

ASCRS • ASOA
2005 Media Kit

Meeting & Marketing Opportunities



*Focusing on the Refractive,
Cataract & Glaucoma Marketplace
and Ophthalmic Administrators*

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As the news and feature magazine of the American Society of Cataract and Refractive Surgery, *EyeWorld* serves as the premier publication for anterior segment surgeons. The magazine provides comprehensive ophthalmic news and the latest clinical information in the areas of cornea, glaucoma, cataract, and refractive surgery. Each article is carefully reviewed by the editorial staff, the article's sources, and the chief medical editors before its publication. *EyeWorld* draws from ASCRS' highly esteemed membership to create the finest editorial board of any publication in the industry.

2005 Editorial Board

Chief Medical Editors



Stephen S. Lane, M.D.



Stephen A. Obstbaum, M.D.

Robert Cionni, M.D.

David Coats, M.D.

Elizabeth Davis, M.D.

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Lucy Santiago

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Bradford Shingleton, M.D.

Jack Singer, M.D.

Michael Snyder, M.D.

Robert Stegmann, M.D.

R. Doyle Stulting, M.D.

Kazuo Tsubota, M.D.

R. Bruce Wallace III, M.D.

Liliana Werner, M.D.

M. Edward Wilson, M.D.

ASCRS Clinical Committees advise *EyeWorld* on the latest topics in ophthalmology research, techniques, and trends. The prestigious physicians on the Clinical Committees, combined with the renowned ophthalmologists on the Editorial Board, make *EyeWorld* the cutting edge news and feature magazine for ophthalmologists.

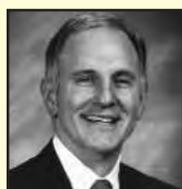
2005 ASCRS Clinical Committees



Cataract

Louis D. Nichamin, MD
(Chair)

Stephen H. Johnson, MD
Nick Mamalis, MD
Samuel Masket, MD
Richard B. Packard, MD
Kenneth Rosenthal, MD
Rick Palmon, MD
Jonathan B. Rubenstein,
MD



Glaucoma

Bradford J. Shingleton, MD
(Chair)

Ike K. Ahmed, MD
Stuart Ball, MD
Michael S. Berlin, MD
Reay H. Brown, MD
Alan Crandall, MD
Robert D. Fechtner, MD
Murray Johnstone, MD
Richard A. Lewis, MD
Alan L. Robin, MD
Philippe Sourdille, MD



Refractive

R. Doyle Stulting, MD
(Chair)

Steven Dell, MD
José Luis Güell, MD
Richard L. Lindstrom, MD
Stephen Slade, MD
Helen K. Wu, MD



Cornea

Edward J. Holland, MD
(Chair)

Dimitri Azar, MD
Sheraz Daya, MD
Eric Donnenfeld, MD
Terry Kim, MD



Pediatric

M. Edward Wilson, MD
(Chair)

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David K. Coats, MD
David B. Granet, MD
David A. Plager, MD
Robert M. Sinskey, MD



Young Physicians and Residents

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(Chair)

Natalie Afshari, MD
Iman Ali, MD
Nicole Anderson, MD
William J. Lahners, MD
Gary Schwartz, MD



Practice Management

Robert Cionni, MD
(Chair)

