

THE Ocular Surface

A JOURNAL OF REVIEW LINKING LABORATORY SCIENCE, CLINICAL SCIENCE, AND CLINICAL PRACTICE

A peer-reviewed journal, indexed in MEDLINE/PubMed and EMBASE

www.theocularsurface.com

Dry Eye • Tears • Allergy • Current therapy • Infection • Inflammation
Surgery • Ocular pharmaceuticals • Drugs in development • Cutting edge research
Clinical research • New diagnostic techniques

ISSUANCE Quarterly
January, April, July, October

FIRST ISSUE January 2003

IMPACT FACTOR (2009) **4.22**

INDEXING

The *Ocular Surface* is indexed in MEDLINE/PubMed and EMBASE and is printed on acid-free paper that meets the requirements of ANSI/NISO Z39.48-1992 (Permanence of Paper).

EDITORIAL

The *Ocular Surface* offers timely reviews of the growing body of knowledge concerning the ocular surface in health and disease. Conditions affecting the ocular surface, including dry eye, inflammation, infection, allergy, and recovery from surgery, are covered in depth, as are developments in therapeutics, clinical trials, and basic science. Coverage also includes: FDA trials and filings, drugs in development, patents, new products, and profiles of individuals and institutions working in the field. The scientific portions of the publication are peer reviewed.

CIRCULATION

- Ophthalmologists and optometrists in clinical practice
- Researchers in academic and industry settings
- Clinical scientists
- Members of the ophthalmic pharmaceutical industry

GUARANTEED CIRCULATION 1,500

ADDITIONAL CIRCULATION

Bonus distribution at major eyecare meetings.

CIRCULATION VERIFICATION

Publisher's sworn statement

SUBSCRIPTION

\$159.00 per year in the USA.
\$199.00 per year outside the USA (includes air mail delivery).
Back issues: \$65.00 (USA) each.
Individual article e-prints: Contact publisher for pricing.

ADVERTISING PLACEMENT

Advertising is interspersed with editorial.

ACCEPTANCE OF ADVERTISING

Publisher reserves the right to reject any advertisement it deems inappropriate.

AGENCY COMMISSION 15% off space

EARNED RATES

Rates are based on the number of insertions within a 12-month period. Space purchased by a parent company and its subsidiaries is combined to determine the earned rate.

COMBINATION DISCOUNT

Four-color space purchased in *The Ocular Surface* will be combined with four-color space purchased in *Refractive Eyecare*® such that billing for each publication will be at a rate based on the combined space in both publications.

INSERTS AND BRCS

Contact publisher for availability, rates, and requirements.

Our Leaders in Ocular Surface Science



EDITOR-IN-CHIEF AND SECTION EDITOR
INNOVATIVE TECHNIQUES AND TECHNOLOGY
Gary N. Foulks, MD
University of Louisville
Louisville, KY



FOUNDING EDITOR
Michael A. Lemp, MD
Georgetown and George Washington Universities,
Washington, DC



SECTION EDITORS
LABORATORY SCIENCE
James V. Jester, PhD
University of California
Irvine, CA



CLINICAL SCIENCE
W. Bruce Jackson, MD, FRCS
University of Ottawa
Ottawa, Canada



CLINICAL PRACTICE
John E. Sutphin, MD
University of Kansas Medical Center,
Kansas City, KS



SOURCES IN TIME
Juan Murube, MD, PhD
University of Alcalá
Madrid, Spain



PIPELINE
Gary D. Novack, PhD
PharmaLogic Development Inc.
San Rafael, CA



MANAGING EDITOR
Susan Erickson
Brookline, MA



EDITORIAL BOARD

- Penny A. Asbell, MD, MBA, FACS** New York, NY
Christophe Baudouin, MD, PhD Paris, France
Roger W. Beuerman, PhD New Orleans, LA
Anthony J. Bron, BSc, MD, DO, FRCS:FRC Ophth Oxford, UK
Janine A. Clayton, MD Bethesda, MD
M. Reza Dana, MD, MPH Boston, MA
Darlene A. Dartt, PhD Boston, MA
Harminder S. Dua, MD, PhD Boston, MA
Suzanne M. J. Fleiszig, OD, PhD, FFAO Berkeley, CA
Ilene K. Gipson, PhD Boston, MA
Pedram Hamrah, MD Boston, MA
Winston W.-Y. Kao, PhD Cincinnati, OH
Shigeru Kinoshita, MD Kyoto, Japan
Friedrich E. Kruse, MD Erlangen, Germany
Peter Laibson, MD Philadelphia, PA
Mark J. Mannis, MD, FACS Davis, CA
James P. McCulley, MD, FACS, FRCOphth (UK) Dallas, TX
Austin K. Mircheff, PhD Los Angeles, CA
J. Daniel Nelson, MD, FACS Minneapolis, MN
Kelly Nichols, OD, MPH, PhD Columbus, OH
Stephen C. Pflugfelder, MD Houston, TX
Kenneth Polse, OD, MS Berkeley, CA
Maurizio Rolando, MD Genoa, Italy
Michael E. Stern, PhD Irvine, CA
David A. Sullivan, PhD Boston, MA
Deborah F. Sweeney, OD, PhD Sydney, Australia
Donald T. Tan, FRCS Singapore, Singapore
Timo Tervo, MD, PhD Helsinki, Finland
Alan Tomlinson, MSc, PhD, DSc Glasgow, Scotland
Scheffer Tseng, MD, PhD Miami, FL
Kazuo Tsubota, MD Tokyo, Japan
Vasilis Vasilou, PhD Denver, CO
Graeme Stewart Wilson, MC Optom, MSc, PhD Bloomington, IN

