

# RETINA TIMES

An Official Publication of the American Society of Retina Specialists

## 2017 Rate Card and Specifications

Effective January 1, 2017

### Editorial Description

*Retina Times* has for many years been a trusted information source for physician members of the American Society of Retina Specialists (ASRS). More than 4 out of every 5 retina specialists in the US are ASRS members. ASRS also has members in 59 countries around the world.

The 5-times-yearly publication covers the latest clinical trials, research and technology updates, ASRS news and meeting plans, as well as socioeconomic issues and international news.

*Retina Times* reports relevant information on trending topics, surgical instruments, and safety updates for the practicing retina specialist; 100% of our physician readers are fellowship-trained retina specialists or fellows in training.

The journal is noted for its color-rich retinal photography. *Retina Times* is well-read among retina specialists, who look to the publication for timely information that affects their practice.

### Editor in Chief

Sunir J. Garg, MD, FACS  
Wills Eye Institute  
Philadelphia, Pennsylvania

### Publication Statistics

Established: 1997

Current title: 2002

Editorial source: Original manuscripts

Average issue total folio: 68 pages

Average ad/editorial ratio: 28/72

Ad placement policy: Interspersed between articles.

Fair ad rotation front/back from issue to issue.

### Questions?

Contact Susan Raef  
*Managing Editor*  
312.477.8862  
susan.raef@asrs.org



**ASRS**

American Society of  
**Retina Specialists**

### 2017 Issue and Advertising Deadline Dates

Issue	Closing date	Materials due	Mailing date (subject to change)
Spring	January 20	February 3	March 8
Summer	March 31	April 14	May 17
Fall	August 25	September 8	October 4
Winter	October 20	November 3	December 5

All space reservations and cancellations must be confirmed in writing before the closing date. Mail or email to:

Susan Raef, Managing Editor  
*Retina Times*  
 20 N. Wacker Drive, Suite 2030  
 Chicago, IL 60606  
 Email: [susan.raef@asrs.org](mailto:susan.raef@asrs.org)

#### Advertising Policy

Advertising is subject to approval by the American Society of Retina Specialists, which reserves the right to decline advertising not in accordance with the publication's standards.

Ad positioning is at the discretion of the publisher, except when a preferred position has been confirmed in writing by the managing editor.

All new ads should be emailed to Susan Raef, managing editor, at [susan.raef@asrs.org](mailto:susan.raef@asrs.org) for approval.

#### Short-Rates and Rebates

- **Short rates** will apply to advertisers who do not attain the frequency on which their advertising has been billed during the 12-month contract period.
- **Rebates** will be given to advertisers who earn a more favorable frequency rate.

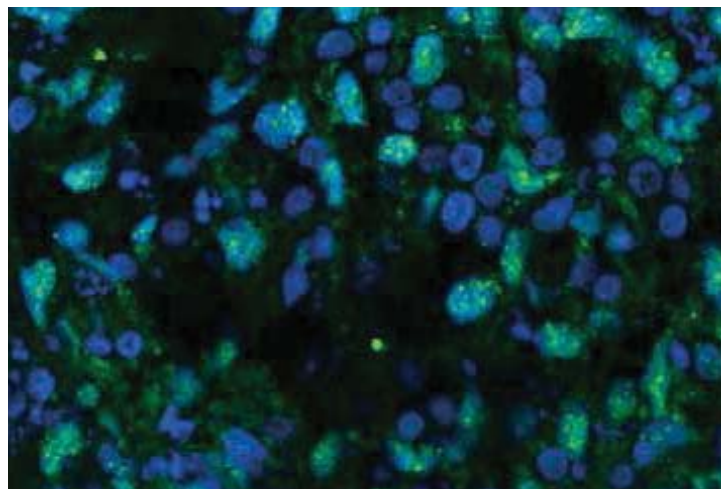
#### Circulation

**Field served:** *Retina Times* is circulated to physician members of the American Society of Retina Specialists, including:

- **Practicing retina specialists:** Board-certified ophthalmologists who have completed a vitreoretinal fellowship of 1 year or more, and whose major professional activity is devoted to patient care, instruction, or research in the field of vitreo-retinal diseases.
- **Retina fellows in training:** Physicians who have completed an approved residency in ophthalmology and are engaged in a 1- or 2-year fellowship in vitreo-retinal diseases.