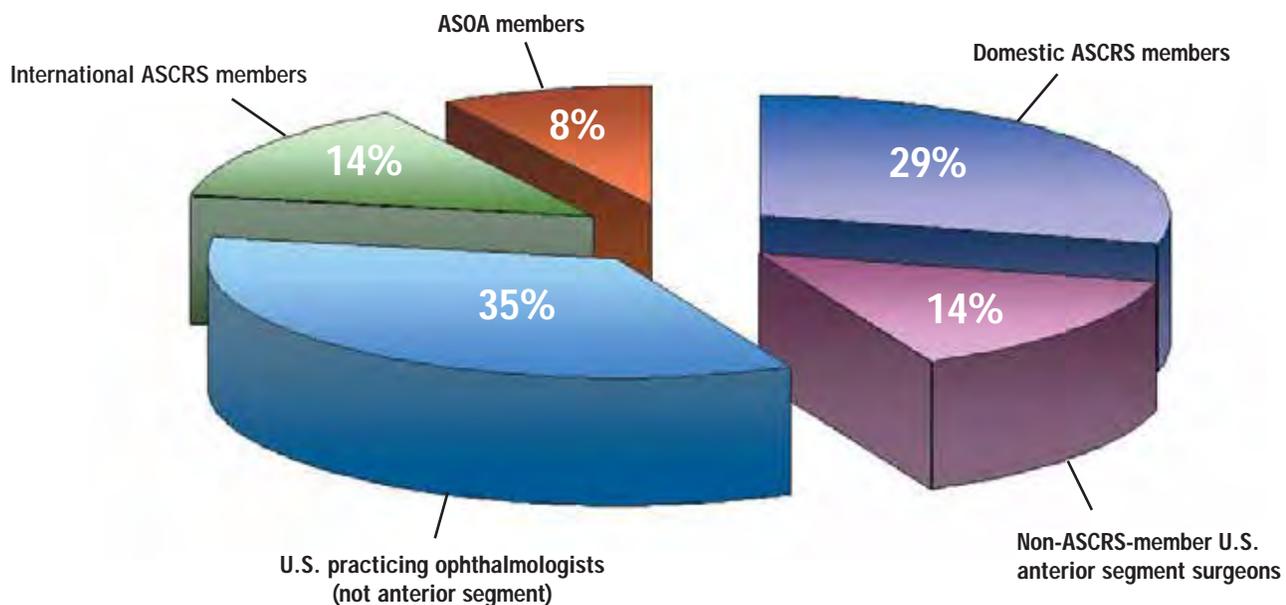
Riva Lee Asbell
Sandy Boles
Stephen S. Lane, MD
Kerry Solomon, MD
James L. Spires, COE,
MBA

EyeWorld Circulation

EyeWorld magazine goes to 22,958 qualified subscribers. These include

- 6,650 domestic members of ASCRS
- 3,205 non-ASCRS-member anterior segment physicians
- 7,982 practicing ophthalmologists in the U.S. (not anterior segment)
- 3,188 international members of ASCRS
- 1,933 members of ASOA (practice administrators)

General Circulation



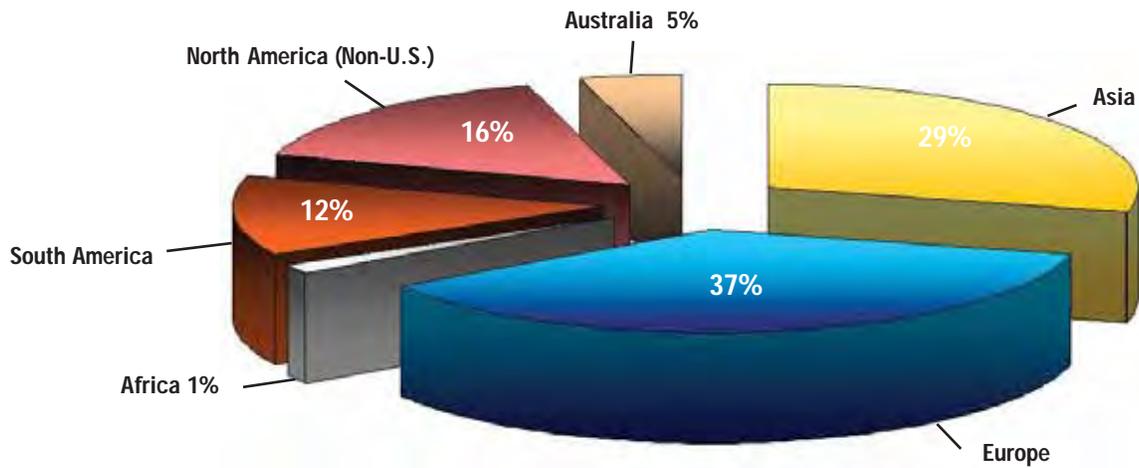
- **EyeWorld** editorial is focused on clinical, surgical, ophthalmic news, and practice management issues critical to cataract and refractive surgeons, which make up 55% of the entire U.S. ophthalmic community.
- **EyeWorld** is also sent to the remaining 45% of ophthalmologists in the U.S.
- **EyeWorld** is a member benefit of the American Society of Ophthalmic Administrators (ASOA).
- **EyeWorld** adds bonus circulation by distributing its current issues at the major ophthalmology meetings in the U.S.: ASCRS, AAO, ARVO, Storm Eye/ASCRS Clinical Update, and Royal Hawaiian Eye.
- **EyeWorld** reaches more ophthalmologists than any other domestic ophthalmic publication.

