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.

Display Advertising

Jen Callow United States
732-580-8884
JCallow@AMCMediaGroup.com

Kate Lach Europe
48 500 299 970
k.lach.1@elsevier.com

Virginia Van Homrigh APAC
61 448 008139
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Derek Zakaib Canada
514-730-8837
derekjohnzakaib@gmail.com

Recruitment Advertising

Jaesam Hong Global
212-633-3733
j.hong@elsevier.com

Global Print Circulation
17,050

Avg. Global Monthly Visits
81,768

Avg. Global Monthly Unique Visitors
28,762

Avg. Global Monthly Page Views
38,920

Avg. Global eTOC Distribution
49,010

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.
## 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>12/28/2023</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>02/20/2024</td>
<td>02/29/2024</td>
<td>03/05/2024</td>
</tr>
<tr>
<td>131/5</td>
<td>May 2024</td>
<td>03/25/2024</td>
<td>03/31/2024</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>05/31/2024</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>08/02/2024</td>
</tr>
<tr>
<td>131/10</td>
<td>October 2024</td>
<td>08/26/2024</td>
<td>08/31/2024</td>
<td>09/04/2024</td>
</tr>
<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>
</tr>
<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>
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<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.
Composition
All production charges are net and non-commissionable

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>
</tr>
<tr>
<td>131/7</td>
<td>July 2024</td>
<td>05/16/2024</td>
</tr>
<tr>
<td>131/8</td>
<td>August 2024</td>
<td>06/13/2024</td>
</tr>
<tr>
<td>131/9</td>
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<td>131/10</td>
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<td>08/16/2024</td>
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<td>131/11</td>
<td>November 2024</td>
<td>09/18/2024</td>
</tr>
<tr>
<td>131/12</td>
<td>December 2024</td>
<td>10/17/2024</td>
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<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>$ 3,815</td>
<td>$ 2,725</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>
</tr>
</tbody>
</table>

STANDARD COLOR  MATCHED COLOR  3/4 COLOR  CLASSIFIEDS (BACK-OF-BOOK): COLOR

1,020  1,185  2,870  690

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” x 10-7/8”</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>7-5/8” x 10-3/8”</td>
<td>8-3/8” x 11-1/8”</td>
</tr>
<tr>
<td>Spread</td>
<td>15” x 10”</td>
<td>16-1/2” x 11-1/8”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7” x 5”</td>
<td>8-3/8” x 9-11/16”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2” x 10”</td>
<td>4-5/16” x 11-1/8”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2” x 5”</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 order

Note: 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 120 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>
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</thead>
<tbody>
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### 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

The provisions of this Agreement do not apply to sales of products and/or Services made by Elsevier and any third party or its agent (the “Client”) relating to the products and/or Services (the “Products and/or Services”) and, along with the relevant Client order acknowledgement, shall be subject to any agreement between the parties for the “TC”. They supersede any previous understandings or agreements between the parties.

2. Execution and modification of the order

No order placed by the Client shall be deemed accepted until a written acknowledgement of order is issued by Elsevier or [name of publisher]. Each order for the Products and Services by the Client from Elsevier shall be deemed to be an offer by the Client to purchase the Products and/or Services subject to the TC. All products and/or Services shall be subject to latest rates and specifications available on Elsevier’s Rate Card in effect at time of order. Each order placed by the Client for the Products and/or Services shall be deemed an offer by the Client to Elsevier to supply the Products and/or Services subject to the TC.

3. Liability and claims

Elsevier shall not be liable for any breach of warranty or representation made in the TC or the related proposal or order. The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any such violation of this representation and warranty, Elsevier shall be entitled to immediate injunctive relief requiring all defaulting recipients of Products and/or Services from the Client, including all recipients of any Product or Service not previously identified by Elsevier. Elsevier shall commercially reasonably efforts to comply with descriptions of the Products and Services agreed by both parties in the relevant order, including such things as format, presentation, technical design, size and of address, file sizes and the like. All drawings, descriptive matter, specifications and advertising material relating to Elsevier or its descriptions or illustrations contained in Elsevier’s catalogues or brochures are issued or published for the sole purpose of giving an approximate description of the Products and Services described in them. They will form part of the TC. Publishing errors, including, but not limited to, typographical errors, having no significant effect on the editorial content or design characteristics of the Products and Services, cannot be considered a reason for requesting delivery or, as the case may be, modifying the agreed price.

4. General

Title and Control: Partially enforcing any provision (or prosecuting any breach) of the TC will not be construed as a waiver of any of its rights under the TC.

Costs: If no dates are so specified, delivery/performance will be within a reasonable time. The Client shall be solely responsible for collecting the Client’s existing legal or statutory rights where it is acting as a consumer. The parties agree that the provisions relating to the passing of title of Goods shall not apply to this TC or the interpretation or enforcement thereof. The Client has entered into the TC in consideration of any loan, advance or other financial accommodation the Client has received or may receive from Elsevier or any of Elsevier’s affiliates and the Client acknowledges that the higher price would have been paid by the Client had the Products or Services been loaned to the Client.

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