**List origin:** ASRS member physician database

**Projected 2017 circulation:** 2,850



## Advertising Rates

### 2017 Display Ad Rates (4-color or b&w)

Ad size	1x	2x	3x	4x
1/4 page	\$ 3,760	\$ 3,650	\$ 3,530	\$ 3,410
1/2 page (horizontal or vertical)	5,835	5,660	5,485	5,310
Full page	6,700	6,500	6,305	6,100
2-page spread	10,460	10,150	9,835	9,515
Furnished 2-page insert*	7,955	7,955	7,955	7,955
Furnished 4-page insert*	8,915	8,915	8,915	8,915
Cover tip or bellyband**	10,920	10,920	10,920	10,920
Furnished outsert	2-, 4-, and 8-page outsert placements are available. Email <a href="mailto:susan.raef@asrs.org">susan.raef@asrs.org</a> for pricing and details.			

#### Advertisers who exhibited at the 2016 ASRS Annual Meeting receive a 10% discount.

\*Rates shown are for printed inserts provided by the advertiser. For pricing to have *Retina Times* print the inserts, contact Susan Raef at [susan.raef@asrs.org](mailto:susan.raef@asrs.org).

\*\*Pricing is based on *Retina Times*' printing a 7" x 5-1/2", 4-color, 2-sided cover tip or a 4" x 17-1/4" bellyband. Advertiser must supply a high-resolution PDF.

### Premium Positions

A limited number of special positions are available for ad sizes of 1 page or more. Position cancellations must be made at least 30 days before the closing date to avoid the premium charge.

Position	Additional
IFC & page facing IFC	35%
Page facing masthead	25%
Page facing table of contents	25%
Inside back cover	15%
Outside back cover	50%

### Agency Commission

A 15% deduction of gross billings is allowed to recognized agencies on space charges, provided the account is paid within 30 days *by the agency*.

In consideration of this discount, the publisher shall have the right to hold the advertiser and/or its advertising agency jointly and severally liable for monies due and payable to the publisher for advertising which the advertiser or its agent ordered and for which advertising was published.

### Special Meeting Issue

*Retina Times* also will publish a Special Meeting Issue to be distributed at the 35th ASRS Annual Meeting, August 12-16, 2017, in Boston. Ad rates and information for the Special Meeting Issue are listed separately.



Rates apply to the calendar year and are subject to change on 60 days' notice from the publisher. No conditions, printed or otherwise, appearing on insertion orders, billing instructions, or copy instructions conflicting with ASRS's stated policies shall be binding on publisher.

## Ad Space Dimensions

Page size	Non-bleed width x depth	Bleed width x depth	Specifications
1/4 page	3-5/8" x 5-1/4"	N/A	<b>Publication trim size:</b> 8-1/2" x 11-1/2"  Bleed sizes include 1/8" trim from outside, bottom, and top.
1/2 page horizontal	7-1/2" x 5-1/4"	N/A	
1/2 page vertical	3-5/8" x 10-1/2"	N/A	
Full page	7-1/2" x 10-1/2"	8-3/4" x 11-3/4"	Keep live matter at least 1/2" from trim.
2-page spread	16" x 10-1/2"	17-1/4" x 11-3/4"	<b>Binding:</b> Saddle-stitched

## Digital File Requirements

All advertising should be provided as a high-resolution PDF file. 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.

Ads should have 1/8" bleed on all 4 sides and the crop mark offset should be set to .125 (1/8"). The default offset is .0833 and this puts the crops in the bleed area. **It is important to change this to .125.**

Publisher is not responsible for incorrectly prepared digital files that cannot be corrected and resent within the production timetable.