EyeWorld is circulated to 3,188 international ASCRS members in 89 countries.

- 1,176 in Europe
- 920 in Asia
- 502 in North America outside the U.S.
- 397 in South America
- 146 in Australia
- 47 in Africa

*International bonus distribution: ESCRS —
Lisbon, Portugal, September 10-14, 2005*

International Circulation



International Circulation by Country

Albania	Bulgaria	Greece	Korea	Panama	South Africa
Angola	Canada	Guatemala	Kuwait	Paraguay	South Korea
Argentina	Chile	Honduras	Lebanon	People's Republic of China	Spain
Aruba	Colombia	Hong Kong	Macau	Peru	Sri Lanka
Australia	Costa Rica	Hungary	Malaysia	Philippines	Sweden
Austria	Czech Republic	Iceland	Malta	Poland	Switzerland
Bahamas	Denmark	India	Mexico	Portugal	Syria
Bahrain	Dominican Republic	Indonesia	Monaco	Romania	Taiwan
Bangladesh	Ecuador	Iran	Namibia	Russia	Thailand
Barbados	Egypt	Ireland	Netherlands	Saudi Arabia	United Arab Emirates
Belgium	El Salvador	Israel	Netherland Antilles	Scotland	United Kingdom
Bermuda	England	Italy	New Zealand	Singapore	Uruguay
Bolivia	Finland	Ivory Coast	Norway	Slovak Republic	Venezuela
Brazil	France	Japan	Oman	Slovenia	Vietnam
British Virgin Islands	Germany	Jordan	Pakistan		

EyeWorld Readership Surveys

What the anterior segment surgeon thinks about EyeWorld

In a recent survey conducted by ASCRS, members were asked their opinion of *EyeWorld*. ASCRS members comprise 37% of the total ophthalmic community in the U.S.. The total number of anterior segment surgeons in the U.S. equals 55% of the total number of U.S. ophthalmologists. As an industry media planner, it is critical that you reach your most influential buyers. Our core market, whose reaction to *EyeWorld* is shown below, comprises 80% of the buying power in ophthalmology.

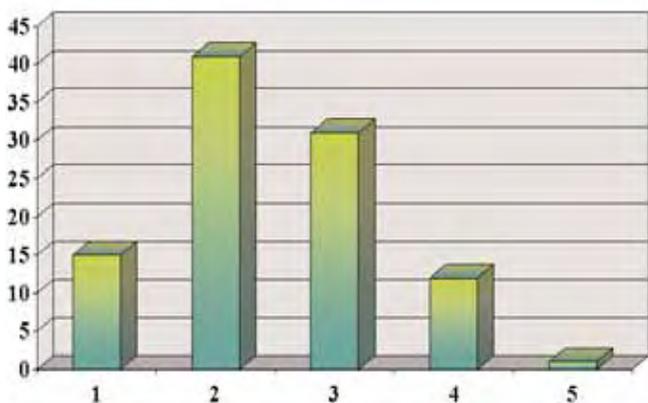
Clearly, if you are trying to reach the anterior segment surgeon in the U.S. or around the world, there is **no better publication** than *EyeWorld* to help you fully penetrate this influential and affluent market.

All results reported as percentage response.

Questions were asked with '1' being extremely valuable or useful to you and '5' being unimportant or not useful to you.

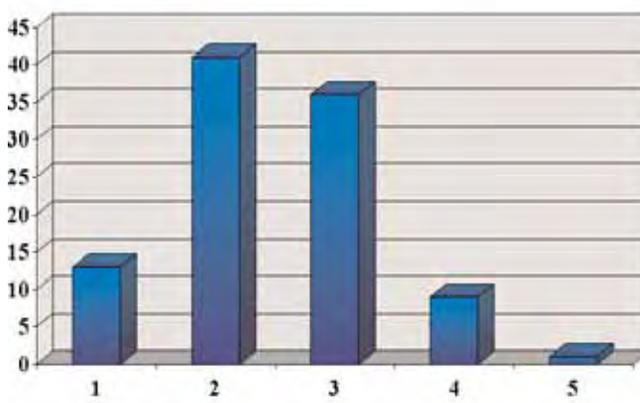
News Reporting

87% of members responded that *EyeWorld* does a "good to extremely good job" reporting ophthalmic news.



