The Journal of Pediatric Ophthalmology & Strabismus is a bimonthly peer-reviewed publication for the pediatric ophthalmologist. The Journal publishes original articles on the diagnosis, treatment and prevention of eye disorders in the pediatric age group and the treatment of strabismus in all age groups.

Each issue includes:

- “Eye-to-Eye” roundtable discussion on current topics
- “What’s Your Diagnosis?” column
- Quiz for CME credits

Subscribers will also benefit from our featured Online Advanced Release which allows them to read articles before they appear in the print issue!

“THE JOURNAL OF PEDIATRIC OPHTHALMOLOGY & STRABISMUS reaches the pediatric ophthalmologists and orthoptists we work directly with. The information within the Journal is timely and informative.”

— Kathy Armstrong, President, The Fresnel Prism and Lens Company
Put your message in the hands of more than 500 paid subscribers

With 100% paid circulation, your message will be seen by high interest readers — offering an efficient and effective way to communicate to your target audience.

Extend your reach with bonus distributions

At no additional cost, your advertising will reach Journal subscribers plus attendees of these major medical meetings:

<table>
<thead>
<tr>
<th>Attendees</th>
<th>Event Name and Dates</th>
<th>Issue Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>800</td>
<td>ESCRS Winter Meeting, February 3-5, Prague, Czech Republic</td>
<td>January/February issue</td>
</tr>
<tr>
<td>800</td>
<td>AAPOS, March 24-28, San Antonio, TX</td>
<td>March/April issue</td>
</tr>
<tr>
<td>6,000</td>
<td>ASCRS, April 20-24, Chicago, IL</td>
<td>March/April issue</td>
</tr>
<tr>
<td>10,600</td>
<td>ARVO, May 6-10, Ft. Lauderdale, FL</td>
<td>March/April issue</td>
</tr>
<tr>
<td>1,300</td>
<td>OSN Italy, May 25-26, Milan, Italy</td>
<td>May/June issue</td>
</tr>
<tr>
<td>300</td>
<td>Kiawah Eye, May 31 - June 3, Kiawah Island, SC</td>
<td>May/June issue</td>
</tr>
<tr>
<td>5,000</td>
<td>ESCRS, September 8-12, Milan, Italy</td>
<td>July/August issue</td>
</tr>
<tr>
<td>17,500</td>
<td>AAO Subspecialty Day, November 9, Chicago, IL</td>
<td>September/October issue</td>
</tr>
<tr>
<td>17,500</td>
<td>AAO/PAAO, November 10-13, Chicago, IL</td>
<td>September/October issue</td>
</tr>
<tr>
<td>350</td>
<td>OSN New York, November 16-18, New York City, NY</td>
<td>November/December issue</td>
</tr>
<tr>
<td>1,000</td>
<td>Hawaiian Eye 2013, January 20-25, Big Island, HI</td>
<td>November/December issue</td>
</tr>
</tbody>
</table>

Make your message stand out with these unique advertising opportunities:

- Cover-tips
- Belly Bands
- BRCs
- Polybagged Outserts
- Supplements
- Advertorials
Online Advertising

Website Advertising
Run-of-site sponsorships only $1,000
Also available:
• Exclusive topic sponsorships
• Microsite sponsorships
• Podcast sponsorships

Save $500 when you combine both website and e-contents sponsorship opportunity in the same month for $1,500 total

e-contents Advertising
Reach more than 700 opt-in e-mail subscribers for pennies per exposure – only $1,000

Free online exposure for all advertisers
Print or online advertisers can post a product press release, picture, and link on the “Product News” section of SLACKJournals.com/JPOS.

Note: Press releases will be posted at the discretion of editorial staff; postings and length of time posted cannot be guaranteed.
**RATES AND DISCOUNTS**

1. **Effective Rate Date:** January 2012 for all advertisers.

2. **Rates:**
   a) **Earned rates** are given to advertisers (parent company and its subsidiaries) based on the total number of pages placed within a 12-month period. Fractional pages count as single pages and each page of an insert counts as one page.
   b) **Agency commission:** Fifteen percent gross billings on space, color, cover and preferred position charges.
   c) **Cash discount:** Two percent if paid within ten days of invoice date. No discount allowed after this period.

