Advertising Information

Effective January 2011
Rate Card #25

BLACK & WHITE RATES

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FIFTH COLOR

Matched or Metallic

Page: $2,850  Spread: $4,980

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

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www.clspectrum.com

Contact Information

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Contact Lens Spectrum reaches optometrists, opticians and ophthalmologists who prescribe contact lenses, 91% of whom are involved in purchasing decisions.*

Your advertising message is being read by the right people at every level of today’s contact lens practice.

Celebrating 25 Years | 1986-2011
**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.

**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 45% visited an advertiser’s website after seeing a related ad or article in Spectrum.**

91% 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 25-YEAR HISTORY AND EXPERT EDITORIAL TEAM**

Spectrum was established in 1986 and has served the contact lens market consistently for nearly 25 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. Spectrum is the only contact lens focused trade publication with the extensive history and collective editorial expertise in the market.

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*June 2010 BPA Worldwide audit statement

*2010 Kantar Media (formerly PERQ/HCI) Eyecare study

Signet AdProbe study, February 2010
2011 Editorial Calendar

Features*

JANUARY
- Annual Report
- International Contact Lens Prescribing in 2010

FEBRUARY
- 25th Anniversary Special Coverage: Yesterday’s Impact on Today’s Trends

MARCH
- Departments
- Marketing
- Special

APRIL
- Features*

MAY
- Departments
- Marketing
- Special

JUNE
- Features*

JULY
- Features*

AUGUST
- Features*

SEPTEMBER
- Features*

OCTOBER
- Features*

NOVEMBER
- Features*

DECEMBER
- Features*

Departments

News Spectrum
One of the most-read departments in Spectrum, 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.

Editor’s Perspective
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.

Contact Lens Practice Pearls
Experts Greg Nixon, OD, FAAO; John Mark Jackson, OD, MS, FAAO; and Thomas C. Quinn, OD, MS, FAAO, address the methods and instrumentation necessary for comprehensive clinical care of corneas 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.

Contact Lens Care and Compliance
Michael A. Ward, MMSc, FAAO, and Susan J. Gromacki, OD, discuss contact lens solutions and lens care, including solution-lens interactions.

Dry Eye Dx and Ts
Dry eye, a common obstacle to contact lens success, remains an enigma to most practitioners. Kathy Mastrota, OD, MS, FAAO; William Townsend, OD, FAAO; and an Ocular Surface Society of Optometrists Board Member reveal the latest observations about this condition.

Prescribing for Presbyopia/Prescribing for Astigmatism**
Craig W. Norman, FCLSA, Timothy B. Edington, OD, MS, FAAO and Jason Miller, OD, MBA, offer valuable insights into contact lens designs and fitting techniques for these two common yet challenging conditions.

GP Insights
Edward S. Bennett, OD, MSEd, and Greg DeNayer, OD, 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 cases.

The Business of Contact Lenses
Gary Gerber, OD, and Clare 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.

Contact Lens Design and Materials
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, and Ron Watanabe, OD, drive into the details of these new materials—including their implications in various designs—and explore what’s on the horizon.

Treatment Plan
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.

Contact Lens Case Reports
Patrick J. Caroline, FAAO, and Mark P. Andrè, FAAO, present an overview of the latest research in the contact lens field, and designs have offered more alternatives for practitioners to improve contact lens treatment. Neil Pence, OD, FAAO, and Ron Watanabe, OD, drive into the details of these new materials—including their implications in various designs—and explore what’s on the horizon.

Product Spectrum
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.

Pediatric and Teen CL Care
Kids are still an untapped contact lens market, representing significant potential for practice growth and patient satisfaction. Mary Lou French, OD, MLD; Christine Sudi, OD, and Pauline Cho, PhD, discuss the broad range of care, management and treatment options for young patients.

Online Photo Diagnosis
Intriguing clinical case photos from William Townsend, OD, FAAO, and Greg DeNayer, OD, lead readers to the Online Photo Diagnosis section featured on the Contact Lens Spectrum Web site, where they can learn diagnosis and treatment options.

Research Review**
Loretta B. Saccocia-Flynn, OD, MS, FAAO, and Eric Papas, PhD, present an overview of the latest research in the contact lens and contact lens market.

Point/Counterpoint**
Two experts discuss opposing sides of a current contact lens topic, from monovision vs. multifocals to corneal staining.

**Featured in alternating months.
### 2011 Editorial Calendar

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<tr>
<th>Features*</th>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
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<td><strong>Editor's Perspective</strong></td>
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*Please note: The editorial calendar contains only a partial list of feature articles appearing in each issue. Monthly editorial alerts are emailed to subscribers 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.*
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<td>Matched or Metallic Page: $2,850</td>
<td>Spread: $4,980</td>
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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


ADVERTISING DIMENSIONS

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<thead>
<tr>
<th></th>
<th>Live Area width X depth</th>
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<tbody>
<tr>
<td>2-Page Spread</td>
<td>15 1/2&quot; X 10 1/8&quot;</td>
<td>16 1/2&quot; X 11 1/8&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>7 3/8&quot; X 10 1/8&quot;</td>
<td>8 3/8&quot; X 11 1/8&quot;</td>
</tr>
<tr>
<td>1/2 Page, Horizontal</td>
<td>7&quot; X 4 7/8&quot;</td>
<td>8 1/4&quot; X 5 1/2&quot;</td>
</tr>
<tr>
<td>1/2 Page, Vertical</td>
<td>3 3/8&quot; X 10&quot;</td>
<td>4 1/8&quot; X 11 1/8&quot;</td>
</tr>
<tr>
<td>1/4 Page, Square</td>
<td>3 3/8&quot; X 4 7/8&quot;</td>
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</tbody>
</table>

Contact Information

Publisher
Roger Zimmer
203-846-2827
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Managing Editor
Lisa Starcher
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Sales Representative
Dawn Schaefer
267-373-9798
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Advertising Information

Contact Lens Spectrum reaches optometrists, opticians and ophthalmologists who prescribe contact lenses, 91% of whom are involved in purchasing decisions.*

Your advertising message is being read by the right people at every level of today’s contact lens practice.

Celebrating 25 Years | 1986-2011

Annual Dry Eye Issue

Contact Lens Spectrum reaches optometrists, opticians and ophthalmologists who prescribe contact lenses, 91% of whom are involved in purchasing decisions.*

Your advertising message is being read by the right people at every level of today’s contact lens practice.

Contact Lens Spectrum reaches optometrists, opticians and ophthalmologists who prescribe contact lenses, 91% of whom are involved in purchasing decisions.*

Your advertising message is being read by the right people at every level of today’s contact lens practice.
**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.

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**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 reprints.

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**PRODUCTION CONTACT INFORMATION**

**Eyecare Business & Retinal Physician**

Stacy Drossner  
215-628-6567  
stacy.drossner@wolterskluwer.com

**Contact Lens Spectrum, Ophthalmology Management & Optometric Management**

Bill Hallman  
215-628-6385  
william.hallman@wolterskluwer.com