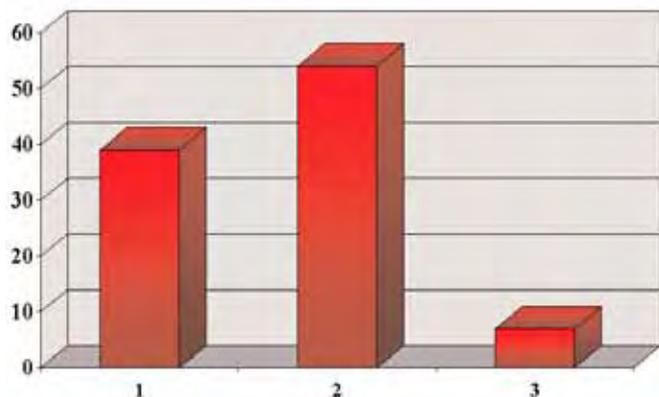
Legislative and Regulatory Reporting

88% of members responded that *EyeWorld* does a "very good to extremely good job" reporting legislative news.



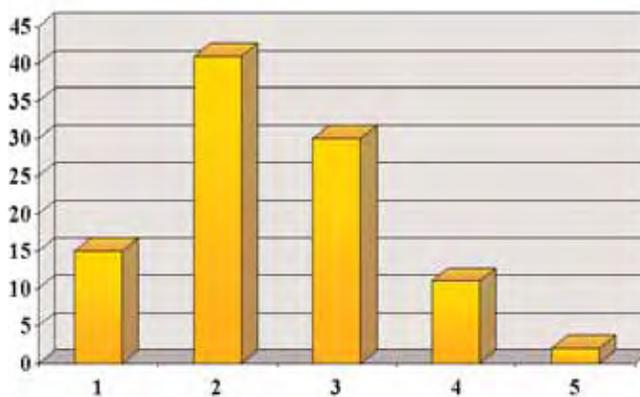
EyeWorld Rated Against Other Tabloids

39% of members responded that *EyeWorld* is a "more valuable" resource than other ophthalmic tabloid publications (1=more valuable, 2=about the same, 3=less valuable)



Clinical Reporting

84% of members responded that *EyeWorld* performs "very well to extremely well" in clinical reporting.

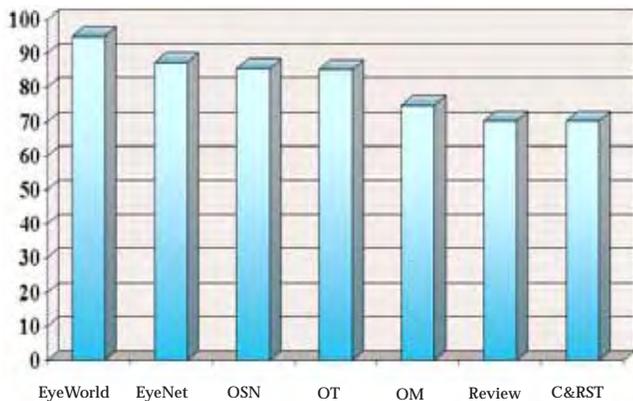


What publications does the ASCRS member rely on?

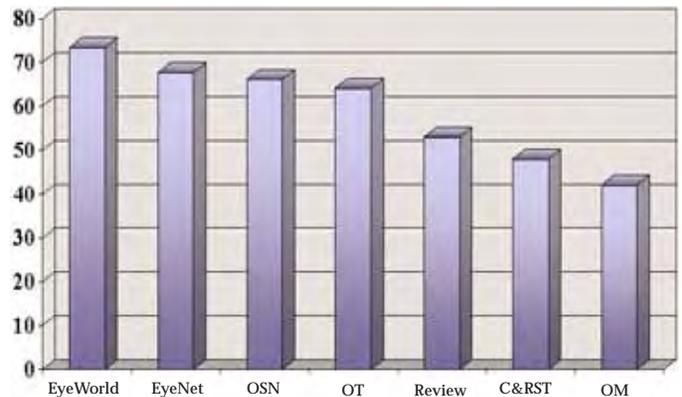
In 2004, ASCRS surveyed its membership to determine reading habits. Once again, *EyeWorld* was ranked in the top tier of ophthalmic industry publications in a series of critical areas.

