

Contact Lens SPECTRUM®

Reaching the Most Successful
Contact Lens Practitioners

Circulation: 31,500

"I read through *Contact Lens Spectrum* and use the articles and studies to better assist patients on a daily basis. This is one journal I love to get and read!"

"It's THE default source for CL information."

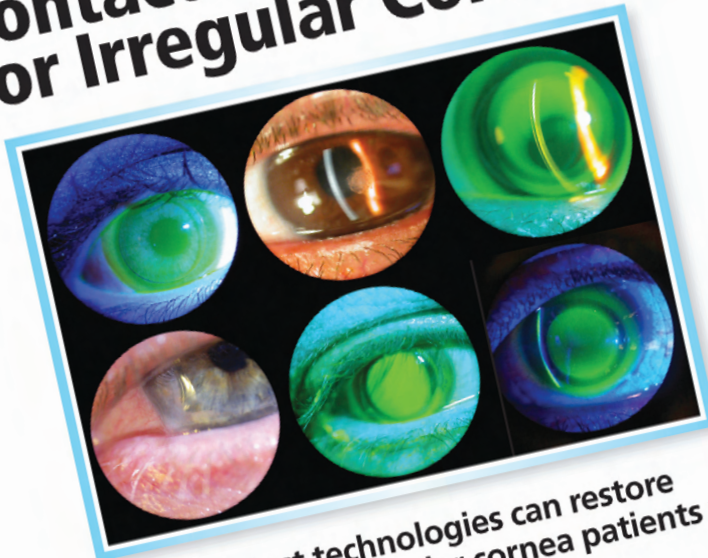
"I usually read *Contact Lens Spectrum* cover-to-cover within the first few days of receiving my issue."

"I often email articles to coworkers to highlight things we've discussed or point out new ideas."

"It's very useful in updating me on new products and research. It allows me to have the latest information when educating or making recommendations to patients."

Contact Lens
SPECTRUM®
M A Y 2 0 1 1

Contact Lens Options for Irregular Corneas



The latest technologies can restore
visual function to irregular cornea patients who
can't tolerate GP lenses

ALSO IN THIS ISSUE

- Compliance and Contact Lenses
- Evaluating Virtual Fitting for Keratoconus

2012

Editorial Calendar & Rate Card

www.clspectrum.com

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 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 63% recommended/specified products or services after seeing them in a related ad or article in *Spectrum*.⁺

94% 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 26-YEAR HISTORY AND EXPERT EDITORIAL TEAM

Spectrum was established in 1986 and has served the contact lens market consistently for 26 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.

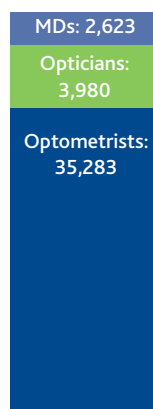
*June 2011 BPA Worldwide audit statement

**2011 Kantar Media (formerly PERQ/HCI) Eyecare study

⁺Signet AdProbe study, February 2011

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

- Total BPA-audited circulation of 31,365*
- *Spectrum* readers pass along their copies of the publication to an average of 1.1 additional people, bringing the total reader base to 65,866.⁺
- 82% of readers find the single-topic supplements that mail with *Spectrum* to be of interest.⁺



Total Issue Readers
41,886

**OPTOMETRISTS
OPTICIANS
OPHTHALMOLOGISTS**

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.**

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

Publication	Read Regularly (3 of 4 issues)
Contact Lens Spectrum	97%
Review of Optometry	74%
Primary Care Optometry News	39%
Optometry Times	31%
Journal of the AOA	25%
Eye and Contact Lens: Science & Clinical Practice (Formerly the CLAO Journal)	6%
Refractive Eyecare for Ophthalmologists	6%

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

Trade publications	71%
Seminars	68%
Websites	51%
National/regional meetings	48%
E-newsletters	39%
Other	4%

2012 Editorial Calendar

Features*

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Annual Report	Soft and GP Multifocal Update	Diagnosing & Managing Allergy in Contact Lens Wearers	A Report From the Global Specialty Lens Symposium	New Concepts in Hybrid Lenses	Soft Toric Designs and Fitting
International Contact Lens Prescribing in 2011	Toric and Multifocal Scleral Lens Options	GP vs. Soft Lenses: Is One Safer Than the Other?	Irregular Cornea Management	Advances in Technologies Associated with Lens Care	GP Multifocal Post-Surgical Fitting

* 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

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 Jason R. Miller, OD, MBA, 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.

