

# ARCHIVES

OF

# OPHTHALMOLOGY

WWW.ARCHOPHTHALMOL.COM

## 2010 Rate Card

**Rate Card Number 53**  
**Effective January 1, 2010**

### Editorial Description

*Archives of Ophthalmology* informs readers of progress, problems, and pertinent research in the practice of ophthalmology through the publication of peer-reviewed original contributions and observations.

*Archives* is one of the best-read, most frequently cited publications in its field because it addresses so many needs and interests of busy physicians. Articles of paramount importance, particularly Clinical Trials, receive expedited publication. Special departments provide in-depth information on new instruments, surgical techniques, socioeconomics, history, controversies, molecular ophthalmic genetics, and epidemiology.

Many articles make lavish use of color. *Archives'* broad circulation ensures that the journal gets into the hands of office- and hospital-based ophthalmologists and leading academicians.

The *Archives* Specialty Network allows advertisers to target specialty audiences with more flexibility and value than ever before. For details, refer to information on page 7.

### Editor

Daniel M. Albert, MD, MS  
F. A. Davis Professor and Lorenz E. Zimmerman  
Professor of Ophthalmology and Visual Sciences  
Director, Eye Research Institute  
University of Wisconsin-Madison Medical School

### Insertion Order or Billing Questions

(312) 464-2497  
(312) 464-5840 Fax

### Production Questions

(312) 464-2455  
(312) 464-5840 Fax

### Display

119 Cherry Hill Road  
Suite 330  
Parsippany, NJ 07054-1114  
(973) 263-9191  
(973) 263-9898 Fax

### Display Senior Account Manager

Tim Melroy  
tim.melroy@ama-assn.org

### Classified

(800) 262-2260  
(312) 464-5909 Fax  
classifieds@ama-assn.org

### Domestic Subscriptions and Site Licensing

Saskia Bolore  
(312) 464-4371

### Chicago Headquarters

515 North State Street  
Chicago, IL 60654

## General Information

### Publication Statistics

**Established:** 1869; **Current title:** 1929  
**Editorial source:** peer-reviewed, original manuscripts  
**Manuscripts submitted, accepted:** 801, 30%  
**Time from acceptance to publication:** average: 6.6 months  
**Average issue total folio:** 154 pages  
**Average ad/edit ratio:** 18:82  
**Ad placement policy:** interspersed between articles;  
fair ad rotation front/back from issue to issue

### Advertising Policy

Advertising is subject to approval by the American Medical Association (AMA), which reserves the right to decline advertising deemed not in keeping with the publication's standards. Advertising orders are accepted subject to the terms and provisions of the current rate card, and conditions set forth in *Principles Governing Advertising in Publications of the American Medical Association*, which by this reference are made part of this rate card.

No conditions, printed or otherwise, appearing on insertion orders, billing instructions, or copy instructions conflicting with AMA's stated policies shall be binding on publisher. Positioning of advertising is at discretion of the publisher, except when a preferred position has been confirmed in writing by Advertising Services. Conditions other than rates are subject to change by publisher without notice. All new advertisements should be faxed to Ryan Patella at (312) 464-5840 for approval.

### Short-Rates and Rebates

Advertisers will be short-rated if they do not attain the frequency upon which their advertising has been billed during the 12-month contract period. Advertisers will be rebated if they earn a more favorable frequency rate.

### Issue and Closing Dates

Published monthly. Mailed the first week of the month.

Issue	Closing Date	Materials Due
January	11/30/09	12/07/09
February	12/30/09	01/07/10
March	01/29/10	02/05/10
April	03/01/10	03/08/10
May	04/01/10	04/08/10
June	04/30/10	05/07/10
July	06/01/10	06/08/10
August	07/01/10	07/08/10
September	08/02/10	08/09/10
October	09/01/10	09/08/10
November	10/01/10	10/08/10
December	10/29/10	11/05/10

All space reservations and cancellations must be confirmed in writing prior to closing date. Mail or fax to:

*Archives of Ophthalmology*  
Advertising Services, 11th Floor  
American Medical Association  
515 North State Street  
Chicago, IL 60654  
(312) 464-5840 Fax

## CIRCULATION

**Field served:** physicians specializing in ophthalmology, and others interested in the field.

**Qualified recipients:** office- or hospital-based MDs and DOs in the US, with a controlled primary specialty. Included are all PGY2+ residents and residency program directors. Request is mandatory for physicians other than residents and program directors.