In addition, over the past four years, *EyeWorld* has shown continuous improvement in general readership and ad exposure scores as determined by the leading market research organization in ophthalmic publishing.

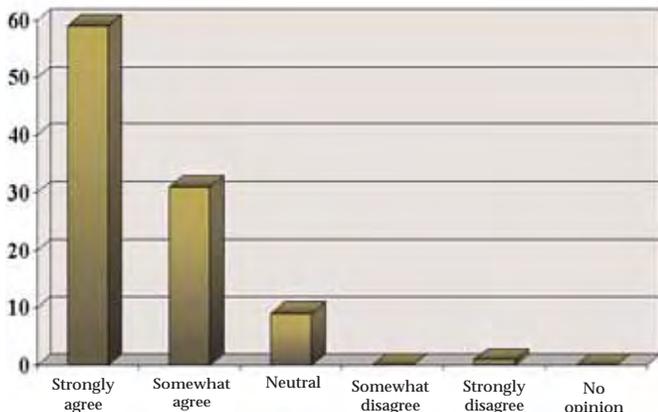
Which of the following magazines do you receive?



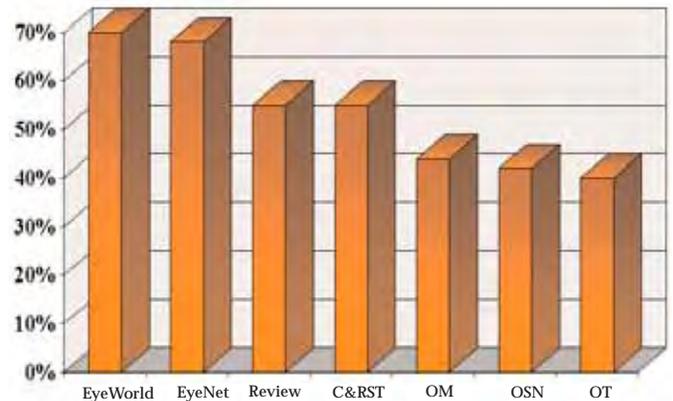
Which of the following magazines do you read on a monthly basis?



Please respond to this statement: "Multisourced, balanced journalism is preferred by a physician to make sound decisions on clinical approaches, equipment purchases, or therapeutic treatments."



Considering your answer to the previous question on balanced journalism, please rate each of the following magazines in terms of their editorial balance (1=excellent, 5=poor). Percentages of responses of 1 or 2.



2005 Editorial Calendar

January Meeting Distribution: Royal Hawaiian Eye

Cover feature: Clinical challenges in glaucoma

Flow enhancement; strategies to lower IOP; case studies on leaking blebs; maximizing drainage device effectiveness; corneal thickness; new products; tools available.

Tool Time: Glaucoma drainage valves

Pharmaceutical Corner: Nutritional supplements

Wavefront Today: Step-by-step wavefront: How to get started

Bonus distribution:
Royal Hawaiian Eye, Waikoloa, Hi., Jan. 16-21

Space closing: 11/19/2004
Materials due: 12/10/2004



February

Cover feature: Allergy

Avoiding misdiagnosis; rapid-fire testing in the pipeline; diagnosis and treatment when OTC meds worsen the condition; contact lens considerations.

Tool Time: Viscoelastic materials

Pharmaceutical Corner: Mast cell stabilizers

Wavefront Today: Mitomycin-C in laser refractive surgery

Space closing: 12/17/2004
Materials due: 1/7/2005

May ASCRS Meeting in Review

Cover feature: Dry eye

Tear stability analysis systems; treating dry eye during pregnancy; new studies; techniques.

Tool Time: Punctal plugs

Pharmaceutical Corner: Dry eye ointments and gels

Wavefront Today: Surface ablation is alive and well

Bonus distribution: Storm Eye/ASCRS Clinical Update, Kiawah Island, S.C., June 2-5

Space closing: 3/24/2005
Materials due: 4/1/2005



June ARVO Meeting in Review

Cover feature: Glaucoma therapeutics

Latest research on medication costs and treatment regimens; update on guidelines; optic nerve evaluation.

Tool Time: Tools to measure IOP and corneal thickness

Pharmaceutical Corner: Prostaglandins

Wavefront Today: Why screening for KC & PMC is still important in wavefront surgery

Space closing: 4/25/2005
Materials due: 5/2/2005

September Meeting Distribution: Physician's Guide to AAO

Cover feature: Refractive surgery

Revisiting surface ablation; CK to correct refractive errors; flap thickness debate; Epi-LASIK update; new instrumentation.

