



Online, open-access journal, 2021

Ophthalmology
Ophthalmology Retina
Ophthalmology Glaucoma
Ophthalmology Science



TABLE OF CONTENTS ►

Table of Contents



Click to view

AAO Publications' Reach.....	1
Editorial Overview.....	2
<i>Ophthalmology</i>	2
<i>Ophthalmology Retina</i>	3
<i>Ophthalmology Glaucoma</i>	4
<i>Ophthalmology Science</i>	5
Digital Advertising Opportunities.....	6
<i>Journal Website Banner Advertising</i>	6
<i>Table of Contents Email (eTOC) Advertising</i>	8
<i>Article-In-Press Email Alerts</i>	9
Print Rates.....	10
<i>Ophthalmology</i>	10
<i>Ophthalmology Retina</i>	11
<i>Ophthalmology Glaucoma</i>	12
Print Advertising Opportunities.....	13
<i>Meeting Issues</i>	13
Reprint Capabilities.....	14
Specifications.....	16
<i>Digital Media</i>	16
<i>Print Media</i>	19
Contacts.....	23



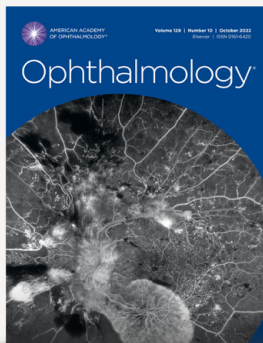
AAO Publications' Reach



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.

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



Print Circulation

17,448

Average Monthly Visits*

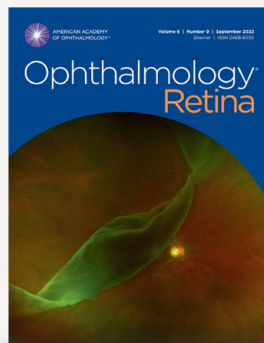
41,438

Average Monthly Pageviews*

73,630

Opt-in Email Subscribers†

43,999



Print Circulation

3,665

Average Monthly Visits*

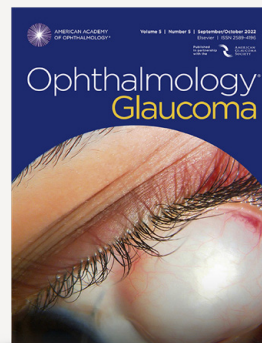
48

Average Monthly Pageviews*

23,677

Opt-in Email Subscribers†

28,812



Print Circulation

1,556

Average Monthly Visits*

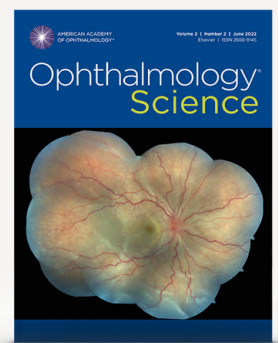
3,246

Average Monthly Pageviews*

6,247

Opt-in Email Subscribers†

1,980



Print Circulation

1,232

Average Monthly Visits*

1,232

Average Monthly Pageviews*

2,484

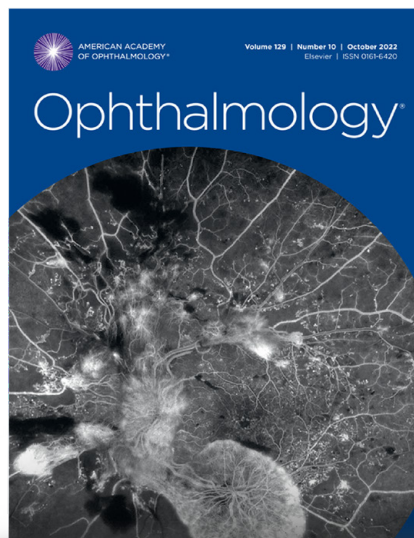
Opt-in Email Subscribers†

20



*Adobe Analytics: Average of January-June 2022

†Amazon SES: Average of January-June 2022



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.

Established	1965
Issuance	12 times per year
Circulation	17,448
Impact Factor*	14.277
Website	www.aaojournal.org

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.

