Ophthalmology

Overview

*Ophthalmology*, the journal of the American Academy of Ophthalmology, serves society by publishing clinical and basic science research and other relevant manuscripts that relate to the sense of sight. Excellence is pursued through unbiased peer-review, the advancement of innovation and discovery, and the promotion of lifelong learning.

Visit Website

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<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>17,050</td>
<td>81,768</td>
<td>28,762</td>
<td>38,920</td>
<td>49,010</td>
</tr>
</tbody>
</table>

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Page 1 of 10
**Affiliation**
American Academy of Ophthalmology

**Audience**
Members of the American Academy of Ophthalmology, as well as other physicians, institutions, residents and other healthcare professionals or researchers interested in ophthalmology.

**Editor-in-Chief**
Russell N. van Gelder, MD, PhD

**Issuance**
12 times per year

## Print Closings

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>SPACE CLOSING</th>
<th>RUN OF BOOK ARTWORK DUE</th>
<th>PREPRINTED SUPPLIED PIECES DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>131/2</td>
<td>February 2024</td>
<td>12/22/2023</td>
<td>12/18/2023</td>
<td>01/03/2024</td>
</tr>
<tr>
<td>131/3</td>
<td>March 2024</td>
<td>01/25/2024</td>
<td>01/30/2024</td>
<td>02/02/2024</td>
</tr>
<tr>
<td>131/4</td>
<td>April 2024</td>
<td>02/16/2024</td>
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<td>03/05/2024</td>
</tr>
<tr>
<td>131/5</td>
<td>May 2024</td>
<td>03/25/2024</td>
<td>03/18/2024</td>
<td>04/02/2024</td>
</tr>
<tr>
<td>131/6</td>
<td>June 2024</td>
<td>04/25/2024</td>
<td>04/30/2024</td>
<td>05/03/2024</td>
</tr>
<tr>
<td>131/7</td>
<td>July 2024</td>
<td>05/24/2024</td>
<td>05/30/2024</td>
<td>06/04/2024</td>
</tr>
<tr>
<td>131/8</td>
<td>August 2024</td>
<td>06/21/2024</td>
<td>06/26/2024</td>
<td>07/01/2024</td>
</tr>
<tr>
<td>131/9</td>
<td>September 2024</td>
<td>07/25/2024</td>
<td>07/30/2024</td>
<td>08/03/2024</td>
</tr>
<tr>
<td>131/10</td>
<td>October 2024</td>
<td>08/26/2024</td>
<td>08/29/2024</td>
<td>09/04/2024</td>
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<tr>
<td>131/11</td>
<td>November 2024</td>
<td>09/26/2024</td>
<td>10/01/2024</td>
<td>10/04/2024</td>
</tr>
<tr>
<td>131/12</td>
<td>December 2024</td>
<td>10/25/2024</td>
<td>10/30/2024</td>
<td>11/04/2024</td>
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<tr>
<td>132/1</td>
<td>January 2025</td>
<td>11/21/2024</td>
<td>11/26/2024</td>
<td>12/03/2024</td>
</tr>
</tbody>
</table>

**Cancellations:**
No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.
Rates

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$ 4,790</td>
<td>$ 3,165</td>
<td>$ 1,940</td>
</tr>
<tr>
<td>6x</td>
<td>$ 4,605</td>
<td>$ 2,995</td>
<td>$ 1,900</td>
</tr>
<tr>
<td>12x</td>
<td>$ 4,360</td>
<td>$ 2,895</td>
<td>$ 1,815</td>
</tr>
<tr>
<td>24x</td>
<td>$ 4,240</td>
<td>$ 2,820</td>
<td>$ 1,770</td>
</tr>
<tr>
<td>36x</td>
<td>$ 3,800</td>
<td>$ 2,690</td>
<td>$ 1,735</td>
</tr>
<tr>
<td>48x</td>
<td>$ 3,790</td>
<td>$ 2,635</td>
<td>$ 1,660</td>
</tr>
<tr>
<td>60x</td>
<td>$ 3,775</td>
<td>$ 2,585</td>
<td>$ 1,615</td>
</tr>
<tr>
<td>72x</td>
<td>$ 3,730</td>
<td>$ 2,515</td>
<td>$ 1,540</td>
</tr>
<tr>
<td>84x</td>
<td>$ 3,690</td>
<td>$ 2,485</td>
<td>$ 1,490</td>
</tr>
<tr>
<td>96x</td>
<td>$ 3,570</td>
<td>$ 2,400</td>
<td>$ 1,405</td>
</tr>
</tbody>
</table>

Premium Positions

Cover 4: 50% B/W Page rate
Cover 2: 35% B/W Page rate
Cover 3: 25% B/W Page rate
Opposite TOC: 25% B/W Page rate
First Right Hand Page: 25% B/W Page rate
Other Preferred Positions: 10% B/W Page rate

Earned Rates

Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.