### Send completed files to:

susan.raef@asrs.org, or mail disk to:

Susan Raef, Managing Editor  
Retina Times  
20 N. Wacker Drive, Suite 2030  
Chicago, IL 60606

FTP is also available for uploading files.

## Insert Specifications

4-page: 15-1/2" x 10-1/2", folding to 7-3/4" x 10-1/2"

2-page: 7-3/4" x 10-1/2"

Stock: Acceptable basis weights are computed using 500 sheets, 25" x 38", 80# preferred.

High-bulk stock: Subject to publisher's approval.

Required insert quantity: 3,200 per issue.

## Insert Shipping Instructions

Closing dates: See page 2. Inserts must be clearly marked on shipping label with "Retina Times," issue date(s) and quantity per issue. Attach a sample of insert to each carton.

Ship to:

Retina Times  
Attn: Jim Severyns/GEMINI Graphics  
American Litho  
175 Mercedes Drive  
Carol Stream, IL 60188

Inserts should be shipped in telescopic cartons (T boxes). Stack inserts with approximately 50 head to foot, 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 individual items.

## Insert Use and Disposal

After the issue is mailed, any unused inserts marked for that issue will be destroyed unless otherwise indicated on the insertion order. However, advertiser will be advised before disposition if the leftover inserts exceed 10% of publisher's requested quantity. Excess inserts held in storage at advertiser's request after an insertion order is completed may be subject to a storage charge. For details, call Cindi Baran, GEMINI Graphics, at 630.894.9430.

# Retina Times 2017 Advertising Agreement

## Standard Terms and Conditions

The American Society of Retina Specialists, with its headquarters at 20 N. Wacker Drive, Suite 2030, Chicago, IL 60606 (hereinafter called the Publisher), reserves the right to approve all advertising copy and the right to reject any advertisement proposed for placement in *Retina Times*.

All Insertion Order and Advertising Agreements are subject to acceptance by the Publisher, and upon such acceptance, without further notice to the client, the Insertion Order and Advertising Agreement becomes valid and is governed by the laws of Illinois.

### Advertising Policy

All advertisement instructions must be submitted on the *Retina Times* Insertion Order and Advertising Agreement. The publisher reserves the right to amend or revise rates, terms and conditions of this agreement upon 60 days' written notice.

If said amendments are not acceptable to the advertiser, the advertiser may, by written notice to the Publisher prior to the effective date of the amendments, cancel its advertising contract, upon payment of any outstanding invoices. If frequency discount is not earned because of cancellation, advertiser agrees to pay difference between frequency rate paid and frequency rate earned.

### Ad Materials Responsibility

In the event the advertiser fails to supply ad materials by the closing date, the Publisher reserves the right to repeat a previous advertisement. Advertisers who reserve space and fail to supply ad material are still liable for all costs, regardless of what material is substituted in its place.

### Copy Acceptance

Advertising copy furnished by the advertiser shall be in high-resolution PDF format as set forth in the *Retina Times* 2017 Rate Card and Specifications. Publisher reserves the right to edit or reject any advertising it finds, in its sole discretion, to be inappropriate, misleading, or objectionable.

### Advertiser's Responsibility

All advertisements are accepted and published by the Publisher upon the representation that the advertiser and/or agency is authorized to publish the entire contents and subject matter thereof. The advertiser agrees to indemnify and hold the Publisher harmless from and against any loss resulting from claims or suits of defamation, libel, violation of privacy, plagiarism, copyright infringement or any other cause.

### Advertising Design and Production

All ad material shall be submitted in accordance with the Publisher's Advertising and Production Specifications as set forth on the Publisher's current Rate Card and Specifications. The publisher reserves the right to adjust the size of ads that do not conform to required dimensions, exclude advertisements from certain pages, and control position of all ads.

Upon acceptance and approval of the ad materials and advertisement copy, Publisher agrees to publish the ad as set forth in the insertion order, including but not limited to any special position requests regarding ad proximity to competitor advertisements.

