

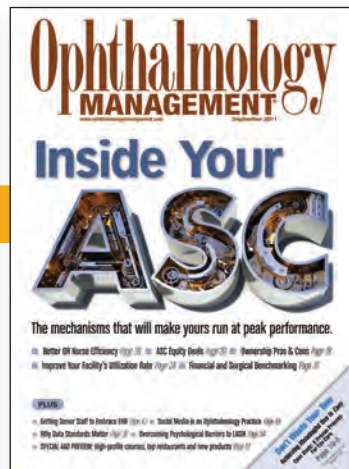
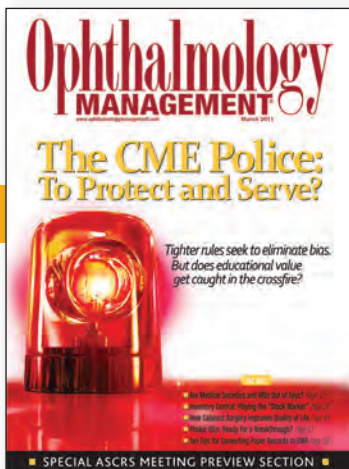
Ophthalmology MANAGEMENT®

Wolters Kluwer | VisionCare
Pharma Solutions Group

www.ophtalmologymanagement.com



2012 Editorial Calendar & Rate Card



Why Ophthalmology Management?

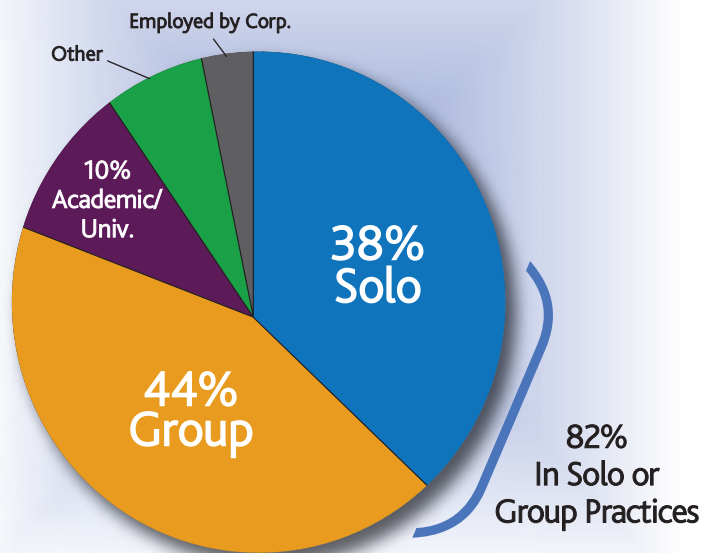
Ophthalmology Management is a behavior-changing publication that is dedicated to helping ophthalmologists improve their practice through better patient and business management. Each issue delivers articles with a “how-to” approach on a variety of topics, from patient management skills to improving the medical economics of running a successful practice.

QUALITY CIRCULATION

Total circulation: 18,520, with 92% delivering to unique sites (not multiple copies to the same location).* Subscribers share their copies with a mean of .7 colleagues/staff for a total of 31,982 readers per copy.+

INFLUENTIAL CONTENT & READERS

The majority of OM readers practice in solo or group settings and are highly involved in purchase decisions.+



Ophthalmologists tell us *OM* has influenced change in a process, patient care procedure or technique a their practice more than any other ophthalmology publication.+

Ophthalmology Management	66%
Review of Ophthalmology	50%
EyeNet	49%
Ophthalmology Times	46%
Ocular Surgery News	46%
Eye World	28%
Cataract and Refractive Surgery Today	20%

Ophthalmologists are reading *OM* more regularly (at least 3 out of 4 issues) than any other trade journal within the ophthalmology category.+

Ophthalmology Management	83%
Ophthalmology Times	72%
Review of Ophthalmology	57%
Ocular Surgery News	62%
EyeNet	61%
Eye World	50%
Cataract and Refractive Surgery Today	28%

Ophthalmology Management's “cover to cover” readership scores are the highest they’ve been in five years and exceed those of five of the top competing ophthalmology titles.++



A LEADER IN AD EXPOSURE

Ophthalmology Management consistently ranks in the top 4 out of the 22 studied publications for ad exposure among the total ophthalmologist universe++, giving your ad the edge of being seen by more readers, more often.