Tool Time: Diamond knives, refractive

Pharmaceutical Corner: Artificial tears

Wavefront Today: How wavefront aberrations predict visual outcomes

Bonus distribution:
Physician's Guide to AAO, Chicago, Ill., Oct. 16-19

Space closing: 7/25/2005
Materials due: 8/5/2005



October Meeting Distribution: Exhibitor's Guide to AAO

Cover feature: Challenging cataract cases

Managing the complex patient; phaco techniques and instruments; best saves; pearls; case studies of difficult patients.

Tool Time: Diamond knives, cataract

Pharmaceutical Corner: Regional and topical anesthesia

Wavefront Today: Wavefront and corneal topography

Bonus distribution: AAO Exhibitor's guide to AAO, Chicago, Ill., Oct. 16-19

Space closing: 8/22/2005
Materials due: 9/5/2005



March ASCRS Distribution: Physician's Guide to ASCRS**Cover feature: Managing LASIK complications**

Case studies on epithelial ingrowth; the latest research/techniques on correction for decentered LASIK; research on pressure-induced keratitis; best slitlamp strategies to reposition the flap due to slippage or striae; diagnosis and management of flap complications.

Tool Time: Sterilizers

Pharmaceutical Corner: Ophthalmic dyes

Wavefront Today: Fourier vs. Zernike

Bonus distribution:

Physician's Guide to ASCRS
Washington, DC, April 15-20

Space closing: 1/24/2005

Materials due: 2/4/2005

**April** ASCRS Distribution: Exhibitor's Guide to ASCRS**Cover feature: Cataract surgery innovations**

Research on reducing post-cataract surgery endophthalmitis; CTRs & capsule management; strategies and techniques for bimanual procedures; pearls.

Tool Time: MICS instrumentation

Pharmaceutical Corner: Ocular steroids

Wavefront Today: Centration issues in Laser Refractive Surgery

Bonus distribution:

World Cornea Congress, Washington, DC, April 13-15

Exhibitor's Guide to ASCRS,

ARVO, Fort Lauderdale, Fla., May 1-6

Space closing: 2/22/2005

Materials due: 3/4/2005

**July** Meeting Distribution: ASCRS Summer Refractive Meeting**Cover feature: Fighting ocular infection**

Ocular surface impression cytology; management of herpes simplex in light of drug resistance; strategies to speed healing in herpetic keratitis; microsurgical approach to the conjunctival flap.

Tool Time: Microkeratomes

Pharmaceutical Corner: Anti-infectives

Wavefront Today: Developing your own nomogram for laser refractive surgery

Bonus distribution:

ASCRS Summer Refractive
Meeting, Seattle, Wash., Aug. 3-7

Space closing: 5/27/2005

Materials due: 6/10/2005

**August** Meeting Distribution: ESCRS**Cover feature: Intraocular lenses**

Accommodating IOLs; latest research on materials and designs; methods to measure decentration distances; lens selection strategies.

Tool Time: Excimer lasers

Pharmaceutical Corner: AMD drug trial update

Wavefront Today: Comparing wavefront-enabled lasers: How to choose

Bonus distribution:

ESCRS, Lisbon, Portugal, Sept. 10-14

Space closing: 6/22/2005

Materials due: 7/1/2005

**November** AAO Meeting in Review**Cover feature: Wavefront**

The right laser for you; maximizing results; higher-order aberration correction; successful wavefront marketing strategies.

Tool Time: Acrylic IOLs

Pharmaceutical Corner: NSAIDs

Wavefront Today: Wavefront and monovision

Space closing: 9/23/2005

Materials due: 10/3/2005

December**Cover feature: What's ahead in 2006**

The newest products and what's ahead; company mergers and acquisitions; successful product launches; new tools in the marketplace.