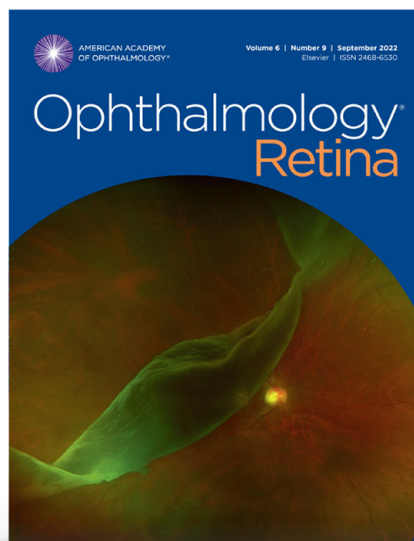
Membership

- 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

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.ophtalmologyretina.org
Citescore	5.8

Editor-in-Chief

Andrew Schachat, MD

Publisher

Esther Heuver

Societies & Affiliations

American Academy of Ophthalmology™

Market

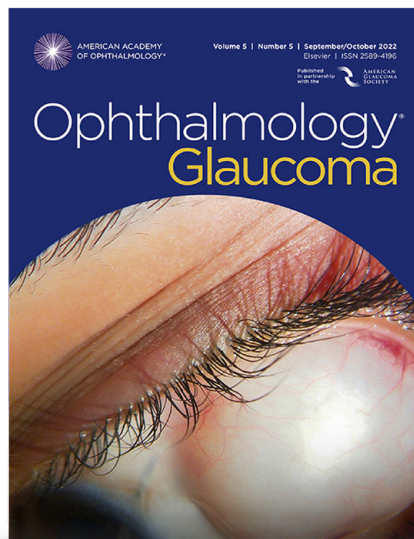
AAO members, Retina specialists



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.ophtalmologyglaucoma.org
Citescore	2.9

Editor-in-Chief

Henry Jampel, MD

Publisher

Esther Heuver

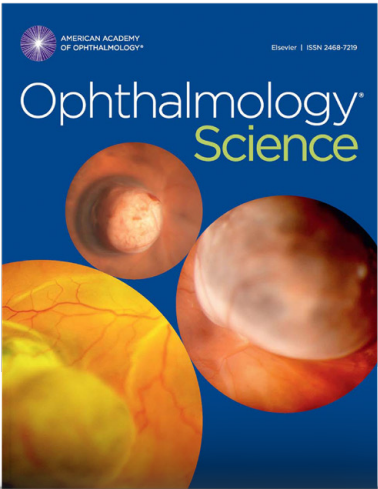
Societies & Affiliations

American Academy of Ophthalmology™
American Glaucoma Society

Market

American Glaucoma Society members, Ophthalmologists and Glaucoma specialists





Editorial 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
Issuance	4 issues per year
Circulation	Online-only, open-access
Website	www.ophtalmologyscience.org

Editor-in-Chief

Emily Chew, MD

Publisher

Esther Heuver

Societies & Affiliations

American Academy of Ophthalmology™

Market

AAO members, ophthalmologists and vision researchers

Journal Website Banner Advertising



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.

Position	Ad	Size (pixels)	Expandable (pixels)	Expandable Direction
Top	Leaderboard	728 x 90	728 x 315	Down
Top	Mobile Leaderboard	300 x 50 or 320 x 50	NA	NA
Side	MPU	300 x 250	600 x 250	Left
Side	Skyscraper	160 x 600 or 120 x 600	320 x 600	Left

Sticky Banners

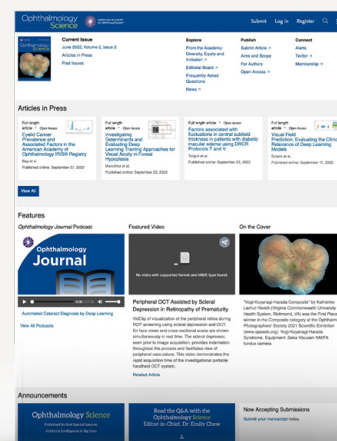
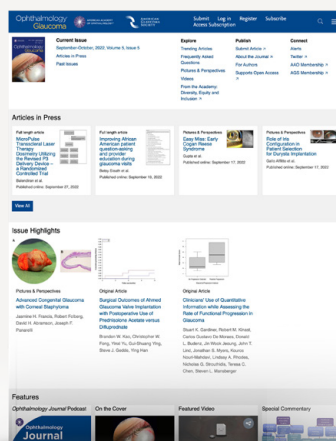
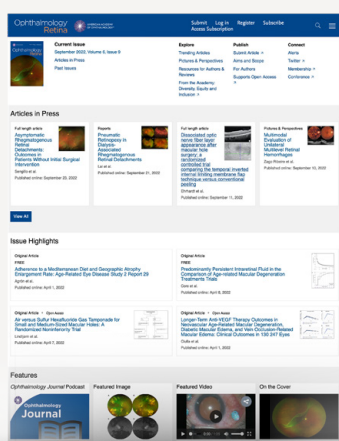
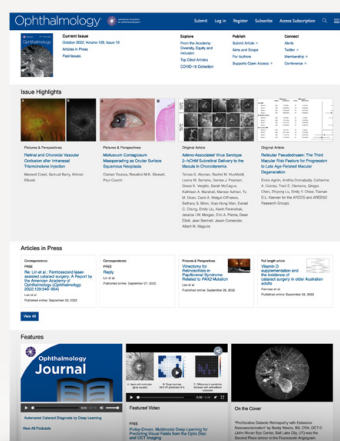
Leaderboard remains in place during scroll for 8 seconds rectangle on ROS pages remains in place on right side throughout scroll.