Ophthalmology Management offers suppliers in the industry a unique opportunity to capture readers’ attention while in a business-planning mindset. Our editorial content gets MDs ready to make educated purchasing choices — ready to hear from you. Make sure your ad is in front of 18,000+ MDs just when they feel confident with their buying decisions.

SOURCES

*June 2011 BPA Worldwide audit statement

+2011 Signet Research AdProbe study

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

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2012 Editorial Calendar

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Features	Ad Study & Hawaiian Eye 2012 Issue Disclosing Physician-Industry Relationships: Will You Get Burned by the Sunshine Act? How Nocturnal IOP Variation Affects Glaucoma Therapy Mechanisms and Management of Negative Dysphotopsia After IOL Implantation Hiring a New Physician: Make it a Win-Win Conjunctival Chalasis vs. Dry Eye: Which Is It and What to do About It? Easy Does It: Ergonomics for the Ophthalmologist Avoid These Rookie Mistakes When Getting Started in DSAEK	Glaucoma Issue The Tube Shunt Trials: What You Need to Know Rethinking Timolol: Is It Essential or Expendable? Understanding the Effects of Glaucoma on Visual Function The Heterogeneous Glaucoma Population: Important Differences You Should Know Under Pressure: The Complex Interplay of IOP, OPP and CSF Effects EMR Systems and Glaucoma Care: Specialists Sound Off! Using OCT to Track Glaucoma Progression	ASCRS Preview & EHR Issue Cloud-based EMR: Hope or Hype? Nifty Tips and Tricks You Can Do With EMR/EPM Deal or No Deal? — Hunting For and Hagglng Over an EHR System The Femto Laser for Cataract: 800-Pound Gorilla, or White Elephant? Sing the Praises of Cataract and Refractive Surgery With Better Acuity Testing Are General Hospitals and Ophthalmic Care a Good Fit? Understanding Patients' Perceptions of You and Your Practice Are You in Favor of Optometric Comanagement of Cataract and Refractive Patients?	Allergy/Dry Eye and ASCRS Meeting Issue Pollen Counts and What They Portend for Seasonal Allergic Conjunctivitis Top 10 Questions to Ask Allergy Sufferers New Ideas on Treating MGD and Evaporative Dry Eye The Top 10 Risk Management Conundrums That Expose You to Malpractice Claims Preventing "Staff Infection" — How to Keep Employees Loyal and Happy The Next Wave of NTIOLs: What to Expect and When? Glaucoma Mini-shunts vs. Full Shunts: How to Decide?	Cornea Issue Management of Acute Corneal Injuries Contact Lens Solutions: Time to Return to a Two-step Process? Keratoconus Front and Center: Causes, Diagnosis and Treatments Spotlight on Donor Tissue Use and Lions Eye Bank Initiatives Boston K-Pro: How Will It Be Used in Practice? Monitoring and Maintaining Endothelial Health Dry Eye and Quality of Life: What Matters to Patients	Ad Study Issue 20/20 Views of 2020: Seeing Your Practice's Future Making Your Waiting Room More Patient-Friendly Anti-inflammatory Protocols to Prevent Pseudophakic CME Should You Sign on With an ACO? Metal vs Diamond Blades: How to Decide Implantable Steroids for Retinal Disease: What's Their Role? Glaucoma Medications: New Ideas for Drug Delivery
Departments	Viewpoint from the Chief Medical Editor At Press Time Value-Based Medicine		Coding & Reimbursement The Wine Observer Path to Paperless		Retina Roundup As I See It Spotlight on Technology & Technique	
Marketing Opportunities	FREE AD STUDY Bonus Distribution at Hawaiian Eye 2012	Bonus Distribution at the American Glaucoma Society Meeting	Bonus Distribution at <i>Retinal Physician</i> Symposium	Bonus Distribution at ASCRS and ARVO Meetings		FREE AD STUDY
Closing Dates	Space: December 8 Ad Materials: December 15	Space: January 11 Ad Materials: January 18	Space: February 8 Ad Materials: February 15	Space: March 12 Ad Materials: March 19	Space: April 11 Ad Materials: April 18	Space: May 11 Ad Materials: May 18