THE Ocular Surface

RATE CARD #9 2011

PAPER STOCK

Cover: 80 lb. textweight coated white enamel (gloss)
 Text: 60 lb. textweight coated white enamel (gloss)

BINDING Saddle-stitched

AD MATERIAL REQUIREMENTS

Electronic files: Adobe Acrobat hi-res PDF (preferred), Adobe InDesign, PageMaker, Illustrator EPS, Freehand EPS, Photoshop TIFF. Minimum resolution 266 dpi; **300 dpi preferred**. Non-PDF files must include all fonts and linked images. Avoid using TrueType or Type3 fonts. Supply two hard copy color proofs at 100% size that match each digital file. *Contact publisher for additional information.*

Media accepted: CD or DVD labeled with: issue and date (ie, TOS-July 2011); ad size and color; advertiser name; name of person to contact regarding questions about file(s); and a phone number/e-mail address.

E-mail/FTP site: Depending on size, files—especially PDF files—can be e-mailed or uploaded to an FTP site; however color proofs must still be supplied. *Contact publisher for additional information.*

PRODUCTION WORK

Typesetting or any other production work done by the publisher will be billed to the advertiser and is non-commissionable.

DISPOSITION OF MATERIALS

Unless given specific instructions otherwise, materials will be held for one year and then destroyed.

MISCELLANEOUS

Simulation of the publication's format is not permitted in advertising. Publisher reserves the right to place the word "Advertisement" with copy that in the Publisher's sole judgment represents itself as editorial matter.

ADVERTISING SALES

LaVon Kellner, Director of Global Sales
 lkellner@ethiscommunications.com

Carol L. Levine, Senior Account Manager
 clevine@ethiscommunications.com

Cherie Pearson, Senior Account Manager
 cpearson@ethiscommunications.com

CORRESPONDENCE/CONTRACTS/ INSERTION ORDERS/ REPRODUCTION MATERIALS

Publisher
 The Ocular Surface
 Ethis Communications, Inc.
 75 Maiden Lane, Suite 408
 New York, NY 10038
 PHONE 212.791.1440 FAX 212.791.4980
theocularsurface@ethiscommunications.com

 THE Ocular Surface
 www.theocularsurface.com

CLOSING DATES

ISSUE	SPACE	MATERIALS
January 2011	December 3, 2010	December 9, 2010
April 2011	March 4, 2011	March 10, 2011
July 2011	June 3, 2011	June 10, 2011
October 2011	September 6, 2011	September 9, 2011
January 2012	December 2, 2011	December 9, 2011

BLACK AND WHITE RATES

	1x	4x	8x	16x	32x
1 Page	\$ 1,505	\$ 1,445	\$ 1,375	\$ 1,230	\$ 1,105
2/3 Page	1,355	1,295	1,230	1,115	990
1/2 Page	1,210	1,160	1,100	990	880
1/3 Page	910	860	825	745	655
1/4 Page	755	730	685	625	545

COLOR RATES

Process, standard or matched:

\$ 1,290

Three-color: **\$ 2,030**

Four-color process: **\$ 2,145**

TRIM SIZE 8 1/8 x 10 7/8

PREFERRED POSITIONS

Back cover: 40% premium

Inside front cover: 25% premium

Opposite first article: 20% premium

Inside back cover: 20% premium

Other special positions:

15% premium per position

SPACE SIZES

	NON-BLEED		BLEED	
	WIDTH	DEPTH	WIDTH	DEPTH
Full Page	7	10	8 3/8	11 1/8
Spread	15 1/8	10	16 1/2	11 1/8
2/3 Page Vertical	4 1/2	10	5 3/16	11 1/8
2/3 Page Square	7	7 3/8	8 3/8	8 1/8
1/2 Page Vertical	3 3/8	10	4 1/16	11 1/8
1/2 Page Horizontal	7	4 7/8	8 3/8	5 7/16
1/3 Page Vertical	2 1/4	10	—	—
1/3 Page Square	4 5/8	4 7/8	—	—
1/4 Page	3 3/8	4 7/8	—	—
1/4 Page Vertical	1 3/4	10	—	—

Keep all live matter at least 3/8-inch inside trim edge