

ARCHIVES

OF

OPHTHALMOLOGY

WWW.ARCHOPHTHALMOL.COM

2003 Display Advertising Rate Card

Rate Card Number 45
Effective January 1, 2003

Journal 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 receive expedited publication. Special departments provide in-depth information on new instruments, surgical techniques, socioeconomic, epidemiology and biostatistics.

A photo essay and many other articles make lavish use of color. A unique section highlights the practice of ophthalmology in other countries. *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 the accompanying information or contact your account manager.

Insertion Order or Billing Questions

312 464-4227
312 464-5840 Fax

Production Questions

312 464-5713
312 464-5840 Fax

Sales & Marketing

312 464-2470
312 464-2580 Fax

American Medical Association

Physicians dedicated to the health of America

515 North State Street
Chicago, Illinois 60610



Archives Journals Personnel

Editor

Daniel M. Albert, MD

VP & Group Publisher

Nawin Gupta
312 464-2579, 312 464-2580 Fax

Division Director of Advertising Sales

Peter J. Murphy
973 263-9191, 973 263-9898 Fax

Account Manager

Alexis O'Connell
515 North State Street
Chicago, IL 60610
312 464-2470
312 464-2580 Fax

Circulation Information

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

Qualified recipients: office- or hospital-based nonfederal 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: (June 2002) 12% rosters, 60% request, 25% paid, 3% complimentary; **Verification:** sworn statement

Specialty/geographic breakout: see circulation statement

Current 2003 circulation: 17,325

Publication Statistics

Established: 1869; **Current title:** 1929

Editorial source: peer-reviewed, original manuscripts

Number of peer reviewers: 560

Major manuscripts submitted, accepted:

(Jan-Dec 2001) 1,018, 39%

Time from acceptance to publication: (Jan-Jun 2002) average: 3.7 months, range: 1.7-6.5 months

Average issue total folio: (Jan-Jun 2002) 153 pages

Average ad/edit ratio: (Jan-Jun 2002) 19:81

Ad placement policy: interspersed between articles; fair ad rotation front/back from issue to issue

Ad placement, front/back: (Jan-Jun 2002) 84:16

Domestic Subscription Rates

Individual print+online: \$200 per year; **Single copy:** \$40

Institutional print+online: \$375 per year

Bulk corporate: \$95 per year (50 sub. minimum)

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 Carmela Ware at 312-464-5840 for approval.

Issue and Closing Dates

Published monthly. Mailed the first week of the month.

Issue	Closing Date	Mechanicals Due
January	11/27/2002	12/06/2002
February	12/30/2002	01/08/2003
March	01/31/2003	02/07/2003
April	02/28/2003	03/07/2003
May	04/01/2003	04/08/2003
June	05/01/2003	05/08/2003
July	05/30/2003	06/06/2003
August	07/01/2003	07/08/2003
September	08/01/2003	08/08/2003
October	08/29/2003	09/05/2003
November	10/01/2003	10/08/2003
December	10/31/2003	11/07/2003

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 60610

312 464-5840 Fax

Display Advertising Rates

Standard Rates for 2003

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
1 x	1733	1481	1313	1024	824	698
3 x	1691	1444	1281	998		
6 x	1638	1402	1244	971		
12 x	1565	1339	1187	924		
24 x	1507	1286	1139	887		
36 x	1475	1260	1118	872		
48 x	1444	1234	1092	851		
72 x	1407	1202	1066	830		
96 x	1355	1160	1029	803		
144 x	1281	1097	971	756		
192 x	1276	1087	966	751		
264 x	1265	1082	961	746		
336 x	1255	1071	950	740		
432 x	1244	1061	945	735		
528 x	1229	1050	935	725		

Color Additional

5-color process	2631
3 or 4-color process	1825
2-color process	634
2-color matched	806
metallic inks	1350

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 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)	700
4th cover (4-color mandatory)	750
Opposite table of contents	300
Page facing first reading	300
Other requested positions	300

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.

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.

Agency Commission

15% commission to recognized agencies for payment within 30 days of invoice. All charges are commissionable, except for extraordinary production charges.

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 which advertising was published.

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.

Prepayments

First-time advertisers without a recognized US ad agency must submit a credit application and prepay the first two insertions. Contact Advertising Services to establish credit.