3. **Black-and-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>$1,765</td>
<td>$1,265</td>
<td>$1,030</td>
</tr>
<tr>
<td>6x</td>
<td>$1,665</td>
<td>$1,215</td>
<td>$995</td>
</tr>
<tr>
<td>12x</td>
<td>$1,555</td>
<td>$1,170</td>
<td>$965</td>
</tr>
<tr>
<td>24x</td>
<td>$1,450</td>
<td>$1,120</td>
<td>$935</td>
</tr>
<tr>
<td>36x</td>
<td>$1,355</td>
<td>$1,070</td>
<td>$900</td>
</tr>
<tr>
<td>48x</td>
<td>$1,250</td>
<td>$1,015</td>
<td>$870</td>
</tr>
</tbody>
</table>

**Color:** In addition to earned black-and-white rates.

**Charge per color per page or fraction**
- Standard color ................. $550
- Matched color ................ $750
- Metallic color ................ $1,000
- Four color ..................... $1,500
- Four color + PMS ............... $2,000
- Four color + Metallic ........... $2,500

4. **Bleed:** No charge

5. **Covers and Positions:**
   a) **Covers:**
      - Second cover: Earned b/w rate plus 25%. Color additional.
      - Third cover: Earned b/w rate plus 15%. Color additional.
      - Fourth cover: Earned b/w rate plus 50%. Color additional.
   b) **Positions:** Contact your sales representative for more details.

6. **Discount Programs:**
   a) **Combined Frequency Discount:** All insertions of a parent company and its subsidiaries are combined to determine the earned rate. Advertisers may combine space units run in all SLACK publications to achieve maximum rate frequency.
   b) **FREE Ad Program:** Purchase two ads any time during the 2012 calendar year and receive an additional ad of equal size and color in the same publication at no cost.
   c) **SLACK Corporate Discount Program:** Take advantage of SLACK’s advertising, custom publishing, event management and other marketing services in 2012 to receive valuable discounts in 2013. Spend levels achieved in 2012 will determine your SLACK Corporate Discount savings in 2013. Advertising, custom publishing, event management and other marketing services in 2012 to receive valuable discounts in 2013. Spend levels achieved in 2012 will determine your SLACK Corporate Discount savings in 2013.
   d) **Market:** If for any reason, an advertisement is cancelled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the closing date.

**EDITORIAL**

14. **General Editorial Direction:** The Journal of Pediatric Ophthalmology & Strabismus is a bimonthly peer-reviewed publication for the pediatric ophthalmologist that publishes original articles on the diagnosis, treatment and prevention of eye disorders in the pediatric age group and the treatment of strabismus in all age groups.

15. **Average Issue Information:**
   a) **Average number of articles per issue:** 8
   b) **Average article length:** 5 pages

16. **Origin of Editorial:**
   a) **Source:** Original contributions
   b) **Staff written:** 0%
   c) **Solicited:** 0%
   d) **Submitted:** 100%
   e) **Peer-review:** Yes

**CIRCULATION**

17. **Description of Circulation Parameters:** Ophthalmologists in private practice, clinics, hospitals (staff and residents), teaching centers, and the military; and physicians in the pediatric field.

18. **Demographic Selection Criteria:**
   a) **Subscribers:** 465
   b) **Age:** N/A
   c) **Prescribing:** N/A
   d) **Circulation distribution:** US & International

19. **Circulation Verification:**
   a) **SRDS Sworn Statement:** June 2011
   b) **Printer:** George H. Buchanan
   c) **Mailing House:** TTMS

20. **Coverage and Market:**
   a) **Coverage:** Global
   b) **Market:** National & international pediatric ophthalmologists and strabismologists.

21. **Territorial Distribution:** Available on request

22. **Subscription Data:** U.S.: $179/yr.; Canada: add 5% tax; Outside the U.S.: add $48/yr.

23. **Estimated Total Circulation for 2012:** 475
GENERAL INFORMATION

24. Requirements for Advertising Acceptance: Advertisements for professional and non-professional products or services are accepted provided they are in harmony with the policy of service to the health care profession and subject to Publisher’s approval. Non-professional products and service advertisers must submit ad copy two weeks prior to closing date.

25. New Product Releases: Yes

26. Editorial Research: N/A

27. Ad Format and Placement Policy:
   a) Format:
      1. between articles X
      2. welled
      3. stacked
      4. within articles
   b) Are ads rotated?: Yes

28. Ad/Edit Information: 20/80 Ad/Edit Ratio

29. Value-Added Services:
   a) Availability of mailing list: Mailing list available to 3x contractual advertisers by permission of the Publisher. Rates are $100 for the one-time set up charge and $65/1,000 names.
   b) Custom ad study: Available to 12x advertisers.
   c) Bonus distribution

30. Full-Text Online: The JOURNAL OF PEDIATRIC OPHTHALMOLOGY & STRABISMUS offers full-text articles online at its Web site, SLACKJournals.com/IPOS.com. This valuable tool allows subscribers unlimited online access to current and archived full-text articles. In addition, non-subscribers may obtain full-text articles on a pay-per-view basis.

