2023 MEDIA KIT

Ophthalmology
Ophthalmology Retina
Ophthalmology Glaucoma
Ophthalmology Science

Online, open-access journal, 2021
# Table of Contents

**Click to view**

AAO Publications’ Reach ............................................................................................................................................................................................... 1

Editorial Overview ............................................................................................................................................................................................................. 2

* Ophthalmology ....................................................................................................................................................................................................................................2

* Ophthalmology Retina ......................................................................................................................................................................................................................3

* Ophthalmology Glaucoma ............................................................................................................................................................................................................4

* Ophthalmology Science ....................................................................................................................................................................................................................5

Digital Advertising Opportunities ...........................................................................................................................................................................6

* Journal Website Banner Advertising ........................................................................................................................................................................................6

* Table of Contents Email (eTOC) Advertising ....................................................................................................................................................................8

* Article-In-Press Email Alerts ........................................................................................................................................................................................................9

Print Rates .......................................................................................................................................................................................................................... 10

* Ophthalmology ..................................................................................................................................................................................................................................10

* Ophthalmology Retina ...............................................................................................................................................................................................................11

* Ophthalmology Glaucoma ........................................................................................................................................................................................................12

Print Advertising Opportunities .............................................................................................................................................................................13

* Meeting Issues ..........................................................................................................................................................................................................................13

Reprint Capabilities ........................................................................................................................................................................................................14

Specifications .....................................................................................................................................................................................................................16

* Digital Media ........................................................................................................................................................................................................................................16

* Print Media ........................................................................................................................................................................................................................................19

Contacts ................................................................................................................................................................................................................................23
AAO Publications’ Reach

The American Academy of Ophthalmology (AAO) is the world’s largest association of eye physicians and surgeons. A global community of 32,000 medical doctors, the mission of the AAO is to protect sight and empower lives by serving as an advocate for patients and the public, leading ophthalmic education, and advancing the profession of ophthalmology.

AAO publications provide information on new technologies and complementary therapies, to help ophthalmologists sift through an ever-expanding body of clinical data and information. In addition, the Academy provides members with timely information to help them enhance patient safety.

Print Circulation

Print Circulation

Print Circulation

Print Circulation

Average Monthly Visits*

Average Monthly Visits*

Average Monthly Visits*

Average Monthly Visits*

Average Monthly Pageviews*

Average Monthly Pageviews*

Average Monthly Pageviews*

Average Monthly Pageviews*

Opt-in Email Subscribers†

Opt-in Email Subscribers†

Opt-in Email Subscribers†

Opt-in Email Subscribers†

*Adobe Analytics: Average of January-June 2022
†Amazon SES: Average of January-June 2022

-AAO is a global community of over 32,000 medical doctors-
Editorial Direction

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.

<table>
<thead>
<tr>
<th>Established</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issuance</td>
<td>12 times per year</td>
</tr>
<tr>
<td>Circulation</td>
<td>17,448</td>
</tr>
<tr>
<td>Impact Factor*</td>
<td>14.277</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.aaojournal.org">www.aaojournal.org</a></td>
</tr>
</tbody>
</table>

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

Publisher
Esther Heuver

Societies & Affiliations
American Academy of Ophthalmology™

Market
American Academy of Ophthalmology members as well as other physicians, institutions, residents and other healthcare professionals interested in ophthalmology.

Membership
- Membership is 32,000 members.
- Subscribers who are not members subscribe to the journal for its latest cutting edge information and procedural techniques.

*Clarivate Analytics Journal Citation Reports, 2021
EDITORIAL OVERVIEW

Ophthalmology Retina

Editorial Direction

Ophthalmology Retina, a journal of the American Academy of Ophthalmology, provides a stimulating forum for discussion of clinical and scientific issues of greatest concern to clinicians who care for patients with vitreoretinal disorders. Each issue presents original articles on new approaches to diagnosis, innovations in pharmacological therapy and surgical technique, and basic science advances that impact clinical practice.

