



Circulation: 4,402

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Advertising Office:

HEALIO STRATEGIC SOLUTIONS

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Send Product insertion orders and ad materials to:

Carolyn Boerner
Director of Sales Administration
cboerner@healiohss.com, ext. 355
 6900 Grove Road
 Thorofare, NJ 08086-9447
 856-994-9909 • 800-257-8290

Send inserts and BRCs to:

Taylor Johnson
 OSLI RETINA
 Kodi Collective
 13487 S. Preston Highway
 Lebanon Junction, KY 40150-8218



2024 RATE CARD

Print

Effective Rate Date: January 2024 for all advertisers.

RATES

1. Black-and-White rates:

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$3,830	\$2,495	\$1,720
6x	3,730	2,425	1,670
12x	3,600	2,355	1,615
24x	3,530	2,290	1,585
36x	3,450	2,245	1,555
48x	3,390	2,210	1,525
60x	3,355	2,185	1,515
72x	3,325	2,170	1,510
96x	3,300	2,155	1,495
108x	3,280	2,125	1,475

Color: In addition to earned black-and-white rates.

Charge per color per page or fraction	
Standard color	\$575
Matched color	790
Metallic color	950
Four color	1,050

2. Rates:

- a) **Earned rates:** Given to advertisers (parent company and its subsidiaries) based on the total number of pages within a 12-month period. Fractional pages count as single pages and each page of an insert counts as one page.
- b) **Agency commission:** Fifteen percent gross billings on space, color, cover, and preferred position charges.
- c) **Cash discount:** Two percent if paid within ten days of invoice date. No discount allowed after this period.

3. Bleed: No charge

4. Covers, Positions:

- a) **Covers:**
Second cover: Earned b/w rate plus 25%. Color additional.
Third cover: Earned b/w rate plus 15%. Color additional.
Fourth cover: Earned b/w rate plus 50%. Color additional.
- b) **Positions:**
Facing table of contents: Earned b/w rate plus 25%. Color additional.
Facing First Text: Earned b/w rate plus 15%. Color additional.
Opposite Masthead: Earned b/w rate plus 20%. Color additional.

5. Online Advertising Rates: Please contact your sales representative for more information.

6. Recruitment/Classified Rates: Please contact the sales representative at slack@kerhgroup.com. Toll Free: 855-233-8100. Phone: 484-362-2365.

DISCOUNTS

- 1. Combined Earned Frequency Discount:** All insertions of a parent company and its subsidiaries are combined to determine the earned frequency rate. Advertisers may combine advertisements run in all Healio and SLACK publications to achieve maximum frequency.
- 2. Global Continuity Incentive:** Advertisements for an individual product are eligible for a discount based upon the number of insertions placed in Healio publishing's eye care publications (all global editions of OCULAR SURGERY NEWS and OSLI RETINA). Insertions do not need to be consecutive. This program may not be combined with the Comprehensive Marketing Incentive or the Combo Discount.
 - a) 3-6 insertions: 10% off
 - b) 7-12 insertions: 15% off
 - c) 13+ insertions: 20% off
- 3. Combo Discount:** Reserve ad space in OSLI RETINA and OSN US in the same month and receive 20% off your ad in OSN US. Half-page or larger ad unit. This offer is for the same month and based on a page-for-page ratio (buy a 2-page unit in OSLI RETINA, get 20% off the same number of pages in OSN).
- 4. Comprehensive Marketing Incentive:** Advertisers may be eligible for a customized incentive program based upon a total 2024 investment in promotional, marketing and educational services provided through all global print and online editions of Healio Strategic Solutions

publishing's eye care publications OCULAR SURGERY NEWS, OSLI RETINA and/or associated live non-CME educational events. Contact your sales representative for details.

5. **Corporate Discount:** Take advantage of Healio Strategic Solutions's advertising, custom publishing, event management and other marketing services in 2024 and earn valuable discounts in 2025. Spend levels achieved in the year 2024 will determine your Corporate Discount savings in 2025 based on a total net spend.