**Qualified list origin:** AMA Physician Masterfile

**Source breakout:** 16% rosters, 61% request, 18% paid, 5% complimentary;

**Verification:** sworn statement

**Specialty/geographic breakout:** see circulation statement

**Projected 2010 circulation:** 12,268

# Archives of Ophthalmology Circulation for the Issue of July, 2009

## Distribution by Primary Specialty and Major Professional Activity

Primary Specialty	Total	Office			Hospital MDs				Other Professional Activity MDs				Total DOs
		MDs	Residents	Staff	Teach	Admin	Resrch	Other					
Ophthalmology	10,897	9,282	1,087	383	21	22	24	57	21				
All Other Specialties	70	28	0	6	5	1	3	27	0				
<b>Total US Physicians</b>	<b>10,967</b>	<b>9,310</b>	<b>1,087</b>	<b>389</b>	<b>26</b>	<b>23</b>	<b>27</b>	<b>84</b>	<b>21</b>				
Other Circulation	2,282												
<b>Grand Total</b>	<b>13,249</b>												

## Distribution by State and Geographic Region

ZIP Codes	State and Region		Copies	Pct	ZIP Codes	State and Region		Copies	Pct				
039 - 049	ME	Maine	51		400 - 427	KY	Kentucky	116					
030 - 038	NH	New Hampshire	41		370 - 385	TN	Tennessee	224					
050 - 059	VT	Vermont	13		350 - 369	AL	Alabama	193					
010 - 027	MA	Massachusetts	370		386 - 397	MS	Mississippi	80					
028 - 029	RI	Rhode Island	47		<b>East South Central</b>				613	5%			
060 - 069	CT	Connecticut	196		716 - 729	AR	Arkansas	89					
<b>New England</b>				718	6%	700 - 714	LA	Louisiana	177				
100 - 149	NY	New York	1,237		730 - 749	OK	Oklahoma	98					
070 - 089	NJ	New Jersey	416		750 - 799	TX	Texas	710					
150 - 196	PA	Pennsylvania	595		<b>West South Central</b>				1,074	9%			
<b>Middle Atlantic</b>				2,248	19%	590 - 599	MT	Montana	26				
430 - 459	OH	Ohio	475		832 - 838	ID	Idaho	31					
460 - 479	IN	Indiana	187		820 - 831	WY	Wyoming	9					
600 - 629	IL	Illinois	501		800 - 816	CO	Colorado	190					
480 - 499	MI	Michigan	383		870 - 884	NM	New Mexico	42					
530 - 549	WI	Wisconsin	232		850 - 865	AZ	Arizona	154					
<b>East North Central</b>				1,778	15%	840 - 847	UT	Utah	79				
550 - 567	MN	Minnesota	213		889 - 898	NV	Nevada	50					
500 - 528	IA	Iowa	117		<b>Mountain</b>				581	5%			
630 - 658	MO	Missouri	238		995 - 999	AK	Alaska	15					
580 - 588	ND	North Dakota	17		980 - 994	WA	Washington	208					
570 - 577	SD	South Dakota	26		970 - 979	OR	Oregon	110					
680 - 693	NE	Nebraska	66		900 - 961	CA	California	1,528					
660 - 679	KS	Kansas	103		967 - 968	HI	Hawaii	73					
<b>West North Central</b>				780	6%	<b>Pacific</b>				1,934	16%		
197 - 199	DE	Delaware	27		<b>Total United States</b>				12,023	91%			
206 - 219	MD	Maryland	337		US Territories				7				
200 - 205	DC	District of Columbia	74		Overseas Fed Svcs				0				
220 - 246	VA	Virginia	285		Canada				85				
247 - 268	WV	West Virginia	67		Other Foreign				1,134				
270 - 289	NC	North Carolina	318		<b>Outside United States</b>				1,226	9%			
290 - 299	SC	South Carolina	168		<b>Grand Total</b>				13,249	100%			
300 - 319	GA	Georgia	277										
320 - 349	FL	Florida	744										
<b>South Atlantic</b>				2,297	19%								

## DISPLAY RATES

### Black & White

Rates apply to the calendar year and are subject to change upon 60 days' notice from the publisher.