Established 2017
Issuance 12 times per year
Circulation 3,665
Website www.ophthalmologyretina.org
Citescore 5.8

Editor-in-Chief
Andrew Schachat, MD

Publisher
Esther Heuver

Societies & Affiliations
American Academy of Ophthalmology™

Market
AAO members, Retina specialists
EDITORIAL OVERVIEW

Ophthalmology Glaucoma

The Official Journal of the American Glaucoma Society

Editorial Direction

Ophthalmology Glaucoma, a journal collaboration between the American Academy of Ophthalmology and the American Glaucoma Society, provides a stimulating forum for discussion of clinical and scientific issues of greatest concern to clinicians who care for glaucoma patients. Each issue presents original articles on new approaches to diagnosis, innovations in pharmacological therapy and surgical technique, and basic science advances that impact clinical practice. Ophthalmology Glaucoma is the official journal of the American Glaucoma Society.

Established 2018
Issuance 6 times per year
Circulation 1,556
Website www.ophthalmologyglaucoma.org
Citescore 2.9

Editor-in-Chief
Henry Jampel, MD

Publisher
Esther Heuver

Societies & Affiliations
American Academy of Ophthalmology™
American Glaucoma Society

Market
American Glaucoma Society members, Ophthalmologists and Glaucoma specialists
EDITORIAL OVERVIEW

Ophthalmology Science

**Editorial Direction**

*Ophthalmology Science*, an online open access journal focuses on publishing pre-clinical development, phase 1 and 2 clinical trials, laboratory-based work, ophthalmology informatics, and clinical science.

- **Established**: 2021
- **Issue**: 4 issues per year
- **Circulation**: Online-only, open-access
- **Website**: www.ophthalmologyscience.org

**Editor-in-Chief**
Emily Chew, MD

**Publisher**
Esther Heuver

**Societies & Affiliations**
American Academy of Ophthalmology™

**Market**
AAO members, ophthalmologists and vision researchers
Maximize your reach by adding a digital advertising campaign to your print schedule.

The Elsevier online journal platform offers a variety of advertising banner options and customizable solutions, enabling advertisers to target specific healthcare professionals with a single campaign. Digital advertising delivers your message and drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

<table>
<thead>
<tr>
<th>Position</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>
</tbody>
</table>

**Sticky Banners**
Leaderboard remains in place during scroll for 8 seconds rectangle on ROS pages remains in place on right side throughout scroll.

**Rates**

- **Ophthalmology** $105 CPM Net
- **Ophthalmology Retina** $105 CPM Net
- **Ophthalmology Glaucoma** $105 CPM Net
- **Ophthalmology Science** $105 CPM Net
## Average Monthly Metrics*

<table>
<thead>
<tr>
<th>Journal</th>
<th>Pageviews</th>
<th>Unique Visitors</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ophthalmology</td>
<td>73,630</td>
<td>30,792</td>
<td>41,438</td>
</tr>
<tr>
<td>Ophthalmology Retina</td>
<td>23,677</td>
<td>39</td>
<td>48</td>
</tr>
<tr>
<td>Ophthalmology Glaucoma</td>
<td>6,247</td>
<td>2,770</td>
<td>3,246</td>
</tr>
<tr>
<td>Ophthalmology Science</td>
<td>29,803</td>
<td>10,503</td>
<td>14,787</td>
</tr>
</tbody>
</table>

*Adobe Analytics: Average of January-June 2022
DIGITAL ADVERTISING OPPORTUNITIES

Table of Contents Email (eTOC) Advertising

Monthly eTOCs

Each week, registered subscribers receive the Table of Contents email (eTOC) for Ophthalmology, Ophthalmology Retina, and Ophthalmology Glaucoma providing a preview of what's coming in their next issue. Metrics are sent on a monthly basis. eTOCs deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.

<table>
<thead>
<tr>
<th>Banner</th>
<th>Size (pixels)</th>
<th>Metrics*</th>
<th>Opt-in Distribution</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td><strong>Ophthalmology</strong>*</td>
<td>43,999</td>
<td>Monthly</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
<td><strong>Ophthalmology Retina</strong>*</td>
<td>28,812</td>
<td>Monthly</td>
</tr>
<tr>
<td>Formats</td>
<td>jpeg, png, gif, (static image only)</td>
<td><strong>Ophthalmology Glaucoma</strong>*</td>
<td>1,980</td>
<td>6x/year</td>
</tr>
<tr>
<td>Tracking pixels</td>
<td>No</td>
<td><strong>Ophthalmology Science</strong>*</td>
<td>21,379</td>
<td>Quarterly</td>
</tr>
<tr>
<td>Max file size</td>
<td>200 KB</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Animation and expandable banners unavailable

Rates

*Amazon SES: Average of January-June 2022
DIGITAL ADVERTISING OPPORTUNITIES

Article-In-Press Email Alerts

After editorial board approves an article(s) to appear in a future issue of the journal, an AIP email alert is deployed to opt-in subscribers.

