

journal of
**Pediatric Ophthalmology
& Strabismus**

Advertising/Sales Office

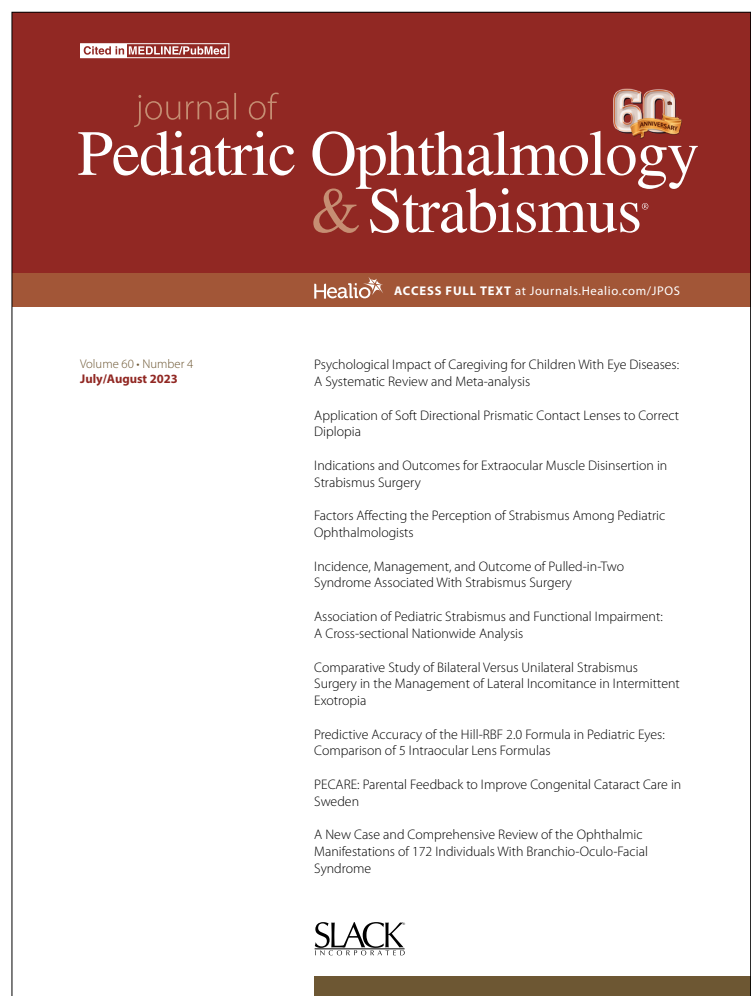
Chief Operating Officer: **Matthew Holland**
SVP, Advertising Solutions & Agency Partnerships: **Christine Martynick**
Vice President, Eye Care: **Scott Wright**
Sales Administrator: **Ann Marie Haley**

Publishing Office

Chief Strategy Officer: **John C. Carter**
Vice President, Editorial: **Jennifer A. Kilpatrick, ELS**
Director, Electronic Publishing and Production: **Karen G. Stanwood, ELS**
Executive Editor: **Eileen C. Anderer, ELS**
Director of Audience Development: **Stephanie McHugh**
Editors-in-Chief: **Rudolph S. Wagner, MD** and **Leonard B. Nelson, MD, MBA**



6900 Grove Road • Thorofare, New Jersey 08086-9447
800-257-8290 • 856-994-9909 • Fax 856-848-6091
Healio.com/JPOS



TO ADVERTISE, CONTACT:

Scott Wright

swright@healiohss.com

856.994.9909 x363



THE JOURNAL OF PEDIATRIC OPHTHALMOLOGY & STRABISMUS is a bimonthly peer-reviewed publication for pediatric ophthalmologists. The Journal has published original articles on the diagnosis, treatment, and prevention of eye disorders in the pediatric age group and the treatment of strabismus in all age groups for over 60 years.