Rates

<i>Ophthalmology</i>	\$105 CPM Net
<i>Ophthalmology Retina</i>	\$105 CPM Net
<i>Ophthalmology Glaucoma</i>	\$105 CPM Net
<i>Ophthalmology Science</i>	\$105 CPM Net



Journal Website Banner Advertising (continued)



Average Monthly Metrics*

Ophthalmology
www.aaojournal.org

Pageviews	73,630
Unique Visitors	30,792
Visits	41,438

Ophthalmology Retina
www.ophtalmologyretina.org

Pageviews	23,677
Unique Visitors	39
Visits	48

Ophthalmology Glaucoma
www.ophtalmologyglaucoma.org

Pageviews	6,247
Unique Visitors	2,770
Visits	3,246

Ophthalmology Science
www.ophtalmologyscience.org

Pageviews	29,803
Unique Visitors	10,503
Visits	14,787

*Adobe Analytics: Average of January-June 2022



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.

Banner	Size (pixels)	Metrics*
Leaderboard	728 x 90	<i>Ophthalmology</i> *
Rectangle	300 x 250	Opt-in Distribution 43,999
Formats	jpeg, png, gif, (static image only)	Frequency Monthly
Tracking pixels	No	<i>Ophthalmology Retina</i> *
Max file size	200 KB	Opt-in Distribution† 28,812
Animation and expandable banners unavailable		Frequency Monthly
Rates		<i>Ophthalmology Glaucoma</i> *
<i>Ophthalmology</i> , <i>Ophthalmology Retina</i> and <i>Ophthalmology Science</i>		Opt-in Distribution 1,980
Leaderboard = \$2,700 / MPU = \$2,500 each		Frequency 6x/year
<i>Ophthalmology Glaucoma</i>		<i>Ophthalmology Science</i> *
Leaderboard = \$2,250 / MPU = \$2,050 each		Opt-in Distribution 21,379
		Frequency Quarterly



*Amazon SES: Average of January-June 2022

Article-In-Press Email Alerts



Monthly AIP 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

Leaderboard	728 x 90
Medium Rectangle (bottom)	300 x 250

Metrics*

<i>Ophthalmology</i>	
Opt-in Distribution	2,800
Average Monthly Sends	12
<i>Ophthalmology Retina</i>	
Opt-in Distribution†	440
Average Monthly Sends	11
<i>Ophthalmology Glaucoma</i>	
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.



Black & White Rates

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

Color Rates

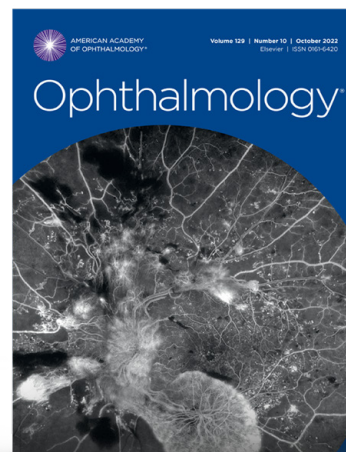
Standard Color	\$1,010
Matched Color	\$1,175
3/4 Color	\$2,760

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

Publication Date	Closing Date	Materials Deadline	Inserts Due
January	11/21/22	11/28/22	12/20/22
February	12/21/22	12/28/22	1/3/23
March	1/25/23	1/30/23	2/2/23
April	2/23/23	2/28/23	3/3/23
May	3/27/23	3/30/23	4/4/23
June	4/25/23	4/28/23	5/3/23
July	5/25/23	5/31/23	6/5/23
August	6/22/23	6/27/23	6/30/23
September	7/25/23	7/28/23	8/2/23
October	8/24/23	8/29/23	9/1/23
November	9/26/23	9/29/23	10/4/23
December	10/25/23	10/30/23	11/2/23
January 2024	11/22/23	11/29/23	12/4/23