### Banner Positions

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Medium Rectangle (bottom)</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

### Metrics*

**Ophthalmology**

- Opt-in Distribution: 2,800
- Average Monthly Sends: 12

**Ophthalmology Retina**

- Opt-in Distribution*: 440
- Average Monthly Sends: 11

**Ophthalmology Glaucoma**

- Opt-in Distribution: 200
- Average Monthly Sends: 6

### Rates

**Ophthalmology**

- $3,000/month (100% SOV)
- 2 month minimum campaign

**Ophthalmology Retina**

- $2,000/month (100% SOV)
- 2 month minimum campaign

**Ophthalmology Glaucoma**

- $1,500/month (100% SOV)
- 2 month minimum campaign

---

*Amazon SES: Sept 2021.
†Juneo: May-December 2021.
PRINT RATES

*All ads must go through an approval process

Ophthalmology

Black & White Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$4,605</td>
<td>$3,045</td>
<td>$1,865</td>
</tr>
<tr>
<td>6x</td>
<td>$4,430</td>
<td>$2,880</td>
<td>$1,825</td>
</tr>
<tr>
<td>12x</td>
<td>$4,190</td>
<td>$2,785</td>
<td>$1,745</td>
</tr>
<tr>
<td>24x</td>
<td>$4,075</td>
<td>$2,710</td>
<td>$1,700</td>
</tr>
<tr>
<td>36x</td>
<td>$3,655</td>
<td>$2,585</td>
<td>$1,670</td>
</tr>
<tr>
<td>48x</td>
<td>$3,645</td>
<td>$2,535</td>
<td>$1,595</td>
</tr>
<tr>
<td>60x</td>
<td>$3,630</td>
<td>$2,485</td>
<td>$1,555</td>
</tr>
<tr>
<td>72x</td>
<td>$3,585</td>
<td>$2,420</td>
<td>$1,480</td>
</tr>
<tr>
<td>84x</td>
<td>$3,550</td>
<td>$2,390</td>
<td>$1,435</td>
</tr>
<tr>
<td>96x</td>
<td>$3,435</td>
<td>$2,310</td>
<td>$1,350</td>
</tr>
</tbody>
</table>

Color Rates

| Standard Color | $1,010 |
| Matched Color  | $1,175 |
| 3/4 Color      | $2,760 |

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

Cover Tips

$22,000 Net Client Provided (standard size, 2-sided); please contact your sales representative for larger unit pricing.

Outserts

$24,970 Net Client Provided (Up to 4 pages); please contact your sales representative for larger unit pricing.

Closing Dates

<table>
<thead>
<tr>
<th>Publication Date</th>
<th>Closing Date</th>
<th>Materials Deadline</th>
<th>Inserts Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>11/21/22</td>
<td>11/28/22</td>
<td>12/20/22</td>
</tr>
<tr>
<td>February</td>
<td>12/21/22</td>
<td>12/28/22</td>
<td>1/3/23</td>
</tr>
<tr>
<td>March</td>
<td>1/25/23</td>
<td>1/30/23</td>
<td>2/2/23</td>
</tr>
<tr>
<td>August</td>
<td>6/22/23</td>
<td>6/27/23</td>
<td>6/30/23</td>
</tr>
<tr>
<td>September</td>
<td>7/25/23</td>
<td>7/28/23</td>
<td>8/2/23</td>
</tr>
<tr>
<td>October</td>
<td>8/24/23</td>
<td>8/29/23</td>
<td>9/1/23</td>
</tr>
<tr>
<td>November</td>
<td>9/26/23</td>
<td>9/29/23</td>
<td>10/4/23</td>
</tr>
<tr>
<td>December</td>
<td>10/25/23</td>
<td>10/30/23</td>
<td>11/2/23</td>
</tr>
</tbody>
</table>