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	Features
Diagnostics Issue	Cataract Surgery Issue	AAO Preview & Ophthalmic Staff Issue	AAO Meeting Issue	Retina Issue	Includes AAO Recap	
<p>Biometry and Keratometry: Honing Your IOL Power Calculation Skills</p> <p>Angle Kappa Measurements and Premium IOL Success</p> <p>Image is Everything: New Photography, OCT and Image Management Innovations</p> <p>The Instrument R&D Process: Success Stories and Cautionary Tales</p> <p>What Tear Osmolarity Reveals About Dry Eye</p> <p>Great Uses for an iPad in Ophthalmology Practice</p> <p>Retirement Planning and Ownership Transition: Are You Ready?</p>	<p>Mastering the Art of Femto-Phaco</p> <p>The Unique Challenges of Cataract Surgery in Diabetic Patients</p> <p>Astigmatism Correction with Cataract Surgery: LRIs or Lenses?</p> <p>Should You Market Clear Lens Extraction?</p> <p>IOL Selection in Patients with Poor Capsular Support</p> <p>LASIK vs PRK After Cataract Surgery for Enhancements?</p> <p>Quarter-diopter Step IOLs: Is There a Benefit?</p>	<p>E-mail, Social Networking and HIPAA: Do's and Don'ts</p> <p>Consumer Advertising from Pharma Companies: Helpful or Harmful?</p> <p>Staffing Levels and Make-up: Do You Have the Right Balance?</p> <p>Bugs and Drugs: A Guide to Infection Prevention and Treatment</p> <p>Is Your ASC Capitalizing on the Boom in Glaucoma Surgery?</p> <p>Know the Rules Regarding Patient Abandonment</p> <p>Getting Your Staff to Master Their EMR Responsibilities</p>	<p>A Cut Above: Femto and Excimer Upgrades That Improve LASIK Outcomes</p> <p>Avoid These Ethical Challenges in Compensation Arrangements</p> <p>Point-Counterpoint: Are Glaucoma Meds Becoming Obsolete?</p> <p>From Innovation to Stagnation: How the US Market Lost Its Edge</p> <p>Ways to Improve the Post-Cataract Experience for Patients</p> <p>Do You Have a Business Plan for Your ASC? You Should!</p> <p>Developing a Compliance Plan for the Small Ophthalmic Practice</p> <p>Practice Valuation: Does Your Practice Have Curb Appeal?</p>	<p>Dry AMD: The Next Great Treatment Frontier</p> <p>Should General Ophthalmologists Perform Intravitreal Injections?</p> <p>Unplanned Anterior Vitrectomy and Other Retinal Surprises During Cataract Surgery</p> <p>The Diabetic Retinopathy Epidemic: Are You Prepared?</p> <p>Comanagement with a Retina Specialist: Make the Relationship Work</p> <p>Use and Misuse of Health Savings Accounts by Patients</p> <p>Should You Add Oculoplastic and Aesthetic Procedures?</p>	<p>How to Prepare for, and Survive, a Medicare Audit</p> <p>Surgical Options to Treat Presbyopia: How to They Stack Up?</p> <p>The Latest Thinking on Diet, Nutrition and Ocular Health</p> <p>Should You Bring in a CFO?</p> <p>Meaningful Use Stage 2: Upping the Ante on EMR</p> <p>Is Your Ophthalmic Dispensary Running at Peak Performance?</p> <p>Using a Scribe in Your Practice: Is it Worth It?</p>	
Marketplace	The Efficient Ophthalmologist		Research Digest			Departments
Practical Pearls	Best Practices					
Management Essentials	Corneal Clarity					
Annual Diagnostic Instrument Buying Guide	Bonus Distribution at ASRS, ESCRS and Euretina Meetings		Bonus Distribution at American Academy of Ophthalmology Annual Meeting			Marketing Opportunities
Space: June 11 Ad Materials: June 18	Space: July 12 Ad Materials: July 19	Space: August 10 Ad Materials: August 17	Space: September 11 Ad Materials: September 18	Space: October 12 Ad Materials: October 19	Space: November 9 Ad Materials: November 16	Closing Dates