### Billing

Prepayment is required for new clients. A signed contract and payment for the first insertion are due by the first closing date, along with the ad. Subsequent insertions will be billed upon publication. Invoices are net and payable upon receipt unless otherwise noted. Invoices rendered will be accepted as correct unless the Publisher is notified in writing within 10 days of billing date. Payment will be made directly to Publisher at the address stated in this agreement.

Accounts delinquent for 30 days will be charged interest at the rate of 18% per annum or the highest rate allowed by applicable law. Should an advertiser and/or agency default or otherwise be late in payment of advertising invoices, the Publisher has the right to omit the advertisement from the publication. The advertiser and/or agency will forfeit any and all payments previously made toward the purchase of said advertisement.

In the event advertiser and/or agency default or are otherwise late in payment of bills, advertiser and/or agency shall be totally liable for all fees and sums of collections,

including but limited to reasonable attorney's fees and court costs incurred by Publisher in the collection of said bills.

In such event, the Publisher reserves the right to either terminate this Agreement or to enforce this agreement pursuant to the terms set forth. Venue for any judicial proceeding concerning enforcement or any provisions of this contract, including any action of nonpayment, shall be in Cook County, Illinois.

### Cancellations

Cancellations must be in writing and must be received by the Publisher prior to the relevant ad space closing date stated in the *Retina Times* 2017 Rate Card and Specifications. A cancellation is not considered accepted until confirmed in writing by the Publisher. Any order canceled after the relevant ad closing date will incur the full insertion cost.

### Errors and Omissions

In the event of an error or omission of advertising copy or an advertisement for any reason, it is the advertiser's responsibility to notify the Publisher, in writing and within seven days after delivery of first-bound copies/tear sheets. Publisher's liability will not exceed the return of revenue for the ad space. Any adjustments will be based on percentage of ad or message affected.

Publisher is not responsible for errors in material terms or conditions of the ad. In no event shall Publisher be liable for incidental or consequential damages incurred by advertiser in the event of any error or omission by Publisher.

### Performance

Publisher shall not be held responsible for damages for failure to print or circulate any issue, or for delays in printing said issue. The advertiser shall be entitled to a complete refund of monies paid if the Publisher fails to print the issue covered by this Agreement. No discount of advertiser's monies shall be paid for delays beyond the Publisher's control, including delays caused by production and printing.

Publisher's performance under this Agreement is contingent upon availability of materials and labor, act of God, war, government regulation, disaster, strikes, civil disorder, curtailment of transportation facilities, or any other emergency beyond the publisher's control, making it inadvisable, illegal, or impossible to perform under this Agreement. In no event shall Publisher be liable for incidental or consequential damages incurred by advertiser for failure to print/circulate or any delay in printing/circulating an issue.

### Miscellaneous

The Publisher may assign its rights, duties, and other obligations under this agreement to any corporation or other entity that becomes the publisher of the contracted publication. This Agreement shall be binding upon and shall inure to the benefit of the successors and assigns of the advertiser.

In the event that the advertiser ceases to exist or operate, this Agreement will terminate as of said date, except that in the event the principal(s) of the advertiser thereafter continue to engage in the commerce in substantially the same form as before dissolution, this Agreement shall remain in effect and shall be binding upon the successor to the advertiser.

This Agreement shall terminate after the last insertion as set forth in this Agreement is published; provided, however, that the Publisher may terminate this Agreement at any time if it ceases to publish the contracted publication.

This Agreement sets forth the entire agreement between the parties hereto and shall be construed under the laws of the State of Illinois. Any waiver by the Publisher of any breach of this Agreement by the advertiser, or any default in payment by the advertiser, shall not be construed as a waiver of any prior or subsequent breach or default of the same or any other provision of this Agreement.

### Severability

In case any one or more of the provisions of this Agreement or any application thereof shall be invalid, illegal or unenforceable in any respect, the validity, legality and enforceability of the remaining provisions contained herein and any other application thereof shall not in any way be affected or impaired thereby.