*All ads must go through an approval process
PRINT RATES

Ophthalmology Retina

Black & White Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$3,125</td>
<td>$2,035</td>
<td>$1,280</td>
</tr>
<tr>
<td>6x</td>
<td>$3,085</td>
<td>$2,005</td>
<td>$1,265</td>
</tr>
<tr>
<td>12x</td>
<td>$3,040</td>
<td>$1,965</td>
<td>$1,240</td>
</tr>
<tr>
<td>24x</td>
<td>$2,950</td>
<td>$1,920</td>
<td>$1,215</td>
</tr>
<tr>
<td>36x</td>
<td>$2,855</td>
<td>$1,860</td>
<td>$1,175</td>
</tr>
<tr>
<td>48x</td>
<td>$2,765</td>
<td>$1,805</td>
<td>$1,140</td>
</tr>
<tr>
<td>72x</td>
<td>$2,670</td>
<td>$1,735</td>
<td>$1,085</td>
</tr>
<tr>
<td>96x</td>
<td>$2,555</td>
<td>$1,660</td>
<td>$1,040</td>
</tr>
</tbody>
</table>

Color Rates

<table>
<thead>
<tr>
<th></th>
<th>Standard Color</th>
<th>Matched Color</th>
<th>4 Color</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$680</td>
<td>$770</td>
<td>$1,870</td>
</tr>
</tbody>
</table>

Premium Positions

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 4</td>
<td>50% B/W page rate</td>
</tr>
<tr>
<td>Cover 2</td>
<td>35% B/W page rate</td>
</tr>
<tr>
<td>Cover 3</td>
<td>25% B/W page rate</td>
</tr>
<tr>
<td>Opposite TOC</td>
<td>25% B/W page rate</td>
</tr>
<tr>
<td>First right hand page</td>
<td>25% B/W page rate</td>
</tr>
<tr>
<td>Other preferred positions</td>
<td>10% B/W page rate</td>
</tr>
</tbody>
</table>

Closing Dates

<table>
<thead>
<tr>
<th>Publication Date</th>
<th>Closing Date</th>
<th>Materials Deadline</th>
<th>Inserts Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/6/22</td>
<td>12/9/22</td>
<td>12/14/22</td>
</tr>
<tr>
<td>February</td>
<td>1/6/23</td>
<td>1/11/23</td>
<td>1/17/23</td>
</tr>
<tr>
<td>March</td>
<td>2/6/23</td>
<td>2/9/23</td>
<td>2/14/23</td>
</tr>
<tr>
<td>April</td>
<td>3/9/23</td>
<td>3/14/23</td>
<td>3/17/23</td>
</tr>
<tr>
<td>May</td>
<td>4/7/23</td>
<td>4/12/23</td>
<td>4/17/23</td>
</tr>
<tr>
<td>June</td>
<td>5/8/23</td>
<td>5/12/23</td>
<td>5/16/23</td>
</tr>
<tr>
<td>July</td>
<td>6/7/23</td>
<td>6/12/23</td>
<td>6/15/23</td>
</tr>
<tr>
<td>August</td>
<td>7/10/23</td>
<td>7/18/23</td>
<td>7/15/23</td>
</tr>
<tr>
<td>September</td>
<td>8/8/23</td>
<td>7/11/23</td>
<td>8/16/23</td>
</tr>
<tr>
<td>October</td>
<td>9/7/23</td>
<td>9/12/23</td>
<td>9/15/23</td>
</tr>
<tr>
<td>November</td>
<td>10/10/23</td>
<td>10/13/23</td>
<td>10/18/23</td>
</tr>
</tbody>
</table>

Cover Tips

$14,300 Net Client Provided (standard size, 2-sided); please contact your sales representative for larger unit pricing.

Outserts

$15,400 Net Client Provided (Up to 4 pages); please contact your sales representative for larger unit pricing.