FREQ	1 p	2/3 p	1/2 p	1/3 p	1/4 p	1/6 p
1x	2,114	1,806	1,601	1,248	1,006	851
3x	2,063	1,762	1,563	1,217		
6x	1,998	1,712	1,517	1,185		
12x	1,908	1,633	1,448	1,128		
24x	1,838	1,569	1,389	1,082		
36x	1,798	1,537	1,363	1,064		
48x	1,762	1,506	1,332	1,039		
72x	1,717					
96x	1,652					
144x	1,563					
192x	1,558					
264x	1,542					
336x	1,531					
432x	1,517					
528x	1,500					

Color	Additional
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2-color matched	969
2-color process	763
3- or 4-color process	2194
5-color process	3163
metallic inks	1640
4-color process + metallic	3834

No charge for bleed; 4-color rate applies to units with 2 process, standard, and/or matched colors. Call Advertising Services for availability of metallic inks, and 3- or 5-color process.

### Premium Positions

Special positions are available on a limited basis for ad units of one page or more. Position cancellations must be made at least 30 days prior to closing date to avoid the premium charge.

Position	Additional
2nd cover (4-color mandatory)	851
4th cover (4-color mandatory)	927
Opposite table of contents	366
Page facing first reading	366

### Insert Rates

Full-run insert rates are the B&W page rate times the number of insert pages. Inserts to less than full-run circulation are not accepted.

## PRODUCTION INFORMATION

### Digital Files

**Rasterized data formats PDF X-1a preferred.**

For processing of formats not listed, contact Denise Steinhauer: (312) 464-2455 Phone; (312) 464-5840 Fax.

### Acceptable Ad Formats

A color proof for color match on press should accompany all ad file submissions.

Ads featuring spot colors must be furnished with a color-separated proof or a marked-up composite proof indicating color breaks for spot color elements. In addition, the file that contains the known spot color that is intended to print should contain the letters "pms" at the end of the filename before the ".pdf". Example: adnamepms.pdf

**Ads should be built to the final trim size of the target publication with .125" bleed and .25" trim margin for non-bleed elements.**

### PDF Requirements

All furnished PDF files should comply with PDF X-1a specifications as detailed at <http://www.pdf-x.com>. The PDF version should be either 1.3 or 1.4. All fonts and high-resolution images should be embedded. Type set on the Mac OS should not be menu-styled. Embedded images should be in EPS or TIFF format in a CMYK mode. All art, type, and tint elements should be set to knockout or overprint as desired. **Crop and registration marks should be included with an offset of 12 points.** Page geometry must be set with the art box dimension 1" larger than the final trim size. Never use the "Save page as PDF" feature of the page layout program. Always print PostScript to disk and refine to PDF using Distiller. Do not submit CT/LW, TIFF-IT, or DCS files embedded in a PDF "wrapper."

### Raster File Requirements

File dimensions must be 1" larger than final trim size with page trim centered within .5" border. All bleed and trim marks are contained in the same .5" border area. Trim coordinates must be .5" from top and .5" from left. DCS file resolution must be 2400 DPI. For CT/LW and TIFF-IT files, LineWork layer resolution must be 2400 DPI (94.48819 DPM) and ConTone layer resolution must be 300 DPI (11.81102 DPM). All components of multipart files must be furnished in the same subdirectory. All file components, ConTone, LineWork, and Assign files must be furnished. When copying files to

## Production Information (cont)

CD, enable the ISO 9660 format and Macintosh filenames settings, if available. If the filenames on the final CD appear in uppercase letters and truncated, the pages on the CD will not be usable.

### Application File Requirements

High-resolution copies of all component files and resources (linked EPS and TIFF images) must be included with the final application file. All fonts must be supplied with the job. Be sure to supply fonts used by EPS graphic images to ensure type quality. Do not menu-style your fonts. Define all colors as CMYK builds unless the color will print as a spot color on press. Do not save TIFF or EPS files with embedded color management profiles. RGB, LAB, and ICC based colors are not allowed. Hairline rules should not be used. Ensure that all image, art, tint and type elements are set to knockout or overprint as desired.

### Labeling Requirements

Journal name and issue date, advertiser name, agency name, agency contact and phone number, directory printout of disk contents, and return address for materials.

At advertiser's request, disks can be returned to the agency after the ad has been digitally archived by the printer. Please notify Production Services if so desired.