Contact Lens Care and Compliance

Michael A. Ward, MMSc, FAAO, and Susan J. Gromacki, OD, MS, FAAO, report on contact lens solutions and lens care, including solution-lens interactions.

Dry Eye Dx and Tx

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 Ocular Surface Society of Optometrists' Board Members reveal the latest observations about this condition.

Prescribing for Presbyopia/Prescribing for Astigmatism**

Craig W. Norman, FCLSA; Timothy B. Edrington, OD, MS, FAAO and Thomas Quinn, OD, MS, FAAO, offer valuable insights into contact lens designs and fitting techniques for these two common yet often challenging conditions.

GP Insights

Edward S. Bennett, OD, MEd, FAAO, and Greg DeNaeyer, 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.

The Business of Contact Lenses

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.

Special Marketing Opportunities

Bonus Distribution at the Global Specialty Lens Symposium	Free Ad Study	Bonus Distribution at Vision Expo East	Bonus Distribution ARVO		Bonus Distribution at Optometry's Meeting (AOA)
	Bonus Distribution at SECO				

Closing Dates

Space: December 2 Ad Materials: December 9	Space: January 5 Ad Materials: January 12	Space: February 2 Ad Materials: February 9	Space: March 2 Ad Materials: March 9	Space: April 3 Ad Materials: April 10	Space: May 3 Ad Materials: May 10
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JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Annual Dry Eye Report Current and Future Treatments for Ocular Surface Disease The Impact of Care Solutions on Comfort in Contact Lens Wear	Multifocal Contact Lenses vs. Multifocal IOLs GP Virtual Fitting Based Upon Corneal Topography	Complications When You Least Expect Them Wavefront Correction In a Contact Lens?	Annual GP Issue	Kids and Contact Lenses Drug Delivery Through Contact Lenses	Is The Solution in the Bottle or the Lens? New Contact Lens Materials — From Bench to Bedside

Features*

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.

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, FAAO, delve 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. 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.

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.

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, MEd, FAAO, and Christine Sindt, OD, FAAO, 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 DeNaeyer, 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. Szczołka-Flynn, OD, PhD, MS, FAAO, and Eric Papas, PhD, MCOptom, DipCL FAAO, present an overview of the latest research in the contact lens and eyecare fields.

Point/Counterpoint**

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

**Featured in alternating months.

Departments

Annual CLASS Supplement	Bonus Distribution at Vision Expo West	Bonus Distribution at East-West Eye Conference	Bonus Distribution at Amer. Acad. of Optometry and Amer. Acad. of Ophthalmology	Bonus Distribution at the <i>Optometric Management Symposium on Contemporary Eye Care</i>	
Space: June 4 Ad Materials: June 11	Space: July 5 Ad Materials: July 12	Space: August 6 Ad Materials: August 13	Space: August 31 Ad Materials: September 10	Space: October 4 Ad Materials: October 11	Space: October 31 Ad Materials: November 7

Special Marketing Opportunities

Closing Dates

FOUR-COLOR RATES

	1X	6X	12X	24X	36X	48X	72X
Full Page	\$ 9,430	9,310	9,140	8,860	8,730	8,620	8,590
Spread	18,150	17,930	17,570	17,020	16,750	16,530	16,470
1/2 Page	6,850	6,740	6,650	6,460	6,380	6,310	6,280
1/4 Page	5,400	5,300	5,230	5,130	5,060	5,030	5,010

BLACK & WHITE RATES

	1X	6X	12X	24X	36X	48X	72X
Full Page	\$ 6,580	6,470	6,290	6,020	5,880	5,780	5,740
Spread	13,180	12,950	12,580	12,030	11,770	11,550	11,490
1/2 Page	4,000	3,910	3,810	3,620	3,540	3,480	3,430
1/4 Page	2,560	2,460	2,380	2,290	2,220	2,180	2,160

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

	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.**

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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