Terms and Conditions

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.

Number of Archives Journals	2	3	4+
Applicable Network Savings	7%	10%	15%

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.

Savings Example

	Arch IM	Arch Oto	Total
Open Rate	1x	1x	
Unit Cost (P4C+PBW)	\$11,805	\$3,565	\$15,370
Planning Rate	48x	48x	
Unit Cost (P4C+PBW)	\$9,735	\$3,155	
Advertiser Savings Program	3%	3%	
Arch IM PC Savings	6%	...	
Combined ASP+PC Savings	9%	3%	
Subtotal Gross	\$8,858.85	\$3060.35	
Network Savings – 2 Books	7%	7%	
Total Gross	\$8,238.73	\$2,846.13	\$11,084.86
Savings vs. Open Rate	30%	20%	28%

2003 Advertiser Savings Program (ASP)

The 2003 Advertiser Savings Program is effective with January 1, 2003 insertion orders.

The 2003 Advertiser Savings Program is based on an advertiser's 2002 gross advertising and US reprint expenditures in all of the American Medical Association's (AMA) print media.

- For example: In 2002 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 2003 advertising space and reprint purchases, beginning with January 2003 orders.

- When advertiser's 2003 gross advertising expenditure exceeds its 2002 gross advertising and US reprint expenditure, the advertiser will be afforded the higher earned savings for 2003.

The Advertiser Savings Program follows all policies 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
\$ 500,000 to \$ 1,000,000	1.0%	\$ 5,000
\$ 1,000,001 to \$ 1,500,000	3.0%	\$ 30,000
\$ 1,500,001 to \$ 2,000,000	3.5%	\$ 52,500
\$ 2,000,001 to \$ 2,500,000	4.0%	\$ 80,000
\$ 2,500,001 to \$ 3,000,000	4.5%	\$ 112,500
\$ 3,000,001 to \$ 3,500,000	5.0%	\$ 150,000
\$ 3,500,001 to \$ 4,000,000	5.5%	\$ 192,500
\$ 4,000,001 to \$ 4,500,000	6.0%	\$ 240,000
\$ 4,500,001 to \$ 5,000,000	6.5%	\$ 292,500
\$ 5,000,001 to \$ 5,500,000	7.0%	\$ 350,000
\$ 5,500,001 to \$ 6,000,000	7.5%	\$ 412,500
\$ 6,000,001 to \$ 6,500,000	8.0%	\$ 480,000
\$ 6,500,001 to \$ 7,000,000	8.5%	\$ 552,500
\$ 7,000,001 to \$ 7,500,000	9.0%	\$ 630,000
\$ 7,500,001 to \$ 8,000,000	9.5%	\$ 712,500
\$ 8,000,001 to \$ 8,500,000	10.0%	\$ 800,000
\$ 8,500,001 to \$ 9,000,000	10.5%	\$ 892,500
\$ 9,000,001 to \$ 9,500,000	11.0%	\$ 990,000

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

AMA's 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

Digital Files

Digital files are the preferred format for advertising materials. Rasterized data formats (TIFF/IT-P1 and native CreoScitex Brisque CT/LW) are preferred.

Resolution: CT @ 304.8 dpi and LW @ 2400 dpi. Composite rastered files only. For processing of formats not listed, contact Debbie Camp: 312 464-5713; 312 464-5840 Fax.

Acceptable Ad Formats

Adobe Acrobat PDF Files

We support files generated by Adobe Acrobat 4 and Acrobat 5 using the specific Distiller Job Options settings listed below.

- All items not mentioned should be turned off, set to default or to none. Use the Distiller PostScript Printer Description (PPD).
- Distiller Job Options Settings:
 - 1) **General** — Compatibility: Acrobat 3 • Optimize PDF
 - Resolution: 2400 dpi • Binding: Left
 - 2) **Compression** — uncheck all three Bicubic Downsampling (Resampling) boxes (Color, Grayscale, and Monochrome Bitmap Images) • Compression for Color and Grayscale Bitmap Images is JPEG, Quality: Maximum. Compression for Monochrome Bitmap Images is CCITT Group 4 • Compress Text and Line Art box should be checked
 - 3) **Fonts** — Check the Embed All Fonts box • Check the Subset All Embedded Fonts box and specify Below 100% • When Embedding Fails specify Cancel Job • for Embedding specify base 14 Fonts • Always and Never Embed should remain empty
 - 4) **Color** — for Conversion, specify Leave Color Unchanged • for Options, Preserve ALL
 - 5) **Advanced** — for Options, select Allow PostScript file to Override Job Options • for Document Structuring Conventions (DSC) specify Process DSC Comments, Preserve EPS information from DSC, and Preserve Document information from DSC

