



# Ophthalmology

The Official Journal of the American Academy of Ophthalmology



## PUBLISHER:

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## EDITORIAL

*Ophthalmology* publishes original articles that pertain to clinical and basic research in all areas of ophthalmology. Each issue includes information on new diagnostic and surgical techniques, successful treatment methods, research findings, descriptions and locations of ongoing clinical trials, and news of new products and forthcoming meetings. Major reviews on specific topics by acknowledged authorities in each area of ophthalmology are also included, as are AAO procedure assessments.

## ORGANIZATIONAL AFFILIATION

American Academy of Ophthalmology

**ESTABLISHED** 1907

## PUBLISHING STAFF

Editor in Chief: Andrew P. Schachat  
Publisher: Andrew Berin  
Pharmaceutical Advertising Sales: Carol Clark  
Equipment Advertising Sales: Ariel Medina  
Recruitment Advertising Sales: Sia Battle

## SUBSCRIPTION RATE

Domestic:	International:
Institutional: \$415	Institutional: \$530
Individual: \$251	Individual: \$351

## CIRCULATION

29,000  
National and International.  
Publisher's statement available on request

## AUDIENCE

Every member of the American Academy of Ophthalmology, as well as other physicians, institutions, residents and other healthcare professionals interested in ophthalmology

## BONUS DISTRIBUTION

- Vision Expo New York: (March) March 25-28, 2004 - New York, NY
- Association for Research in Vision and Ophthalmology: (ARVO) (April) April 25-30, 2004 - Ft. Lauderdale, FL
- American Society of Cataract and Refractive Surgery: (ASCRS) (April) May 1-5, 2004 - San Diego, CA
- EGR: European Glaucoma Research: (May) May 30-June 4, 2004 - Florence, Italy
- Vision Expo Las Vegas: (September) September 8-11, 2004 - Las Vegas, NV
- European Society of Cataract and Refractive Surgeons: (ESCRS) (September) September 18-22, 2004 - Paris, France
- American Academy of Ophthalmology: (AAO) (October) October 23-26, 2004, - New Orleans, LA

## ISSUANCE

- Frequency: Monthly.
- Mailing date: Within first 5 days of preceding cover date.

## CLOSINGS

- Cancellations: No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable.
- Inserts: Due five days after materials are due.
- Digital ad materials due same day as space closing.
- Dates subject to change.

<u>Volume/ Issue</u>	<u>Publication Month</u>	<u>Ad Space Closing</u>	<u>Ad Materials Deadline</u>
111 (1)	January	12/01/03	12/04/03
111 (2)	February	01/01/04	01/06/04
111 (3)	March	01/30/04	02/04/04
111 (4)	April	03/02/04	03/05/04
111 (5)	May	04/01/04	04/06/04
111 (6)	June	04/30/04	05/05/04
111 (7)	July	06/01/04	06/04/04
111 (8)	August	07/01/04	07/06/04
111 (9)	September	07/30/04	08/04/04
111 (10)	October	09/01/04	09/06/04
111 (11)	November	09/30/04	10/05/04
111 (12)	December	11/02/04	11/05/04

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## ACCEPTANCE OF ADVERTISING

All advertisements are subject to review and approval by the Editor-in-Chief. New ad copy should be submitted for approval by ad space closing date

RATES	1x	6x	12x	24x
Full Page:	\$2,050	\$1,970	\$1,865	\$1,810
1/2 Page:	1,340	1,275	1,230	1,200
1/4 Page	865	815	780	750
1/6 Page	600	575	540	505
2 Column Inch Rate (60 word maximum)	390			
1 Column Inch Rate (30 word maximum)	200			

## COLOR

- Standard Color:\$725
- Matched Color:\$835
- 3 or 4 Colors:\$2,025
- Bleed:No charge.

## SPECIAL POSITIONS

(Premium positioning not guaranteed with inserts.)

- 2nd Cover: 35%
- Opposite TOC: 20%
- 3rd Cover: 20%
- 4th Cover: 50%

## INSERTS

Furnished inserts are billed at the black and white rate times the number of insert pages.

- Two-page insert (one leaf): Two-times earned frequency rate
- Four-page or larger insert is black and white earned frequency rate per page.

## CANCELLATIONS

Must be received in writing on or before the announced closing date.

**CONFIDENTIAL BOX NUMBERS:** \$40

**AGENCY DISCOUNT** 15%, applicable only to 1/4 page display size or larger

## COMPOSITION

Full page: \$150 | Half page: \$125 | Quarter page: \$95

## ONLINE AD PLACEMENT

Place your print ad on [www.elsevierhealthcareers.com](http://www.elsevierhealthcareers.com) and get world wide web exposure for \$100 additional (same size as print ad) for a 30 day period.