FOUR-COLOR RATES

	1X	6X	12X	18X	24X	36X	48X	60X
Full Page	\$ 7,140	6,750	6,640	6,320	6,260	6,190	6,110	6,070
Spread	13,960	13,180	12,930	12,350	12,170	11,990	11,860	11,810
2/3 Page	7,110	5,580	5,210	4,800	4,550	4,490	4,310	4,240
1/2 Page	5,500	5,170	4,910	4,540	4,480	4,260	4,230	4,130
1/3 Page	4,810	4,550	4,520	4,370	4,300	4,270	4,150	4,060
1/4 Page	4,480	4,310	4,230	4,080	4,010	3,980	3,900	3,860

BLACK & WHITE RATES

	1X	6X	12X	18X	24X	36X	48X	60X
Full Page	\$ 4,410	4,020	3,880	3,640	3,580	3,480	3,410	3,380
Spread	8,640	7,870	7,590	7,120	6,950	6,780	6,630	6,580
2/3 Page	3,190	2,850	2,460	2,110	1,860	1,790	1,630	1,530
1/2 Page	2,780	2,410	2,160	1,850	1,770	1,570	1,530	1,440
1/3 Page	2,090	1,810	1,770	1,690	1,610	1,590	1,460	1,360
1/4 Page	1,730	1,570	1,460	1,380	1,300	1,280	1,240	1,160
Reply Card	2,590	2,340	1,900	1,690	1,650	1,530	1,430	1,390

FIFTH COLOR

Matched or Metallic

Per Page: \$ 2,440 Per Spread: \$4,740

Advertising rates are based upon the number of insertions used within the calendar year, whether units are the same or of varying sizes.

POSITIONS

Premium Position Charge — 10% of earned B/W rate. Premium position charges for cover pages are as follows: cover 2 is 25% of earned B/W rate, cover 3 is 10% of earned B/W rate and cover 4 is 50% of earned B/W rate.

COMBINED FREQUENCY DISCOUNT

Advertising in *Ophthalmology Management* may be combined with insertions in other Wolters Kluwer Pharma Solutions VisionCare Group publications to earn greatest frequency discounts.

INSERTS & BUSINESS REPLY CARDS

Supplied inserts for binding will be billed at earned b/w rate times the number of pages; no bind-in charge. Business reply cards to be supplied by advertiser and must accompany at least one full page of advertising. Tip-in, if required: \$2,000. Contact the Production Manager on all inserts prior to issuing insertion orders for manufacturing requirements, quantity and shipping instructions.

MECHANICAL REQUIREMENTS

Publication 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"
2/3 Page	4 1/2" x 10"	5 1/8" 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"
1/3 Page, Horizontal	7 3/8" x 3"	—
1/3 Page, Vertical	2 1/4" x 10"	—
1/3 Page, Square	4 1/2" x 4 7/8"	—
1/4 Page, Vertical	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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