Tool Time: Silicone IOLs

Pharmaceutical Corner: Ophthalmic irrigating solutions

Wavefront Today: How to calculate wavefront-optimized ablation profiles

Space closing: 10/24/2005

Materials due: 11/4/2005



Editorial

Editorial Submissions

EyeWorld accepts original manuscripts for publication consideration. Unsolicited manuscripts are welcomed. *EyeWorld* is written for ophthalmologists who specialize in cataract and/or refractive surgery and glaucoma treatment. Articles published in *EyeWorld* cover a wide range of topics including surgical techniques, case study analysis, and product innovations. Articles for *EyeWorld* should be written in a clear, concise, expository style. Major points should be fully supported and analyzed. Introductory paragraphs should explain the author's purpose for writing and any financial interests the author(s) have that involve products or companies that are covered in the manuscript. Footnote information should be avoided, if possible. *EyeWorld* is not an academic journal. Thus, scholarly formats and styles should be avoided. Manuscripts should range from 800–2,000 words. Shorter manuscripts are preferred.

When submitting manuscripts for possible publication, authors should provide their full names, academic or professional titles, academic degrees, professional credentials, complete addresses, telephone and fax numbers, and e-mail addresses. When possible, graphs, charts, and clinical photographs should be submitted with the manuscript.

EyeWorld does not pay authors for manuscripts, photographs, and other graphic elements. *EyeWorld* follows a policy of exclusive publication. Articles published elsewhere are not accepted.

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Columns

Each issue of *EyeWorld* features monthly columns ranging from helpful charts on drugs and equipment to innovative surgical techniques. *EyeWorld* readers depend on these columns to provide timely information in the rapidly changing world of ophthalmology.

Clinical & Surgical

- Infection Control Update:** Spotlights emerging infection control concerns and trends in ophthalmology.
- Wavefront Today:** A closer look at clinical applications for wavefront aberrometry, from thought leaders in the field.
- Perspectives in Lens & IOL Surgery:** I. Howard Fine, MD, and associates provide their perspectives on the latest techniques and trends in cataract/IOL surgery.
- In My Hands:** A first-person, physician-authored article focusing on techniques.
- EyeWorld Dialogue:** Leading practitioners and researchers discuss challenges and trends.
- EyeWorld Interview:** Profiles of leading innovators in ophthalmology.

Product

- Tool Time:** Spotlights commonly used equipment and instruments in the ophthalmic industry.
- Pharmaceutical Corner:** Highlights newest pharmaceuticals and their place in treating ophthalmic disorders.
- Innovation Spotlight:** Focuses on innovative products from start-up and established companies.

Industry

- Eye on Industry:** Focuses on industry news and trends in ophthalmology.
- Eye on Technology:** A look at information technology and how it can aid ophthalmologists and their staff.

2005 General Advertising Rates

Black and White							
Ad unit	1	6	12	24	36	48	60
Tabloid	\$3,675	\$3,355	\$3,240	\$2,960	\$2,890	\$2,820	\$2,795
Island	\$2,435	\$2,165	\$1,865	\$1,380	\$1,325	\$1,190	\$1,110
1/2 Tabloid	\$2,110	\$1,815	\$1,625	\$1,300	\$1,145	\$1,110	\$1,055
1/3 Tabloid	\$1,245	\$1,215	\$1,165	\$1,115	\$1,095	\$1,080	\$975
1/4 Tabloid	\$1,195	\$1,155	\$1,105	\$1,045	\$1,010	\$985	\$950
1/8 Tabloid	\$895	\$865	\$820	\$790	\$760	\$730	\$705

Four Color							
Ad unit	1	6	12	24	36	48	60
Tabloid	\$5,935	\$5,690	\$5,595	\$5,280	\$5,220	\$5,140	\$5,115
Island	\$4,490	\$4,350	\$4,060	\$3,535	\$3,460	\$3,355	\$3,270
1/2 Tabloid	\$4,275	\$3,900	\$3,810	\$3,460	\$3,300	\$3,270	\$3,195
1/3 Tabloid	\$3,295	\$3,270	\$3,245	\$3,210	\$3,185	\$3,135	\$3,090
1/4 Tabloid	\$3,140	\$3,100	\$3,000	\$2,955	\$2,945	\$2,930	\$2,915
1/8 Tabloid	\$2,845	\$2,810	\$2,775	\$2,735	\$2,705	\$2,680	\$2,650

Cover Premiums:

Cover 2: Earned B&W rate plus 25%
 Cover 3: Earned B&W rate plus 15%
 Cover 4: Earned B&W rate plus 35%

Other Color Rates:

Two color: Add \$1,110 to earned B&W rate
Metallic: Add \$1,600 to earned rate
Five color: Add \$3,145 to earned B&W rate
Spread four-color rate: Add \$2,755 to earned spread B&W rate

Special Positions:

Opposite TOC 1 & 2: Earned B&W rate plus 10%
Spread 4c rate: Earned B&W rate plus \$2,625
Insert: Earned B&W ad size multiplied by the # of pages. Tip in charge separately quoted.
Matched colors: Earned rate + \$100 per matched color

Agency Commission: 15%. All charges are commissionable except backup charges on inserts and all special request production charges.