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: Black & White earned frequency rate.
Acceptance of Advertising

The Publisher, Editor, and Association reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher, Editor, and the owner of the journal from and against any loss, expense, claim, or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules, and regulations. New copy must be submitted by ad space closing date.

*State and local taxes may apply.

Classified / back of book print closings

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>CLASSIFIED SPACE CLOSING &amp; RUN OF BOOK ARTWORK DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>131/2</td>
<td>February 2024</td>
<td>12/14/2023</td>
</tr>
<tr>
<td>131/3</td>
<td>March 2024</td>
<td>01/17/2024</td>
</tr>
<tr>
<td>131/4</td>
<td>April 2024</td>
<td>02/15/2024</td>
</tr>
<tr>
<td>131/5</td>
<td>May 2024</td>
<td>03/15/2024</td>
</tr>
<tr>
<td>131/6</td>
<td>June 2024</td>
<td>04/17/2024</td>
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<td>131/7</td>
<td>July 2024</td>
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<td>December 2024</td>
<td>10/17/2024</td>
</tr>
<tr>
<td>132/1</td>
<td>January 2025</td>
<td>11/13/2024</td>
</tr>
</tbody>
</table>

Cancellations:

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### Classified / back of book print advertising

#### Rates

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
<th>1/6 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$ 4,195</td>
<td>$ 3,000</td>
<td>$ 2,120</td>
<td>$ 1,440</td>
</tr>
<tr>
<td>6x</td>
<td>$ 4,050</td>
<td>$ 2,860</td>
<td>$ 2,010</td>
<td>$ 1,395</td>
</tr>
<tr>
<td>12x</td>
<td>$ 3,855</td>
<td>$ 2,775</td>
<td>$ 1,950</td>
<td>$ 1,330</td>
</tr>
<tr>
<td>24x</td>
<td>$ 3,755</td>
<td>$ 2,705</td>
<td>$ 1,900</td>
<td>$ 1,265</td>
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<table>
<thead>
<tr>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
<th>3/4 COLOR</th>
<th>CLASSIFIED (BACK-OF-BOOK); COLOR</th>
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</thead>
<tbody>
<tr>
<td>1,020</td>
<td>1,185</td>
<td>2,870</td>
<td>690</td>
</tr>
</tbody>
</table>

#### Confidential Email Inbox

Cost: $40.

#### Agency Discount

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.

#### Cancellations:

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

#### Run of Book Print Ads

##### Sizing

- **Trim:** 8-1/8" x 10-7/8"
- 1/4" from all trim edges.
- **Binding:** Perfect; Jogs to head
- **Printing Process:** Litho Web
- **Halftone Screen:** Cover: 150 line screen Text: 150 line screen

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON-BLEED</th>
<th>BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8-1/8&quot; x 10-7/8&quot;</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>7-5/8&quot; x 10-3/8&quot;</td>
<td>8-3/8&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>Spread</td>
<td>15&quot; x 10&quot;</td>
<td>16-1/2&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7&quot; x 5&quot;</td>
<td>8-3/8&quot; x 5-11/16&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2&quot; x 10&quot;</td>
<td>4-5/16&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2&quot; x 5&quot;</td>
<td></td>
</tr>
</tbody>
</table>
Specifications

File Format

*PDF or PDF/X-1a compliant files, saved as PDF version 1.3.*

Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues.

Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document:

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

Additional costs may apply if problems are encountered.

*NOTE: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.*

Images

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

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

Fonts

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using Macintosh menu-stylized fonts, Macintosh "city" fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).
Page Layout

Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8" bleed image on all four sides.
- Files will include trim marks with a minimum 3/16" offset.
- No content is to be within 1/4" of all trim edges.
- Supply as single page files only.
- Right Reading, Portrait Mode, 100% size, No Rotation.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2" outside trim.

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. Files supplied as RGB will be automatically converted to CMYK.

Spot Colors

Spot colors 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 be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC). Any non-intended spot colors will be converted to CMYK.