Adobe Illustrator & Macromedia FreeHand EPS Files:

We support files generated by Illustrator and FreeHand using the specific settings listed below.

- Files may not contain Transparency options.
- Files should have an output resolution no lower than 800 dpi.
- All imported images must be embedded.
- Select all text and “Convert to Paths” in FreeHand or “Create Outlines” in Illustrator. The type is then converted to vector graphics, so screen and printer fonts are no longer needed for

the processing of the file.

- Save the file as a CMYK EPS.

Acceptable Digital Media

- 100 MB Iomega Zip disks
- 1 GB Iomega Jaz disks
- CD-R

Proofing

Color proofs made from supplied files, and meeting SWOP specifications, must be provided with data files.

Please mark the proof with the file name.

Include 100%, 95%, 75%, 50%, 25%, 05% CMYK control patches on the color proof.

Instructions/Standards

All images/scans must be in CMYK mode (no indexed or RGB colors). PANTONE® colors must be set to separate to a specified CMYK equivalent (no spot colors). Four-color solids should not exceed SWOP density of 280%.

Supply one composite native CreoScitex Brisque CT/LW (*job) or TIFF/IT-P1 per page. Supply single pages and not spreads. Build pages to trim and extend bleed beyond page edge 1/8". Keep all color bars outside of bleed. Registration marks (crop marks and fold lines) should be offset 12 points from the page trim.

The resulting page size of any ad saved to a final page file format (eg, TIFF/IT-P1) **must** be trim size plus one inch, with **exactly** one-half inch on each side of the trim, to accommodate the bleed, crop/registration marks, color bars, etc. Digital files will be retained for 12 months.

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 or engraver after the ad has been digitally archived by the printer. Please notify Production Services, if so desired.

Material Shipment

Archives of Ophthalmology
Attn: John Ford
Cadmus Journal Services
2901 Byrdhill Road
Richmond, VA 23228

Production Services Contact

Debbie Camp, 11th Floor
 American Medical Association
 515 North State Street
 Chicago IL 60610
 312 464-5713, 312 464-5840 Fax

Ad Page Dimensions

Ad Unit	Standard Page		Bleed Page	
	Width	Depth	Width	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 3/8" from trim.

Mechanical Specifications

Printed Web heat set offset. Perfect bound. SWOP standards apply.

Digital files: digital files are the preferred method for advertising materials. See page 5 for digital ad specs.

Traditional material accepted: right reading negatives, screened, emulsion side down. Film is held for one year after the last publication date.

Screens, density	B&W	2C	4C
Recommended screen	133	133	133
Maximum screen	150	150	150
Maximum density	—	185%	300%
No color to exceed	85%	85%	85%

Screen dot shape: round dot recommended.

Proofs: send two sets of progressives.

Proofing (ROB, cover) black, 2-color, 4-color, head/foot, wet.

Inking: use SWOP standard.

Rotation of colors: black, cyan, magenta, yellow.

ROB colors available: 4-color process, standard colors (yellow, orange, red, blue, green), matched colors, and simulated metallic. For standard or matched colors, send 4" x 5" color swatch of solid density or give PMS number.

Cover colors available: 4-color process is mandatory on covers 2 and 4.

Mechanical Shipping Instructions

Closing dates: see page 2. Ship film, progressive proofs, conversion materials, and patches in envelope marked with issue date to:

Archives of Ophthalmology
 Attn: John Ford
 Cadmus Journal Services
 2901 Byrdhill Road
 Richmond, VA 23228

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 3/8" 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: 19,000 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: John Ford
 Cadmus Journal Services
 Insert Storage Warehouse
 2901 Byrdhill Road
 Richmond, VA 23228

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.