*All ads must go through an approval process
PRINT RATES

Ophthalmology
Glaucoma

Black & White Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$2,945</td>
<td>$2,335</td>
<td>$2,085</td>
</tr>
<tr>
<td>3x</td>
<td>$2,820</td>
<td>$2,270</td>
<td>$2,025</td>
</tr>
<tr>
<td>6x</td>
<td>$2,700</td>
<td>$2,205</td>
<td>$1,960</td>
</tr>
<tr>
<td>12x</td>
<td>$2,575</td>
<td>$2,150</td>
<td>$1,900</td>
</tr>
<tr>
<td>24x</td>
<td>$2,455</td>
<td>$2,150</td>
<td>$1,835</td>
</tr>
<tr>
<td>48x</td>
<td>$2,205</td>
<td>$2,150</td>
<td>$1,780</td>
</tr>
</tbody>
</table>

Color Rates

<table>
<thead>
<tr>
<th>Color Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Color</td>
<td>$610</td>
</tr>
<tr>
<td>Matched Color</td>
<td>$715</td>
</tr>
<tr>
<td>4 Color</td>
<td>$1,325</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

Cover Tips

$5,900 Net Client Provided (standard size, 2-sided); please contact your sales representative for larger unit pricing.

Outserts

$7,150 Net Client Provided (Up to 4 pages); please contact your sales representative for larger unit pricing.

*All ads must go through an approval process
**Meeting Issues**

**American Glaucoma Society (AGS)**  
March 2-5, 2023 (Austin, TX)  
- *Ophthalmology*: February 2023  
- *Ophthalmology Retina*: February 2023  
- *Ophthalmology Glaucoma*: January/February 2023

**American Society of Cataract and Refractive Surgery (ASCRS)**  
May 5-8, 2023 (San Diego)  
- *Ophthalmology*: March 2023  
- *Ophthalmology Retina*: March 2023  
- *Ophthalmology Glaucoma*: March/April 2023

**American Society of Retina Specialists (ASRS)**  
July 28 - August 1, 2023 (Seattle, WA)  
- *Ophthalmology*: June 2023  
- *Ophthalmology Retina*: June 2023  
- *Ophthalmology Glaucoma*: May/June 2023

**ARVO**  
April 23-27, 2023 (New Orleans, LA)  
- *Ophthalmology*: March 2023  
- *Ophthalmology Retina*: March 2023  
- *Ophthalmology Glaucoma*: April 2023

**European Society of Cataract and Refractive Surgery (ESCRS)**  
September 8-12, 2023 (Vienna, Austria)  
- *Ophthalmology*: August 2023  
- *Ophthalmology Retina*: August 2023  
- *Ophthalmology Glaucoma*: July/August 2023

**American Academy of Ophthalmology (AAO)**  
November 3-6, 2023 (San Francisco, CA)  
- *Ophthalmology*: November 2023  
- *Ophthalmology Retina*: October 2023  
- *Ophthalmology Glaucoma*: September/October 2023

---

Please Note: Meeting Issues subject to change. Please contact your Sales Representative prior to finalizing your media plan.
Reprint Capabilities

The Power of Credibility
Reach targeted HCPs with original, authoritative content

Whether you are launching a new product, trying to increase sales of existing products or repositioning established ones, Elsevier article reprints provide an exclusive and distinctive way to promote your brand using the strengths of our multimedia programs and your published work.

Hard Copy Reprints

Customizable Options

Printing

- Article translation

- Inclusion of: company/brand logo, prescribing information & ISI and inventory number

Packaging

- Resizing: Pocket/Digest
- Article Collections/Supplements
- Shrink-wrapping
- Polybagging—Outserts provided to targeted HCPs
Reprint Capabilities (continued)

**ePrints**
Educate HCPs on the latest treatment options, or help to drive a change in existing prescribing habits by using ePrints - encrypted, electronic copies of PDF articles that you can distribute by email, post on a website or use in Rep e-detailing.

**Multicopy Prints**
Elsevier ePrints are created with official journal covers. Any article available in Elsevier’s digital archive can be made into an ePrints PDF valid for 12 months.

**Mobile ePrints**
Downloadable ePrints designed for use on mobile and tablet devices. Can be used for email blasts and on-the-go consumption - perfect for Rep e-detailing.

**QR Codes**
Integrate QR codes into your advertising to allow quick mobile access to your reprint.

**Order Reprints Online**
MedReprints is an online portal to order Elsevier and non-Elsevier published journal article reprints. Visit us at medreprints.com where selecting and ordering your reprints is simple:
- Search for articles by journal, specialty, keyword, and more
- Receive your quote online in 24 hours or less
- Place your order online, and track the production process
Digital Media

Journal Website Banner Ads

**Creative Sizes**

**Leaderboard** 728 x 90
Placement: Journal pages. Right hand column of journal page, displays on all content pages (content pages = abstract and full text articles*).