6. **When taking advantage of more than one discount program, discounts must be taken in the following order:**

Gross Cost:

- a) Less Global Continuity or Combo Discount or Comprehensive Marketing Incentive.
 - b) Less Healio Strategic Solutions Corporate Discount
 - c) Less 15% Agency Discount
- Equals net cost**

ISSUANCE AND CLOSING

- 1. **Established:** 1970
- 2. **Frequency:** 12 times per year.
- 3. **Issue Date:** Mails within the issue month
- 4. **Closing dates:**

Issue Date	Ad Closing	Materials Due
January	12/1/2023	12/8/2023
February	1/3/2024	1/19/2024
March	2/1/2024	2/15/2024
April	3/1/2024	3/18/2024
May	4/1/2024	4/17/2024
June	5/1/2024	5/16/2024
July	6/3/2024	6/17/2024
August	7/1/2024	7/17/2024
September	8/1/2024	8/19/2024
October	9/3/2024	9/18/2024
November	10/1/2024	10/17/2024
December	11/1/2024	11/19/2024

- a) **Extensions:** If an extension date for material is agreed upon and material is not received by the Publisher on the agreed date, the advertiser will be charged for the space reserved.
- b) **Cancellations:** If, for any reason, an advertisement is canceled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the closing date.

EDITORIAL

1. General Editorial Direction:

OSLI RETINA focuses exclusively on retinal diseases, surgery and pharmacotherapy. OSLI RETINA will offer an expedited submission to publication effort of peer-reviewed clinical science and case report articles. The front of the journal will offer practical clinical and practice management features and columns specific to retina specialists. In sum, readers will find important peer-reviewed retina articles and the latest findings in techniques and science, as well as informative business and practice management features in one journal.

2. Average Issue Information:

- a) **Average articles:** 13
- b) **Average article length:** 2,500 words
- c) **Editorial features/columns:** Peer-review clinical science and case reports
Features: Practical Retina and Images in Ophthalmology

3. Origin of Editorial:

- a) **Source:** Original contributions
- b) **Staff written:** N/A
- c) **Solicited:** 10%
- d) **Submitted:** 90%
- e) **Peer-review:** Yes

CIRCULATION

1. Description of Circulation Parameters:

- a) **Ophthalmologists and Retina Specialists**

2. Circulation Distribution:

- a) **Controlled Circulation:** 96%
- b) **U.S. Subscribers:** 2%
International Subscribers: 2%
- c) **Subscription Rates:** U.S.: \$289 per year individuals; Canada: add 5% GST; Outside the U.S.: add \$85

3. Circulation Verification:

- a) **Audit:** SRDS
- b) **Requestor Requalification:** 3 years
- c) **Mail House:** ENRU

4. Estimated total circulation for 2024: 4,402

GENERAL INFORMATION

1. Requirements for Advertising Acceptance:

Advertisements for professional and non-professional products or services are accepted provided they are in harmony with the policy of service to the health care profession and subject to Publisher's approval. Non-professional product and service advertisers must submit ad copy two weeks prior to closing date.

2. Editorial Research:

3. Ad Format:

4. Ad/Edit Information:

5. Value-Added Services:

Meeting	Issue
Retina 2024	JAN
Retina World Congress	APR
AAO	SEP
OSN NY Retina	OCT

6. **Online Advertising Opportunities:** Contact your sales representative or visit Healio.com/OSLIRetina for more information.

7. Additional Advertising Opportunities:

- a) **BRC inserts:** See Insert Information under 5b for specifications.
- b) **Split-run advertising:** Contact publisher for information.

8. **Reprint Availability:** Yes, email Sheridan Content Solutions at scsreprints@sheridan.com.

9. **Publisher's Liability:** The Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents, or other circumstances beyond Publisher's control.

10. **Indemnification of Publisher:** In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the magazine, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements, or plagiarism.

11. **Competitor Information:** OSLI RETINA does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.