Each issue includes:

- *Eye-to-Eye* roundtable discussion on current topics
- *What's Your Diagnosis?* column
- *Images in Pediatric Ophthalmology*

Make your message stand out with these unique advertising opportunities:

- Cover-tips
- BRCs
- Supplements
- Belly Bands
- Polybagged Outserts
- Advertorials

RATES AND DISCOUNTS

1. **Effective Rate Date:** January 2024 for all advertisers.
2. **Rates:**
 - a) Earned rates are given to advertisers (parent company and its subsidiaries) based on the total number of pages placed 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. **Black-and-White Rates:**

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$2,050	\$1,470	\$1,190
6x	1,930	1,410	1,150
12x	1,805	1,355	1,115
24x	1,680	1,300	1,085
36x	1,570	1,245	1,050
48x	1,450	1,175	1,010

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

Charge per color per page or fraction

Standard color	\$560
Matched color	\$765
Metallic color	\$1,020
Four color	\$1,530
Four color + PMS	\$2,040
Four color + Metallic	\$2,550

4. **Bleed:** No charge
5. **Covers and 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:** Contact your sales representative for more details.
6. **Discount Programs:**
 - a) **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.
 - b) **FREE Ad Program:** Buy 2, Get 1 Free. Purchase two ads any time during 2024 and receive an additional ad of equal size and color in the same publication at no cost.
** May not be combined with Clinical Trial Ad Program.*
 - c) **Clinical Trial Ad Buy One, Get One Free:** Clinical trial advertisements may run a second insertion of the same ad unit in any issue for no charge. Ad creative must promote participation in a current clinical trial. Corporate and/or disease state advertisements are not eligible.
May not be combined with other Continuity, Free Ad or New Advertiser Discounts.
 - d) **Corporate Discount:** Total net spend achieved in the year 2024 will set a Corporate Discount to be taken off 2025 advertising.
 - e) **When taking advantage of more than one Discount Program, discounts must be taken in the following order:**
 - Gross Cost:**
 - 1) Less FREE Ad Program
 - 2) Less Healio Strategic Solutions Corporate Discount
 - 3) Less 15% Agency Discount
 - Equals net cost**
7. **Online Advertising:** Please contact your sales representative for more information.
8. **Classified/Recruitment Advertising:** Please contact your sales representative for information. Phone: 877-307-5255.

ISSUANCE AND CLOSING

9. **Established:** January/February 1964
10. **Frequency:** 6 times per year
11. **Issue Dates:** Third week of odd months
12. **Mailing Class:** Periodical Class
13. **Closing Dates:**

Issue	Ad Closing	Material Due
January/February	12/1/2023	12/21/2023
March/April	2/1/2024	2/23/2024
May/June	4/1/2024	4/24/2024
July/August	6/3/2024	6/24/2024
September/October	8/1/2024	8/23/2024
November/December	10/1/2024	10/25/2024

- 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 cancelled 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

14. **General Editorial Direction:** THE JOURNAL OF PEDIATRIC OPHTHALMOLOGY & STRABISMUS is a bimonthly peer-reviewed publication for the pediatric ophthalmologist that publishes original articles on the diagnosis, treatment, and prevention of eye disorders in the pediatric age group and the treatment of strabismus in all age groups.
15. **Average Issue Information:**
 - a) **Average number of articles per issue:** 8
 - b) **Average article length:** 5 pages
 - c) **Editorial departments and features:**
 - Reviews
 - Original Articles
 - Short Subjects
 - Editorials
 - Eye-to-Eye
 - What's Your Diagnosis?
 - Images in Pediatric Ophthalmology
 - Letters to the Editors
16. **Origin of Editorial:**
 - a) **Source:** Original contributions
 - b) **Staff written:** 0%
 - c) **Solicited:** 0%
 - d) **Submitted:** 100%
 - e) **Peer-review:** Yes

CIRCULATION

17. **Description of Circulation Parameters:** Ophthalmologists in private practice, clinics, hospitals (staff and residents), teaching centers, and the military; and physicians in the pediatric field.
18. **Demographic Selection Criteria:**
 - a) **Subscribers:** 147
 - b) **Age:** N/A
 - c) **Prescribing:** N/A
 - d) **Circulation distribution:** US & International
19. **Circulation Verification:**
 - a) **SRDS Sworn Statement:** June 2023
 - b) **Printer + Mailing House:** Sheridan Press
20. **Coverage and Market:**
 - a) **Coverage:** Global
 - b) **Market:** National & international pediatric ophthalmologists and strabismologists.
21. **Territorial Distribution:** Available on request
22. **Subscription Data:** U.S.: \$290/yr.; Outside the U.S.: add \$85/yr.; Canada: add 5% tax/year.
23. **Estimated Total Circulation for 2024:** 231