**Monster (MOU)** 300 x 600
Placement: Journal pages. Right hand column of journal page, displays on all content pages (content pages = abstract and full text articles*).

**Skyscraper** 160 x 600
Placement: Journal pages. Right hand column of journal page, displays on all content pages (content pages = abstract and full text articles*).

**Large Rectangle** 300 x 250
Placement: Journal pages. Right hand column of journal page, displays on all content pages (content pages = abstract and full text articles*).

**Specifications**

<table>
<thead>
<tr>
<th>Desktop/Tablet</th>
<th>HTML5, 150kB</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Size</strong></td>
<td>200KB max</td>
</tr>
<tr>
<td><strong>Rotation</strong></td>
<td>Accepted</td>
</tr>
<tr>
<td><strong>Animated GIF</strong></td>
<td>Max 3 loops of animation, up to 15 seconds per loop</td>
</tr>
<tr>
<td><strong>File Format</strong></td>
<td>.gif, .jpg or .swf [rich media]</td>
</tr>
<tr>
<td><strong>Required Resolution</strong></td>
<td>72 dpi</td>
</tr>
<tr>
<td><strong>Rich Media and HTML5</strong></td>
<td>Yes. Supplied as 3rd party tags only</td>
</tr>
<tr>
<td><strong>Target URL</strong></td>
<td>Required</td>
</tr>
</tbody>
</table>

*Generic list of non-content pages available upon request though will vary by journal*
**Specifications**

**Digital Media (continued)**

**Rich Media Expanding & HTML In-Page Ads†**

<table>
<thead>
<tr>
<th>Creative Sizes</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expands ▼ down (max)</td>
<td>728 x 90</td>
<td>728 x 315</td>
</tr>
<tr>
<td><strong>Skyscraper</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expands ▼ left (max)</td>
<td>160 x 600</td>
<td>300 x 600</td>
</tr>
<tr>
<td><strong>Large Rectangle</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expands ► right (max)</td>
<td>300 x 250</td>
<td>600 x 250</td>
</tr>
</tbody>
</table>

**Rich Media Specifications**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop/Tablet</td>
<td>HTML5, 150KB</td>
<td></td>
</tr>
<tr>
<td>Initial Size</td>
<td>150KB</td>
<td></td>
</tr>
<tr>
<td>Subsequent Size</td>
<td>2.2 MB</td>
<td></td>
</tr>
<tr>
<td>Back-up .gif</td>
<td>200KB</td>
<td></td>
</tr>
<tr>
<td>Animation</td>
<td>15 sec or 3 loops of 5 sec</td>
<td></td>
</tr>
<tr>
<td>Video</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Max Video File Size</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Expansion Method</td>
<td>On click</td>
<td></td>
</tr>
<tr>
<td>Hotspot requirements</td>
<td>Not to exceed 1/4 size of original ad</td>
<td></td>
</tr>
<tr>
<td>Close Button Requirements</td>
<td>8pt - 16 pt (11px - 21px)</td>
<td></td>
</tr>
</tbody>
</table>

---

*Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.*
### Digital Media (continued)

#### Table of Contents (TOC) Email Banner Ads

<table>
<thead>
<tr>
<th>Creative Sizes</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600</td>
</tr>
<tr>
<td>Large Rectangle</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Email Specifications</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>40KB (200KB max)</td>
</tr>
<tr>
<td>Rotation</td>
<td>No</td>
</tr>
<tr>
<td>Required Resolution</td>
<td>72 dpi</td>
</tr>
<tr>
<td>Acceptable File Format</td>
<td>.gif or .jpg</td>
</tr>
<tr>
<td>Rich Media</td>
<td>No</td>
</tr>
<tr>
<td>Animation</td>
<td>No</td>
</tr>
<tr>
<td>Target URL</td>
<td>Required</td>
</tr>
<tr>
<td>3rd Party Tags</td>
<td>No</td>
</tr>
</tbody>
</table>
## Mechanical Specifications

### Ophthalmology

<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 5-11/16”</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>

Keep live matter 1/4” from all trim edges.

- **Binding:** Perfect
- **Printing process:** Web
- **Halftone screen:** Cover, 150 line screen
  - Text, 150 line screen

### Ophthalmology Glaucoma

<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 5-11/16”</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>

Keep live matter 1/4” from all trim edges.