31. Reprint Availability: N/A

32. Publisher’s Liability: The Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents, or other circumstances beyond the Publisher’s control.

33. Indemnification of Publisher: In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the publication, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements, or plagiarism.

34. Competitor Information: The JOURNAL OF PEDIATRIC OPHTHALMOLOGY & STRABISMUS does not accept advertisements that contain competitor(s’) names, infringing, or plagiarizing.

35. Advertisorial Information: Advertisorial information must be provided with data file. Proof must be at 100% of the print size. Publisher accepts Kodak approvals, Matchprints, Chromalins, and sample inserts to:

36. Billing Policy: Billing to the advertising agency is based on acceptance by the advertiser of “dual responsibility” for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

INSERT INFORMATION

37. Availability and Acceptance:
   a) Availability: Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are accepted.
   b) Acceptance: A sample of the insert must be submitted to the Publisher for approval.

38. Charges:
   a) Furnished inserts are billed at the earned black-and-white space rate at frequency earned. Commissionable.

39. Sizes and Specifications: All inserts to be full size, supplied untrimmed, printed, folded (except single leaf) and ready for binding. Varnished inserts are acceptable at the Publisher’s discretion. Inserts are jogged to foot.

AD REQUIREMENTS

40. Trimming: Supply size: 8 w” x 11 ¼”. Trim size: 8 ¼” x 10 ¼”. Trimming of oversized inserts will be charged at cost. Keep live matter ½” from trim edges and ¾” from gutter trim. Book is jogged to foot, head, foot, and outside edge trim ⅛”.

41. BRCs:
   a) Pricing: Contact your sales representative for prices.
   b) BRC specifications: 3 ½” x 5” minimum to 4 ¼” x 6” maximum; perforated with ⅛” lip (from perforation) for binding. Add ⅛” for foot trim. Cardstock minimum: 75lb bulk or higher.

42. Quantity: Full run – 2,000 (estimated). Exact quantity will be given upon Publisher’s approval of insert (or call Publisher prior to closing date).

43. Shipping: Carton packing must have publication name, issue date, and insert quantity clearly marked.

CONTACT INFORMATION

Insertion Orders:
Kara Thompson
National Account Manager
856-848-1000 x549
kthompson@slackinc.com

Materials:
Send digital ad materials and sample inserts to:
Ann Marie Randolfo-Ferguson
JOURNAL OF PEDIATRIC OPHTHALMOLOGY & STRABISMUS
6900 Grove Road
Thorofare, NJ 08085
856-848-1000 x263
arandolfof@slackinc.com

Send inserts to:
Greg Zweigle
JOURNAL OF PEDIATRIC OPHTHALMOLOGY & STRABISMUS
George H. Buchanan Printing
2 Mallard Court
Swedesboro, NJ 08085
USA

ADVERTORIA

Billing to the advertising agency is based on acceptance by the Publisher for approval.

ADVERTORIA

Furnished inserts are billed at the earned black-and-white space rate at one-time set up charge and $65/1,000 names.

Demographic and/or geographic inserts are accepted.

Contact your sales representative for prices.

Add ⅛” for foot trim. Cardstock minimum: 75lb bulk or higher.

Exact quantity will be given upon Publisher’s approval of insert (or call Publisher prior to closing date).

Carton packing must have publication name, issue date, and insert quantity clearly marked.

To view thumbnails of ads specs, visit slackinc.com/digitalads.

Trim Size of Journal: 8 ¼” x 10 ¾”

Paper Stock

| Paper Stock | Maximum | Minimum | Max Micromereting
<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>full page</td>
<td>80# coated</td>
<td>70# coated</td>
<td>.004”</td>
</tr>
<tr>
<td>4, 6, 8 page</td>
<td>70# coated</td>
<td>60# coated</td>
<td>.004”</td>
</tr>
</tbody>
</table>

45. Type of Binding: Perfect bound

46. Digital Ad Requirements: For specifications, go to slackinc.com/digitalads.

Color Proofs: One proof made from supplied files and meeting SWOP specifications, must be provided with data file. Proof must be at 100% of the print size. Publisher accepts Kodak approvals, Matchprints, Chromalins, High-end Epson Quality or Iris Digital proofs.

If only color lasers are furnished, color match on press cannot be guaranteed.

Note: Spread ads should be sent as a one-page file.

Media: CDs and DVDs. Ads will not be accepted via e-mail.

49. Digital Material: Advertising material will be held one year from date of last insertion and then destroyed unless instructed otherwise.