### Digital File (ROB Ads) Shipping Instructions

**Closing dates:** see page 2. Ship disk, color proofs, and PMS patches in an envelope marked with journal issue date to:

*Archives of Ophthalmology*  
Attn: Keri Gehrke  
RR Donnelley  
1600 North Main Street  
Pontiac, IL 61764

### Production Services Contact

Denise Steinhauser, 11th Floor  
American Medical Association  
515 North State Street  
Chicago, IL 60654  
(312) 464-2455 Phone; (312) 464-5840 Fax

### Ad Page Dimensions

Ad Unit	Standard Width	Page Depth	Bleed Width	Page Depth
Full page	7"	10"	8-1/4"	11"
2/3 vert.	4-5/8	10	5-1/8	11
1/2 vert.	3-7/16	10	4-1/8	11
1/2 horiz.	7	4-7/8	8-1/4	5-5/8
1/3 vert.	2-1/4	10	2-7/8	11
1/3 horiz.	4-5/8	4-7/8		
1/4 vert.	3-7/16	4-7/8		
1/6 vert.	2-1/4	4-7/8		

**Trim:** 8" x 10-3/4". **Safety:** keep live matter 1/4" from trim.

If a spread does not align, it can be single pages.

If a spread ad is in alignment, it needs to be sent as a spread.

For additional guidance on file preparation, visit our printer's Web site: <http://prepress.rrd.com>

**Insert Specifications**

Publisher adheres to guidelines, available on request, of the Association of Medical Publications, Inc. (AMP). Send samples of insert stock to Production Services.

**2-page:** 8-1/4" x 11", trims to 8" x 10-3/4".

**4-page:** 16-1/2" x 11", folds to 8-1/4" x 11".

**6-page:** (adhere to the above specs) the 2-page piece should be glued (interleaved) inside the 4-page piece.

**Jog:** to head.

**Trimming:** 1/8" off all 4 sides.

**Safety:** keep live matter 1/4" from trim.

**Stock:** consult AMP guidelines. Acceptable basis weights are computed using 500 sheets, 25" x 38", 80# maximum.

**High-bulk stock:** subject to publisher's approval.

**BRCs:** subject to publisher's approval.

**Required insert quantity:** 13,000 per issue

**Insert Shipping Instructions**

**Closing dates:** see page 2. Inserts must be clearly marked on shipping label as to journal, issue date(s), and quantity per issue. Attach a sample of insert to each carton. Ship to:

*Archives of Ophthalmology*

Attn: Tom Puckett

RR Donnelley

121 Matthews Drive

Senatobia, MS 38668

Inserts should be shipped in telescopic cartons (T-boxes). Stack inserts with approximately 50 head to foot, and then 50 foot to head. Place a sheet of corrugated cardboard every 4-5 inches within stacks of inserts.

or

Pack inserts in standard cartons with 50 head to foot and then 50 foot to head.

- Do not shrink wrap or slip sheet between each book or item.

**Insert Use and Disposal Guidelines**

Unless otherwise indicated on the insertion order, after issue mailing is completed, any unused inserts marked for that issue will be destroyed. However, if the leftover inserts exceed 10% of publisher's requested quantity, client will be advised prior to disposition. Excess inserts held in storage at client's request, after an insertion order is completed, may be subject to a storage charge. For details, consult Production Services.

**Agency Commission**

15% of gross billings on space, color, cover, and preferred position charges. In consideration of such discount, Publisher shall have the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising which the advertiser or its agent ordered and for which advertising was published.

**Combined Frequency Savings**

All full-run ad space of a parent company and its subsidiaries placed in any of the AMA's *Archives* Journals counts toward the earned frequency in all the journals. ROB full pages, fractionals, and insert pages each count as 1 x toward the earned frequency during one contract year.

**Network Savings**

Any product running display advertising simultaneously in 2 or more of the AMA's *Archives* Journals is eligible for network rates under specified conditions. Ads must be for the same product, and must run during the same month. Ad units may carry different messages and may differ in size.

Page rates no longer are being published for the *Archives* Specialty Network. Savings will be invoiced as percentages, after all other AMA savings programs have been applied.

<b>Number of <i>Archives</i> Journals</b>	<b>2</b>	<b>3</b>	<b>4+</b>
Applicable Network Savings	10%	15%	20%

## Advertising Discount Program

A separate insertion order is required for each journal in a network buy. Each insertion order must state "Archives Specialty Network." To ensure that no component of a network buy is overlooked, all journals in the buy that month should be noted on pertinent insertion orders. Separate mechanicals (electronic media or film) are required for each journal.

Not all *Archives* Journals are issued at the same frequency. Ads in corresponding issues may qualify for network discounts.

Any ad that does not meet all requirements will be billed at standard rates. If an advertiser begins a schedule using several *Archives* Journals, and then cuts back to fewer journals, relevant rates will apply for subsequent ad space. For quotes and additional information, contact Advertising Services.

