

ALL IT TAKES TO REACH THE COUNTRY'S EYECARE PROFESSIONALS IS A LITTLE classified information.

## Resource Center & Classified Advertising



323 Norristown Road, Suite 200  
Ambler, PA 19002  
[www.visioncareprofessional.com](http://www.visioncareprofessional.com)

**Audrey Krenzel**  
Phone: 215-367-2184  
[audrey.krenzel@wolterskluwer.com](mailto:audrey.krenzel@wolterskluwer.com)

Resource Center & Classified advertising with the VisionCare Group is an easy, affordable way to reach eyecare professionals across the nation. Whether you're buying, selling, or staffing, you'll find the perfect prospects for your message in one of our publications.

**Call today to reserve your space.**



### **Contact Lens Spectrum** — published monthly

Circulation: 31,000: optometrists; dispensing opticians, contact lens technicians, ophthalmologists, and optometric students. *Spectrum* is the definitive source for clinical, technical contact lens and lens care system information as well as practice management strategies.

### **Eyecare Business** — published monthly

Circulation: 45,000: optometrists, dispensing opticians, optical outlet managers, chain executives and optical labs/wholesalers. Focused on the business of optical dispensing, *Eyecare Business* shows eye care professionals how to purchase, price and position eyewear to succeed in the market.

### **Ophthalmology Management** — published monthly

Circulation: 20,000 US ophthalmologists. *Ophthalmology Management's* mission is to help today's ophthalmologist build a more successful

practice. It's the only ophthalmology magazine devoted to critical business/practice management skills.

### **Optometric Management** — published monthly

Circulation: 34,000 readers, including 31,000 optometrists. *Optometric Management* focuses on helping its readers improve their practices through better practice and patient management. Each month, *OM* delivers "how-to" solutions from experts in the field.

### **Retinal Physician** — published 9 times/year

Circulation: 5,600 retinal specialists and general ophthalmologists, including 1,200 members of the European Vitreoretinal Society (EVRS). *Retinal Physician* provides its readers with practical insight regarding current strategies in the medical and surgical treatment of posterior segment disease and retinal disorder.

# 2011 RATES & SPECIFICATIONS

## Resource Center Display Ad Rates

### *Optometric Management/Contact Lens Spectrum*

1/12 page = \$325	1/2 page = \$1750
1/6 page = \$650	Full page = \$2990
1/3 page = \$1170	

### *Eyecare Business*

1/12 page = \$430	1/2 page = \$2065
1/6 page = \$855	Full page = \$3295
1/3 page = \$1720	

### *Ophthalmology Management*

1/12 page = \$220	1/2 page = \$1195
1/6 page = \$445	Full page = \$2025
1/3 page = \$790	

### *Retinal Physician*

1/12 page = \$190	1/2 page = \$1010
1/6 page = \$370	Full page = \$1700
1/3 page = \$670	

### Additional charges per ad for:

- Typesetting - \$55
- Web posting - \$80
- Color Charge - \$105



Ask about posting your help wanted ad(s) on our interactive websites – [www.physiciansjobsplus.com](http://www.physiciansjobsplus.com) or [www.healthprofessionsjobsplus.com](http://www.healthprofessionsjobsplus.com).

### EYECARE BUSINESS MARKETPLACE

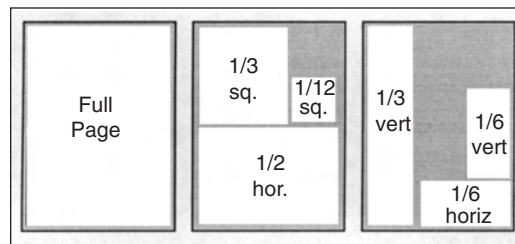
The only "yellow pages" buyer's guide for the optical industry, Marketplace is the first place our 43,000+ readers turn to when looking for the products and services they need. Call for details.

### FREQUENCY/VOLUME DISCOUNTS AVAILABLE

Contact Audrey Krenzel at 215-367-2184 or [audrey.krenzel@wolterskluwer.com](mailto:audrey.krenzel@wolterskluwer.com).

## MECHANICAL SPECIFICATIONS: (w x h)

Full Page	6 3/4" x 9"
1/2 Page	6 3/4" x 4 1/4"
1/3 Page Vertical	2 1/8" x 9 1/4"
1/3 Page Square	4 3/8" x 4 1/2"
1/6 Page Vertical	2 1/8" x 4 1/2"
1/6 Page Horizontal	4 1/2" x 2 1/8"
1/12 Page Square	2 1/8" x 2"



## Classified Ad Rates

(Professional & Business Opportunities)

### *Optometric Management/Contact Lens Spectrum*

\$175/per column inch

### *Eyecare Business*

\$225/per column inch

### *Ophthalmology Management*

\$120/per column inch

### *Retinal Physician*

\$100/per column inch

PAYMENT: Prepaid by personal check, Visa, MasterCard or American Express. Classified Advertising is not commissionable.

DEADLINES: Middle of the month preceding publication for *Contact Lens Spectrum*, *Eyecare Business*, and *Ophthalmology Management*, and end of the month for *Optometric Management* and *Retinal Physician*.

Call today to reserve space for your ads promoting:

- Help Wanted
- Business Opportunities
- Services for Sale
- Software for Sale
- Situations Wanted
- Equipment for Sale
- Products for Sale
- Wanted to Purchase