



Using Intact Corneal Implants to Treat Ectasia After Radial Keratotomy  
LASIK Combined with Strabismus Surgery  
Effect of a Combination of Dorzolamide and Timolol on IOPs  
Understanding Medical Malpractice

Publication Mail Registration No. 900002

# Clinical & Surgical Ophthalmology

The Official Publication of the Canadian Society of Cataract & Refractive Surgery

REVISED  
RELEASE SCHEDULE

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

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## **i** GENERAL INFORMATION

**Established:** 1982 as *Ophthalmic Practice*

**Frequency:** 10 times per year

**Issues Published:** Monthly, with the exception of March and December

### **Publication Profile:**

This peer-reviewed journal focuses on clinical issues and topics in ophthalmology including: glaucoma, cataracts, HIV, diabetic retinopathy, macular degeneration, myopia, strabismus, pediatric conditions, retinal pathology, laser surgery, LASIK, corneal topography, phacoemulsification, refractive surgery, trabeculectomy, viscoelastics, and IOL implantation.

Regular departments include: Clinical & Surgical Scientific Articles, Case Reports, Clinical Consultations, New Products, News & Notes, and Book Reviews. Targeted to Canadian Ophthalmologists.

Program issue includes: Detailed Meeting Agenda, Floor Plans, Speaker Profiles, Sponsor Pages, etc.

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: Leonid Skorin, Jr., MD

Associate Editor: Gordon Balazsi, MD

### **Publishing Staff:**

Publisher and Advertising Sales: Larry Goldstein  
lgoldstein@mediconcept.ca

Managing Editor: Mary Di Lemme  
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## **✂** 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., April 1st for the May issue). US advertisers: allow additional 2 weeks for transit and clearance of material. Customs charges will be billed to the advertising agency.

**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

Size	1X	5X	10X
1 page	\$1490	\$1340	\$1200
2/3 page*	\$1070	\$1015	\$ 960
1/2 page*	\$ 935	\$ 890	\$ 840
1/3 page*	\$ 735	\$ 695	\$ 650
1/4 page*	\$ 590	\$ 565	\$ 540

\* 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	\$2250
Second or Third Cover	\$2650
Fourth Cover	\$2850

### **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.

## **C** CIRCULATION

**Total Circulation: 1500**

Controlled distribution to all Canadian ophthalmologists, ophthalmic pathologists, and university and medical libraries.



## 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 actual ad's 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 of \$250 per page.

### Inserts:

All inserts are subject to a \$690 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: 1500

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 their last placement or insertion 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 29:1	January 2011
Volume 29:2	February 2011
Volume 28:3	April 2011
Volume 29:4	May 2011
Volume 29:5	June 2011
Volume 29:6	July 2011
Volume 29:7	August 2011
Volume 29:8	September 2011
Volume 29:9	October 2011
Volume 29:10	November 2011



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