GENERAL INFORMATION

24. **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 products and service advertisers must submit ad copy two weeks prior to closing date.
25. **New Product Releases:** Yes
26. **Editorial Research:** N/A
27. **Ad Format and Placement Policy:**
- a) **Format:**
1. between articles 3. stacked _____
2. welled _____ 4. within articles _____
- b) **Are ads rotated?:** Yes
28. **Ad/Edit Information:** 20/80 Ad/Edit Ratio
29. **Value-Added Services:**
- a) **Availability of mailing list:** Yes. Mailing list available to 3x contractual advertisers by permission of the Publisher. Contact your sales representative for details.
- b) **Bonus distribution**
30. **Full-Text Online:** The JOURNAL OF PEDIATRIC OPHTHALMOLOGY & STRABISMUS offers full-text articles online at: <https://journals.healio.com/journal/jpos>. This valuable tool allows subscribers unlimited online access to current and archived full-text articles. In addition, non-subscribers may obtain full-text articles on a pay-per-view basis.
31. **Reprint Availability:** Yes; email scsreprints@sheridan.com.
32. **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 the Publisher's control.
33. **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 publication, 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.
34. **Competitor Information:** The JOURNAL OF PEDIATRIC OPHTHALMOLOGY & STRABISMUS does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.
35. **Advertorials:** 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" must be prominently displayed in 10 point black type, in ALL CAPS, at the center top of the ad.
36. **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.

INSERT INFORMATION

37. **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.
38. **Charges:**
- a) Furnished inserts are billed at the earned black-and-white space rate at frequency earned. Commissionable.
39. **Sizes and Specifications:** All inserts to be full size, supplied untrimmed, printed, folded (except single leaf) and ready for binding. Varnished inserts are acceptable at the Publisher's discretion. Inserts are jogged to head.

	Paper Stock		Max Micrometer Reading
	Maximum	Minimum	
2 page (one leaf)	80# coated text	70# coated text	.004"
4, 6, 8 page	70# coated text	60# coated text	.004"

40. **Trimming:** Supply size: 8 3/8" x 11 1/8". Trim size: 8 1/8" x 10 7/8". Trimming of oversized inserts will be charged at cost. Keep live matter 1/2" from trim edges and 3/16" from gutter trim. Book is jogged to head. Head, foot, and outside edge trim 1/8".
41. **BRCs:**
- a) **Pricing:** Contact your sales representative for prices.
- b) **BRC specifications:** 3 1/2" x 5" minimum to 4 1/4" x 6" maximum; perforated with 1/2" lip (from perforation) for binding. Add 1/8" for foot trim. Cardstock minimum: 75lb bulk or higher.
42. **Quantity:** Full run – 500 (estimated). Exact quantity will be given upon Publisher's approval of insert (or call Publisher prior to closing date).
43. **Shipping:** Inserts must be shipped in cartons and have publication name, issue date, and insert quantity clearly marked. Inserts shipped in e-containers cannot be verified and SLACK 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.

AD REQUIREMENTS

44. Available Advertising Unit Sizes:

	Non-bleed Sizes		Bleed Sizes*	
	Width	Height	Width	Height
Full Page Spread	15 3/4" x	10 3/8"	16 1/2" x	11 1/8"
Full Page	7 5/8" x	10 3/8"	8 3/8" x	11 1/8"
1/2 Page (Horizontal)	7 5/8" x	4 3/4"	8 3/8" x	5 1/2"
1/2 Page (Vertical)	3 3/8" x	10 3/8"	4 1/8" x	11 1/8"
1/4 Page	3 5/8" x	5"		

Trim size of Journal: 8 1/8" x 10 7/8"

a) Bleed ads use non-bleed sizes for live area. If in doubt about size, contact the SLACK office.

b) For spread ads, keep content (images/text) 1/4" from each side of gutter

c) To view thumbnails of ad spaces, visit Healio.com/adspecs.

45. **Paper Stock:**
- a) **Inside pages:** 60 lb. gloss
- b) **Covers:** 80# coated
46. **Type of Binding:** Perfect bound
47. **Digital 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.
48. **Digital Material:** Advertising material will be held one year from date of last insertion and then destroyed unless instructed otherwise.

CONTACT INFORMATION

Insertion Orders and Ad Materials:
Ann Marie Haley
 JOURNAL OF PEDIATRIC OPHTHALMOLOGY
 & STRABISMUS
 6900 Grove Road
 Thorofare, NJ 08086 USA
 856-994-9909 x263
ahaley@healiohss.com

Send inserts and BRCs to:
Catherine DiPinto
 JOURNAL OF PEDIATRIC OPHTHALMOLOGY
 & STRABISMUS
 Sheridan Press
 450 Fame Avenue
 Hanover, PA 17331