12. **Advertisers:** In order to be considered for acceptance, advertisements or inserts which contain text or copy describing a product or surgical technique, must be substantially different in text and font of the receiving publication and the word "ADVERTORIAL" or "ADVERTISEMENT" will be prominently displayed in 10 point black type in ALL CAPS at the center top of each page.

13. **Billing Policy:** Billing to the advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

AD SPECIFICATIONS

1. Available Advertising Unit Sizes:

Ad sizes:	Non-bleed (Live area) sizes:			Bleed sizes:*		
	Width		Height	Width		Height
Full Page Spread	15¾"	x	10¾"	16½"	x	11½"
Full Page	7¾"	x	10¾"	8¾"	x	11½"
½ Page Horizontal	7¾"	x	4¾"	8¾"	x	5½"
½ Page Vertical	3¾"	x	10¾"	4¾"	x	11½"
¼ Page	3¾"	x	5"			

Trim size of journal: 8¾" x 10¾"

a) *Bleed ads use non-bleed size for live area. If in doubt about size, contact the Healio Strategic Solutions office.

b) For spread ads, keep content (images/text) ¼" from each side of gutter.

c) To view thumbnails of ads specs, visit healio.com/adspecs.

2. Type of Binding: Perfect bound

3. Print Ad Requirements: For specifications go to healio.com/adspecs.

Color Proofs: One proof made from supplied files and meeting SWOP specifications, must be provided with data file. Proof must be at 100% of the print size. Publisher accepts Kodak approvals, Matchprints, Chromalins, High-end Epson Quality or Iris Digital proofs.

If only color lasers are furnished, color match on press cannot be guaranteed.

Note: Spread ads should be sent as a one-page file.

Ad File Submission: Electronic files must be submitted as a high-resolution, print ready PDF. Minimum 300 dpi. Contact the sales administrator for file sharing options.

4. Disposition of Ad Materials: Ad materials will be held one year from date of last insertion and then destroyed unless notified otherwise in writing.

INSERT INFORMATION

1. Availability and Acceptance:

- a) **Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are accepted.
- b) **Acceptance:** A sample of the insert must be submitted to the Publisher for approval.

2. Insert Charges: Furnished inserts billed at black-and-white space rate at frequency earned on a page-for-page basis, plus a \$250 non-commissionable tip-in charge.

3. Sizes and Specifications: All inserts must be full size, supplied untrimmed, printed, folded (except single leaf), and ready for tipping/binding. Varnished inserts are acceptable at the Publisher's discretion. Inserts are jogged to foot.

No. of Pages	Paper Stock		Max Micrometer Reading
	Max	Min	
2 page (one leaf)	80# coated text	70# coated text	.004"
4, 6, 8 page	70# coated text	60# coated text	.004"

4. Trimming: Supply size: 8¾" x 11½". Trim size 8½" x 10¾". Trimming of oversized inserts will be charged at cost. Keep live matter ¼" from trim edges and ⅜" from gutter trim. Book is jogged to foot. Trims ⅛" from head, face and foot plus ⅛" gutter grind.

5. BRCs:

- a) **Pricing:** Contact your sales representative for prices. Non-commissionable.
- b) **BRC Specifications:** 3½" x 5" minimum to 4¼" x 6" maximum; perforated with ½" lip (from perforation) for tipping/binding. Add ⅛" for foot trim. Cardstock minimum: 75# bulk or higher.

6. Quantity: Full run — 6,000 (estimated). Exact quantity will be given upon Publisher's approval of insert, or call Publisher prior to closing date.

7. Shipping: Inserts must be carton packed and have publication name, issue date, and insert quantity clearly marked. Inserts shipped in e-containers cannot be verified and Healio Strategic Solutions will not be responsible for shortages on press. Make sure all pieces are oriented the same way in the carton (all facing the same direction). Do not include slip sheets in between pieces or shrink wrap in bundles. Additional costs will be incurred if hand work is necessary to remove slip sheets and/or shrink wrapping.