



Clinical & Refractive Optometry

Offering  Approved CE Credit Articles in Each Issue

REVISED
FREQUENCY

Published by **Mediconcept Inc.** 3535 St. Charles Blvd., Suite 201, Kirkland, QC, Canada H9H 5B9

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GENERAL INFORMATION

Established: 1988 as *Practical Optometry*

Frequency: 6 times per year

Issues Published: Bi-Monthly

Publication Profile:

This peer-reviewed journal focuses on clinical issues and topics in optometry and offers COPE approved continuing education credit articles in each issue. Subjects covered include all aspects of clinical and refractive optometry.

Regular departments include: CE Articles, Scientific Articles, TPA Case Reports, New Products, News & Notes, and Book Reviews.

Press releases and photos are accepted.

Advertising Placement Policy:

Ads precede or follow editorial sections and appear on all covers.

Editorial Board:

Editor-in-Chief: Yvon Rhéaume, OD

Associate Editor: Leonid Skorin, Jr., OD, DO

Publishing Staff:

Publisher and Advertising Sales: Larry Goldstein
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Managing Editor: Mary Di Lemme
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CIRCULATION

Total Circulation: 2600

Controlled distribution to all Canadian optometrists and university optometric departments.

CLOSING DATES

Space Reservation Deadline: 27th day of the second month preceding the month of issue (i.e., March 27th for May issue).

Film Deadline: 1st day of the month preceding the issue date (i.e., Feb 1st for the April/May issue). US advertisers: allow additional 2 weeks for transit and clearance of material. Customs charges will be billed to advertising agencies.

Cancellations: Not accepted after closing date.

Agency Commission: 15% discount to recognized advertising agencies.

RATES (in Canadian dollars)

General Advertising (not including 4-color) in Canadian dollars:

	1X	3X	6X
1 page	\$1640	\$1475	\$1320
2/3 page*	\$1175	\$1115	\$1055
1/2 page*	\$1030	\$ 980	\$ 925
1/3 page*	\$ 810	\$ 765	\$ 715
1/4 page*	\$ 650	\$ 620	\$ 595

* For prescribing information pages only.

4-color, additional charge per page: \$900
Special position charge: additional 15%

Covers, Twelve Times Only, Noncancellable
4-color placements only

1/2-page Front Cover	\$2475
Second or Third Cover	\$2915
Fourth Cover	\$3135

Advertorials

2-page (minimum size) or lengthier advertorials are available in each issue on a limited basis. Cost for text supplied: 1-color \$1650 per page. Add \$900 per page for each page of 4-color. Copywriting services are also available upon request, at an extra cost.

**MECHANICAL REQUIREMENTS**

Type page: 7" x 10"
 Trim size: 8-1/8" x 10-7/8"
 Bleed Size: 8-3/8" x 11-1/8"
 DPS Bleed Size: 16-1/2" x 11-1/8"

Reproduction Requirements:

Halftone Screen: 133-150
 Printed Offset
 Paper Stock: 200m coated

Binding: Saddlestitch

Advertising Materials Accepted:**Disks (Preferred)**

All ads should be sent to us on CD-ROM in Macintosh format (only) in any of the following software programs:

- Press Ready PDF Format
- QuarkXPress
- Illustrator
- PhotoShop

All ad material should be accompanied by high resolution accurate color proofs or printed press proofs which correspond to the ad's actual printed size and colors.

All ads must be created in their actual size; the ad size should be reflected in the document setup window. Imported elements (i.e., EPS, TIFF) and fonts (screen and postscript) should appear in the same folder as the document to be printed. All colors must be edited in CMYK. Save typographic preferences in QuarkXPress. All photoshop pictures must be saved in EPS, encoding DCS (5 files). All digital images should be prepared in 300 dpi. Additional charges will be levied for any requested changes to the ad.

Films (optional, at an extra cost)

Film negatives (right reading emulsion down). All reproduction materials must have register marks, center marks, and trim marks clearly indicated. Each negative must be marked for color. Color ads must be accompanied by one set of progressive proofs or matchprints.

Please note that ad material supplied in film format will be subject to an additional and non-commissionable handling charge of \$250 per page.

Inserts:

All inserts are subject to a \$980 insertion fee (non-commissionable)
 a. 2-page insert: 2x earned b/w page rate
 b. 4-page insert: 4x earned b/w page rate

Premium positioning not guaranteed with inserts.

Single-page inserts must be furnished printed, folded and ready for binding. Multiple-leaf inserts must be furnished folded.

Single-page insert: 8-1/4" plus 2" stub x 11-1/8". These will be trimmed at top, bottom, and right-hand side.

Four-page inserts must be supplied 16-1/2" x 11-1/8" and should be folded.

Stock weight: Maximum 80 lb coated.

Inserts printed in the United States must carry "Printed in USA."

Quantity: 3000

Sample of insert must accompany insertion order.

Business Reply Mail:

This service is offered only to current advertisers. All material for insertion must be furnished by the advertiser. The reply portion must meet current Canadian Postal Regulations. Additional information including cost is available upon request.

Disposition of Reproduction Material:

Materials are held for 6 months after the date of the last placement or insertion and then destroyed, unless otherwise requested in writing. Similarly excess inserts will not be held or returned unless otherwise requested in writing.

2011 Publication Release Dates:

Volume 22:1 January/February 2011
 Volume 22:2 March/April 2011
 Volume 22:3 May/June 2011
 Volume 22:4 July/August 2011
 Volume 22:5 September/October 2011
 Volume 22:6 November/December 2011