

2008 Products/Services and Recruitment Advertising Rates – Print & Web

Rates Effective – October 22, 2007

Total Qualified Circulation: 21,200

Source: BPA Statement July 2007

OPHTHALMOLOGY TIMES serves the field of ophthalmology.

Qualified recipients are physicians and residents whose primary specialty is ophthalmology as well as optometrists/optometry specialists and other paid circulation.

DISPLAY CLASSIFIED AD

Per Column Inch (1 Column = 2-1/4") – Minimum 1"

Frequency	Black & White	2-Color	4-Color
24X	\$124	\$166	\$185
12X	\$140	\$182	\$200
8X	\$152	\$194	\$212
6X	\$162	\$204	\$222
4X	\$180	\$222	\$240
2X	\$197	\$239	\$257
1X	\$218	\$260	\$278
Blind Box	\$35		

Actual ad cost determined by number of columns multiplied by number of inches at applicable frequency rate and color choice. For the best rate, frequency schedules must start with first insertion. Prepayment is required for all contracts under \$1,000 and must be paid by the issue closing date. We accept check or VISA, MC & AMEX. Terms and conditions on advertising contract apply.

For the best rate, frequency schedules must start with first insertion. Prepayment is required for all contracts under \$250 and must be paid by the issue closing date. We accept check or VISA, MC & AMEX. Terms and conditions on advertising contract apply.

*Tentative Dates

<u>Mail Dates</u>	<u>Closing Dates*</u>	<u>Mail Dates</u>	<u>Closing Dates*</u>	<u>Mail Dates</u>	<u>Closing Dates*</u>
January 1	11/21	May 1	03/21	September 1	07/25
January 15	12/03	May 15	04/04	September 15	08/07
February 1	12/18	June 1	04/18	October 1	08/27
February 15	01/08	June 15	05/08	October 15	09/05
March 1	01/18	July 1	05/22	November 1	09/19
March 15	02/05	July 15	06/10	November 15	10/10
April 1	02/22	August 1	06/25	December 1	10/23
April 15	03/07	August 15	07/03	December 15	11/04

DIGITAL AD SPECS: For Specifications and File Instructions please go to: <http://www.advanstar.com/adspec/> (If you don't have access to the Internet, please ask your Account Rep to send/fax the specifications and File Instructions.)

TERMS & CONDITIONS: Special production charges will be charged separately to the advertiser. Rates are effective for current calendar year and are subject to change. **If any insertions carry over into a subsequent year, new rates will be in effect. Cancellations can ONLY be accepted, in writing directed to the account executive listed on the advertising contract. Cancellation requests must be received prior to the issue closing date.** If contract and materials are not received by closing date, we cannot secure advertising placement. Space costs will be adjusted to the appropriate rate if less space is used during calendar year. Advanstar may reject or cancel any advertising at any time. All advertising accepted subject to credit approval. *For complete Terms & Conditions, please call your account representative, see the publications media kit or look to the bottom of your advertising contract.*

Sharon Donnelly

800-225-4569, ext. 2697 ☆ Fax: 440-826-2865 ☆ Email: sdonnelly@advanstar.com

24950 Country Club Blvd, Suite 200, North Olmsted, OH 44070