## MECHANICAL SPECIFICATIONS

Page Sizes	Type Area	Bleed
Trim	8 <sup>1</sup> / <sub>8</sub> " x 10 <sup>7</sup> / <sub>8</sub> "	
Spread	15" x 10"	16 <sup>1</sup> / <sub>2</sub> " x 11 <sup>1</sup> / <sub>8</sub> "
Full Page	7" x 10"	8 <sup>3</sup> / <sub>8</sub> " x 11 <sup>1</sup> / <sub>8</sub> "
1/2 Page Horizontal	7" x 4 <sup>3</sup> / <sub>4</sub> "	8 <sup>3</sup> / <sub>8</sub> " x 5 <sup>5</sup> / <sub>8</sub> "
1/2 Page Vertical	3 <sup>1</sup> / <sub>4</sub> " x 10"	4 <sup>1</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>8</sub> "
1/4 Page	3 <sup>1</sup> / <sub>4</sub> " x 4 <sup>3</sup> / <sub>4</sub> "	
1/6 Page	2 <sup>1</sup> / <sub>8</sub> " x 4 <sup>3</sup> / <sub>4</sub> "	

Keep live matter 1/2" from trim edges.

## INSERT REQUIREMENTS

- **Size 2 page:** 8<sup>3</sup>/<sub>8</sub>" x 11<sup>1</sup>/<sub>8</sub>"
- **Size 4 page:** 16<sup>3</sup>/<sub>4</sub>" x 11<sup>1</sup>/<sub>8</sub>", furnish folded to 8<sup>3</sup>/<sub>8</sub>" x 11<sup>1</sup>/<sub>8</sub>"
- **Trimming:** 1/8" trimmed off top, bottom, gutter and face. Keep all live matter 1/2" from trim edges.
- **Insert Stock Weight:** For 2 page 80# preferred; 4 to 8 pages – 60# minimum. Inserts that do not meet these minimum weights must be sent to the printer for evaluation.
- **Quantity:** Contact Ad Sales Services
- **Closing Date for Booking Inserts:** Same as ad space closing
- **Insert Delivery Date:** Same as ad material deadline
- **Packaging and labeling of inserts for shipping:** Packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with Journal title, quantity, product, issue and month/year clearly marked. *If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating Journal title, issue date and quantity.*
- **All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications.**
- **Copy of insert must accompany insertion order.**  
**Failure to meet insert specifications and packaging guidelines may result in additional charges.**

**BINDING** Perfect; jogs to head.

**PRINTING PROCESS** Web

**HALFTONE SCREEN** 133 - 150 line screen text.

## REPRODUCTION REQUIREMENTS

Film negatives, right reading, emulsion side down. Each piece of film should have PMS or Process color identified, center and trim marks, and register marks on all sides. For spread ads, all type and images must be kept 1/4" away from gutter trims (1/2" total). One proof must accompany advertising material. A SWOP approved analog color proof that contains color bars must accompany four color advertising film. Furnished proofs are considered final unless otherwise indicated.

## FOR RECRUITMENT AND CLASSIFIEDS

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# Ophthalmology

## DIGITAL DATA

File Formats	Preferred format is PDF/Acrobat 4.05 or laser set for compatibility with PDF version 1.3 (Acrobat 4); EPS; TIFF. All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications: Grayscale and color images: 300 dpi; Combination Grayscale and Color images: 500-900 dpi; Line art (Bitmap) images: 900-1200 dpi
Page Layout	Supply as single page files only, Right Reading, Portrait Mode, 100% Size, No Rotation. Created to the trim of the journal plus a minimum 1/8" bleed on all sides. Keep live matter 1/2" from trim edges. Crop marks and SWOP color bars must be included, position 1/2" outside trim. Reverse type should be no less than 6 pt. Fine lettering (thin lines, serifs) should be restricted to one color. All Fonts and graphics must be embedded or included with the files and conform to the file formats listed above.
Color Space	All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. <b>Spot Colors</b> are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs make sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).
Media/Delivery	CD-ROM/ISO-9660 Format or Zip Disk (100MB, 250MB) Mac or PC Format. All media must be labeled with following: Journal Title, Volume # & Issue Date, Advertiser, Agency Name, Agency Contact & Phone Number. Attach printout of disk contents. FTP transfer accepted by arrangement only.
Proofs	All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications ( <a href="http://www.swop.org">www.swop.org</a> ). All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content. All color ads require a SWOP certified contract color proof, which includes a SWOP proofing bar. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. Revised proofs must be supplied whenever a text or design change is made. ANY alteration to a file will require output of a new proof at cost to the customer.
Note	Corrections to digital ads previously submitted are limited to minor text changes, provided certain conditions are met. Revised files must be supplied in the case of major text or design changes. For more information regarding digital ad submission see the full Elsevier Ad Specifications or contact Ad Sales Services.
Digital Ad-Closing Date	Digital ad material is due same day as space closing.

## DISPOSITION OF REPRODUCTION MATERIAL

Material furnished for advertising reproduction will be destroyed twelve-months subsequent to issue date unless otherwise instructed.



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