Ophthalmology Retina

Black & White Rates

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

Color Rates

Standard Color	\$680
Matched Color	\$770
4 Color	\$1,870

Premium Positions

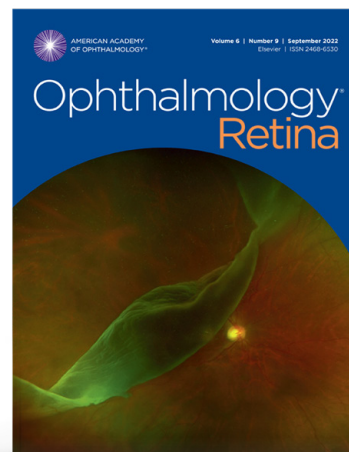
Cover 4	50% B/W page rate
Cover 2	35% B/W page rate
Cover 3	25% B/W page rate
Opposite TOC	25% B/W page rate
First right hand page	25% B/W page rate
Other preferred positions	10% B/W page rate

Cover Tips

\$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.



Closing Dates

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



ELSEVIER

*All ads must go through an approval process

Ophthalmology Glaucoma



Black & White Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$2,945	\$2,335	\$2,085
3x	\$2,820	\$2,270	\$2,025
6x	\$2,700	\$2,205	\$1,960
12x	\$2,575	\$2,150	\$1,900
24x	\$2,455	\$2,150	\$1,835
48x	\$2,205	\$2,150	\$1,780

Color Rates

Standard Color	\$610
Matched Color	\$715
4 Color	\$1,325

Premium Positions

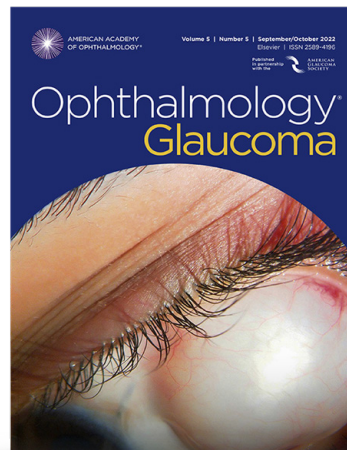
Cover 4	50% B/W page rate
Cover 2	35% B/W page rate
Cover 3	25% B/W page rate
Opposite TOC	25% B/W page rate
First right hand page	25% B/W page rate
Other preferred positions	10% B/W page rate

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.



Closing Dates

Publication Date	Closing Date	Materials Deadline	Inserts Due
Jan/Feb	12/20/22	12/27/22	12/30/22
Mar/Apr	2/22/23	2/27/23	3/2/23
May/Jun	4/25/23	4/28/23	5/3/23
Jul/Aug	6/21/23	6/26/23	6/29/23
Sep/Oct	8/22/23	8/25/23	8/30/23
Nov/Dec	10/24/23	10/27/23	11/1/23



ELSEVIER

*All ads must go through an approval process

Meeting Issues



American Glaucoma Society (AGS)

March 2-5, 2023 (Austin, TX)

<i>Ophthalmology</i>	February 2023
<i>Ophthalmology Retina</i>	February 2023
<i>Ophthalmology Glaucoma</i>	January/February 2023

American Society of Cataract and Refractive Surgery (ASCRS)

May 5-8, 2023 (San Diego)

<i>Ophthalmology</i>	March 2023
<i>Ophthalmology Retina</i>	March 2023
<i>Ophthalmology Glaucoma</i>	March/April 2023

(ARVO)

April 23-27, 2023 (New Orleans, LA)

<i>Ophthalmology</i>	March 2023
<i>Ophthalmology Retina</i>	March 2023
<i>Ophthalmology Glaucoma</i>	April 2023

American Society of Retina Specialists (ASRS)

July 28 - August 1, 2023 (Seattle, WA)

<i>Ophthalmology</i>	June 2023
<i>Ophthalmology Retina</i>	June 2023
<i>Ophthalmology Glaucoma</i>	May/June 2023

European Society of Cataract and Refractive Surgery (ESCRS)

September 8-12, 2023 (Vienna, Austria)

