term "Publisher" shall refer to Wolters Kluwer Pharma Solutions | VisionCare Group.
- R. Agency Commissions: 15% of gross billing allowed to recognized advertising agencies for space, color and position. Commission is never paid on the cost of art or production work, nor on the cost of list rentals or prints.

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