Trapping and Screening

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

Proofs

If submitting a proof for color match on press, please send a SWOP-certified contract color proof (with SWOP proofing bar or GATF proof comparator), produced from the final submitted file and imaged at 100% scale. Revised proofs must be supplied whenever a text or design change is made. For a list of current SWOP-approved proofs visit https://idealliance.org/systems-certification/certified-hard-copy-proofing-systems/. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract proof is not supplied Elsevier will run to standard ink densities and dot gains.

Delivery

Submit PDF ad files to Elsevier ad portal at www.ads4els.com

Conformance to Specs

Variance from the above specifications may not yield results that conform to Elsevier quality control standards.
Supplied Print Ad Pieces

Size - 2 page: 8-3/8” x 11-1/8”
Size - 4 page: 16-3/4” x 11-1/8”

Trimming: For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.

Closing Date for Booking Inserts: Same as ad space closing

Insert delivery date: See Insert due dates
All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications.
Copy of insert must accompany insertion orderNote: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

Insert Quantity
Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

Insert Packing & Shipping Instructions
Inserts 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 date (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 (month/year) and quantity.

Insert Shipments Address

Ophthalmology
LSC Communications
13487 South Preston Highway
LEBANON JCTN, KY 40150
United States
Attn: Elsevier Team

Disposition of Reproduction Materials

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

For Contracts, Insertion Orders & Production Materials

Send new print ad files and submit pickup ads to www.ads4els.com.
## Digital Specs

### Website

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
</tr>
<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 250</td>
<td>Left</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 300 x 600</td>
<td>320 x 600</td>
<td>Left</td>
</tr>
<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

### FORMATS
- jpeg, png, gif, HTML5†, 3rd party tags

### TRACKING PIXELS
- Yes

### MAX FILE SIZE
- 200 KB

### MAX ANIMATION (TIME/LOOPS)
- 15 seconds/ 3 loops

### PRESTITIAL FREQUENCY
- 1 impression/6hrs/user

*Supply iFRAME tags for scrolling elements in ad; HTML5 must be provided as a 3rd party tag for prestitial banners.

†Excluding personally identifiable information (PII).

### eTOC Email

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

### FORMATS
- jpeg, png, gif,(static image only)

### TRACKING PIXELS
- No

### MAX FILE SIZE
- 200 KB

MPU banners, positions 1, 2, 3, are stacked vertically. Animation and expandable banners unavailable.

### AIP Email

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

### FORMATS
- jpeg, png, gif,(static image only)

### TRACKING PIXELS
- No

### MAX FILE SIZE
- 200 KB

Animation and expandable banners unavailable.

Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability
These terms and conditions shall apply in full to proposals, offers and quotations made by Elsevier and to any party or its agent (the "Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties for the "TC". They supersede any previous written or oral communications. The terms and conditions of this TC shall govern the relationship between the Client and Elsevier and shall prevail over any terms and conditions which may be submitted or stipulated by the Client or implied by trade practice. Elsevier reserves the right to make any modifications, changes, additions, or deletions to this TC at any time. 

2. Liability and claims
If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, or appropriation or other causes beyond the control of a party, such party is unable to perform in whole or in part its obligations set forth in this TC, then such party shall be relieved of those obligations to the extent it is unable to perform. The party subject to an event of force majeure shall use good faith efforts to comply as closely as possible with the provisions of this TC and to avoid the effects of such event to the extent possible.

3. General and modification of the order
Any alteration or modification of the order, or of any part of the order, or of any part of the order, shall be made only in writing and signed by both parties. If any alteration or modification of the order, or of any part of the order, is not approved by both parties, the order or such part shall remain binding. If the Client requests alterations or modifications to the order acknowledged, it may give an agreement to the first point and/or delivery schedule at Elsevier's discretion. If, at the request of the Client, Elsevier makes additional commitments, the Client shall be responsible for any added costs.

4. Performance and perfection
The Client is responsible for collecting all amounts due to Elsevier at the agent of the TC. Elsevier will not be liable for any losses incurred or committed in the unless the Client notifies Elsevier in writing of its inability to perform. Elsevier will not be liable for any losses incurred or committed in the unless the Client notifies Elsevier in writing of its inability to perform. Elsevier will not be liable for any losses incurred or committed in the unless the Client notifies Elsevier in writing of its inability to perform. Elsevier will not be liable for any losses incurred or committed in the unless the Client notifies Elsevier in writing of its inability to perform. Elsevier will not be liable for any losses incurred or committed in the unless the Client notifies Elsevier in writing of its inability to perform. Elsevier will not be liable for any losses incurred or committed in the unless the Client notifies Elsevier in writing of its inability to perform. 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