<i>Ophthalmology</i>	August 2023
<i>Ophthalmology Retina</i>	August 2023
<i>Ophthalmology Glaucoma</i>	July/August 2023

American Academy of Ophthalmology (AAO)

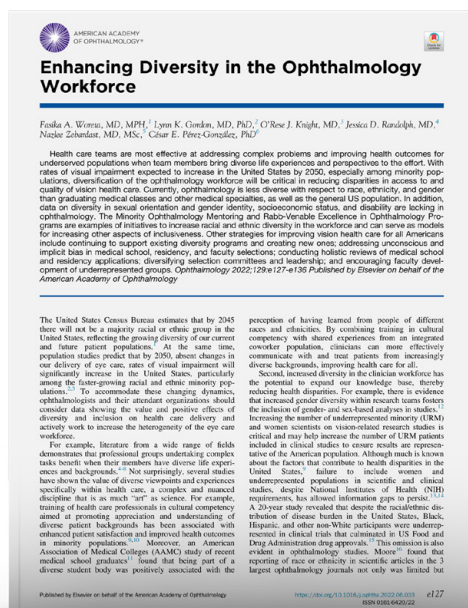
November 3-6, 2023 (San Francisco, CA)

<i>Ophthalmology</i>	November 2023
<i>Ophthalmology Retina</i>	October 2023
<i>Ophthalmology Glaucoma</i>	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



ELSEVIER

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





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

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



ELSEVIER

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

Digital Media (continued)



Rich Media Expanding & HTML In-Page Ads[†]

Creative Sizes

Leaderboard	728 x 90
Expands ▼ down (maximum size)	728 x 315
Skyscraper	160 x 600
Expands ◀ left (maximum size)	300 x 600
Large Rectangle	300 x 250
Expands ▶ right (maximum size)	600 x 250

Additional Notes:

- Third party tags accepted
- Ads served via DFP by Google

Rich Media Specifications

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



[†]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

Creative Sizes

Leaderboard	728 x 90
Wide Skyscraper	160 x 600
Large Rectangle	300 x 250

Email Specifications

Size	40KB (200KB max)
Rotation	No
Required Resolution	72 dpi
Acceptable File Format	.gif or .jpg
Rich Media	No
Animation	No
Target URL	Required
3rd Party Tags	No

Print Media



Mechanical Specifications

Ophthalmology

Ad Size	Non Bleed	Bleed
Trim	8-1/8" x 10-7/8"	—
Full Page	7-5/8" x 10-3/8"	8-3/8" x 11-1/8"
Spread	15" x 10"	16-1/2" x 11-1/8"
1/2 Horizontal	7" x 5"	8-3/8" x 5-11/16"
1/2 Vertical	3-1/2" X 10"	4-5/16" X 11-1/8"
1/4 Page	3-1/2" x 5"	—

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

Ad Size	Non Bleed	Bleed
Trim	8-1/8" x 10-7/8"	—
Full Page	7-5/8" x 10-3/8"	8-3/8" x 11-1/8"
Spread	15" x 10"	16-1/2" x 11-1/8"
1/2 Horizontal	7" x 5"	8-3/8" x 5-11/16"
1/2 Vertical	3-1/2" X 10"	4-5/16" X 11-1/8"
1/4 Page	3-1/2" x 5"	—

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

Ad Size	Non Bleed	Bleed
Trim	8-1/8" x 10-7/8"	—
Full Page	7-5/8" x 10-3/8"	8-3/8" x 11-1/8"
Spread	15" x 10"	16-1/2" x 11-1/8"
1/2 Horizontal	7" x 5"	8-3/8" x 5-11/16"
1/2 Vertical	3-1/2" X 10"	4-5/16" X 11-1/8"
1/4 Page	3-1/2" x 5"	—

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



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.



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

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

Insert Size	Flat	Furnish Folded
2-page insert	8-3/8" x 11-1/8"	
4-page insert	16-3/4" x 11-1/8"	8-3/8" x 11-1/8"

Ophthalmology Retina

Insert Size	Flat	Furnish Folded
2-page insert	8-3/8" x 11-1/8"	
4-page insert	16-3/4" x 11-1/8"	8-3/8" x 11-1/8"

Ophthalmology Glaucoma

Insert Size	Flat	Furnish Folded
2-page insert	8-3/8" x 11-1/8"	
4-page insert	16-3/4" x 11-1/8"	8-3/8" x 11-1/8"

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)



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

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@amcmmediagroup.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