- **Binding:** Perfect
- **Printing process:** Web
- **Halftone screen:** Cover, 150 line screen
  - Text, 150 line screen

### Ophthalmology Retina

<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 5-11/16”</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>

Keep live matter 1/4” from all trim edges.

- **Binding:** Perfect
- **Printing process:** Web
- **Halftone screen:** Cover, 150 line screen
  - Text, 150 line screen

## Print Ad 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

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.
Print Media (continued)

follow all requirements listed in this document.

- Adobe Indesign CS6 or higher
- Adobe Illustrator* CS6 or higher

Additional costs may apply if problems are encountered.

*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 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
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No rotation
- No content is to be within 1/4” of all trim edges.
- 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).

NOTE: Any non-intended spot colors will be converted to CMYK.

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 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
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No rotation
- No content is to be within 1/4” of all trim edges.
- 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).

NOTE: Any non-intended spot colors will be converted to CMYK.
SPECIFICATIONS

Print Media (continued)

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
All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit www.swop.org/certification/systemlist.asp. Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

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

Conformance to Specs
Variances from the above specifications may not yield results that conform to Elsevier quality control standards.

### Insert Specifications

#### Mechanical Specifications

**Ophthalmology**

<table>
<thead>
<tr>
<th>Insert Size</th>
<th>Flat</th>
<th>Furnish Folded</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page insert</td>
<td>8-3/8&quot; x 11-1/8&quot;</td>
<td></td>
</tr>
<tr>
<td>4-page insert</td>
<td>16-3/4&quot; x 11-1/8&quot;</td>
<td>8-3/8&quot; x 11-1/8&quot;</td>
</tr>
</tbody>
</table>

**Ophthalmology Retina**

<table>
<thead>
<tr>
<th>Insert Size</th>
<th>Flat</th>
<th>Furnish Folded</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page insert</td>
<td>8-3/8&quot; x 11-1/8&quot;</td>
<td></td>
</tr>
<tr>
<td>4-page insert</td>
<td>16-3/4&quot; x 11-1/8&quot;</td>
<td>8-3/8&quot; x 11-1/8&quot;</td>
</tr>
</tbody>
</table>

**Ophthalmology Glaucoma**

<table>
<thead>
<tr>
<th>Insert Size</th>
<th>Flat</th>
<th>Furnish Folded</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page insert</td>
<td>8-3/8&quot; x 11-1/8&quot;</td>
<td></td>
</tr>
<tr>
<td>4-page insert</td>
<td>16-3/4&quot; x 11-1/8&quot;</td>
<td>8-3/8&quot; x 11-1/8&quot;</td>
</tr>
</tbody>
</table>

**Insert Requirements:**

**Trimming**

1/8” trimmed off top, bottom, gutter and face. Keep all live matter 1/4” from all trim edges. Note that a 1/2” safety must also be applied to both sides of the gutter/spine.

**Insert Stock Weight**

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.

---

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.
Print Media (continued)

### Disposition of Reproduction Material

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.

### 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 Shipment Address

**Ophthalmology**
Publishers Press
13487 South Preston Highway
Lebanon Junction, KY 40150
Attn: Elsevier Team

**Ophthalmology Retina**
Sheridan Press
450 Fame Avenue
Hanover, PA 17331-1585
Attn: Elsevier Team

**Ophthalmology Glaucoma**
Sheridan Press
450 Fame Avenue
Hanover, PA 17331-1585
Attn: Elsevier Team

---

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.
Contacts

Integrated Advertising

Jen Callow
American Medical Communications
630 Madison Avenue
Manalapan, NJ 07726

Mobile: 732-580-8884
Email: jcallow@amcmediagroup.com

Visit www.elsmediakits.com to view other media kits and rate cards.

Recruitment & Classified Advertising

Jaesam Hong
Elsevier
230 Park Avenue
New York, NY 10169

Tel: 212-633-3713
Fax: 212-633-3846
Email: j.hong@elsevier.com

Contracts, Insertion Orders & Production Materials

Aretha Gaskin
Elsevier
230 Park Avenue
New York, NY 10169

Tel: 212-633-3681
Fax: 212-633-3846
Email: a.gaskin@elsevier.com

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