## 2010 Advertiser Savings Program (ASP)

The 2010 Advertiser Savings Program is effective with January 1, 2010, insertion orders.

The 2010 Advertiser Savings Program is based on an advertiser's 2009 gross advertising and US reprint expenditures in all of the AMA's print media.

- For example: In 2009 an advertiser placed \$4,250,000 in advertising space with the American Medical Association publications and purchased \$500,000 worth of reprints. The advertiser's ASP Corporate Spend Level would be \$4,750,000. The advertiser will receive a 6.5% savings on all 2010 advertising space and reprint purchases, beginning with January 2010 orders.
- When advertiser's 2010 gross advertising expenditure exceeds its 2009 gross advertising and US reprint expenditure, the advertiser will be afforded the next highest earned savings for all additional 2010 dollars that surpassed the 2009 amount.

The Advertiser Savings Program follows all policies pertaining to existing AMA combined earned frequency previously established by the AMA. These combined earned frequency policies are outlined in each AMA publication's rate card. The Advertiser Savings Program applies to recognized advertiser parent companies and their subsidiaries.

Incentive Level	Savings Rate	Minimum Savings
\$ 300,000 to \$ 500,000	1.00%	\$ 3,000
\$ 500,001 to \$ 1,000,000	2.00%	\$ 10,000
\$ 1,000,001 to \$ 1,500,000	3.00%	\$ 30,000
\$ 1,500,001 to \$ 2,000,000	3.50%	\$ 52,500
\$ 2,000,001 to \$ 2,500,000	4.00%	\$ 80,000
\$ 2,500,001 to \$ 3,000,000	4.50%	\$ 112,500
\$ 3,000,001 to \$ 3,500,000	5.00%	\$ 150,000
\$ 3,500,001 to \$ 4,000,000	5.50%	\$ 192,500
\$ 4,000,001 to \$ 4,500,000	6.00%	\$ 240,000
\$ 4,500,001 to \$ 5,000,000	6.50%	\$ 292,500

For detailed information and your current account status, please contact your account manager.

## More Frequency Program

Advertisers who run the same product in 3 consecutive issues will earn a free ad repeat in the third issue. All ad specifications must be of equal or greater value than the free ad. Free pages do not count toward earned frequency rate

## Buy 6 Get 1 Free

Free Ad must be of equal or less value to paid insertions (no cover positions). Applies to all Ad units sizes, including fractional pages. Free pages do not count toward Frequency Savings or Network Savings Discount.

## Product Continuity (PC) Program

### Basic Program

The Product Continuity Program is a product advertising insertion-based program involving the AMA's *Archives of Ophthalmology*. The program offers product savings with a minimum of 12 product insertions. The following is the product savings at the 12 insertion level.

### Basic Program Savings

Minimum Insertions	Rate
12 insertions per year	10%

### Launch Component

New products launched February through December are eligible for the launch component. Advertising of 1 insertion a month results in a 7% discount. Also applies to products with new indications, dosage form/size, etc. You must commit to 1 insertion a month from launch through the end of the year. Should you reach the 12-insertion minimum with your product launch, you will receive the 10% product continuity discount.

### Program Conditions

The minimum number of insertions must be met within a calendar year. One full page in *Archives of Ophthalmology* is the minimum insertion size. For simplicity, and maximum savings, the Product Continuity Program percent savings will be taken off the product's gross insertion expenditure. The PC discount should be added to the corporation's Corporate Advertising Savings Program (ASP) earned discount, and the resulting total taken off of the gross insertion cost. If you project that your product will achieve the minimum of 12 insertions for the year, you can begin to realize savings immediately. At your earliest convenience, please notify the AMA's Advertising Services Department at (312) 464-4227 of your product's planned PC Program participation level. If the product does not meet the minimum 12 insertions during the calendar year, then the product will be short-rated accordingly. If the product is pulled off the market due to an FDA ruling, the accrued savings will stand, and the company will not be penalized for loss of product continuity. All of a product's indications work together to attain a product's minimum insertion level.

## AMA PUBLICATIONS

### AMA Publications

*Journal of the American Medical Association (JAMA)*  
*American Medical News (AMNews)*  
*Archives of Dermatology*  
*Archives of Facial Plastic Surgery*  
*Archives of General Psychiatry*  
*Archives of Internal Medicine*  
*Archives of Neurology*  
*Archives of Ophthalmology*  
*Archives of Otolaryngology – Head & Neck Surgery*  
*Archives of Pediatrics & Adolescent Medicine*  
*Archives of Surgery*