Closing Dates:					
Issue	Space Closing	Materials Due	Issue	Space Closing	Materials Due
January	11/19/2004	12/10/2004	July	5/27/2005	6/10/2005
February	12/17/2004	1/7/2005	August	6/22/2005	7/1/2005
March	1/24/2005	2/4/2005	September	7/25/2005	8/5/2005
April	2/22/2005	3/4/2005	October	8/22/2005	9/5/2005
May	3/24/2005	4/1/2005	November	9/23/2005	10/3/2005
June	4/25/2005	5/2/2005	December	10/24/2005	11/4/2005

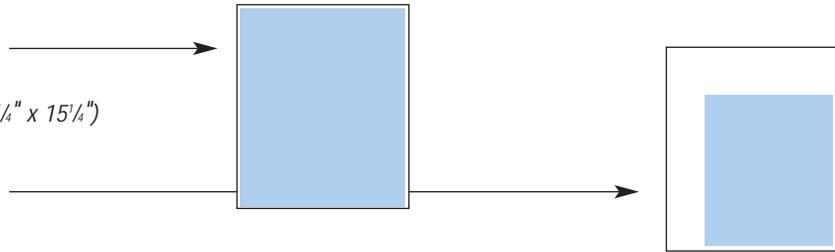
Mechanical Requirements

All advertising specifications require a 1/8" safety margin for live matter.

Tabloid Page

Ad Size: 11" x 15" (Spread 20"x15")

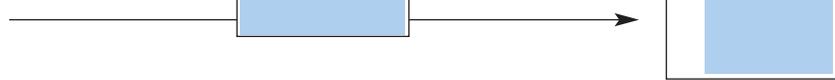
Bleed Size: 11¹/₄" x 15¹/₄" (Spread 22¹/₄" x 15¹/₄")



Island Page

Ad Size: 8" x 11"

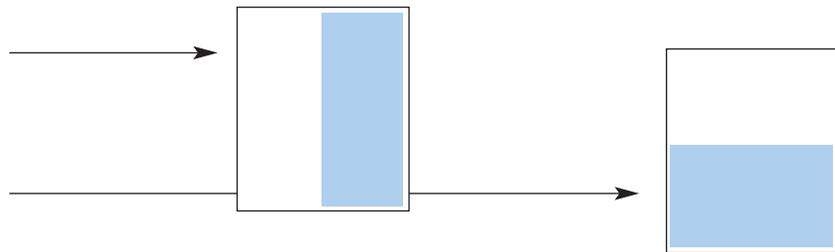
Bleed Size: 8¹/₄" x 11¹/₄"



1/2 Tabloid Page Vertical

Ad Size: 5³/₈" x 15"

Bleed Size: 5⁵/₈" x 15¹/₄"



1/2 Tabloid Page Horizontal

Ad Size: 11" x 7⁵/₈"

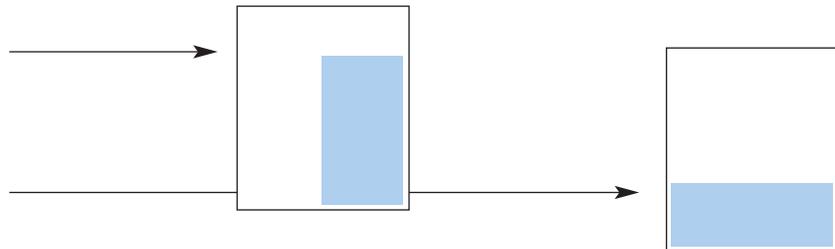
Bleed Size: 11¹/₄" x 8"



1/3 Tabloid Page Vertical

Ad Size: 5³/₈" x 11"

Bleed Size: 5⁵/₈" x 11¹/₄"



1/3 Tabloid Page Horizontal

Ad Size: 11" x 5³/₈"

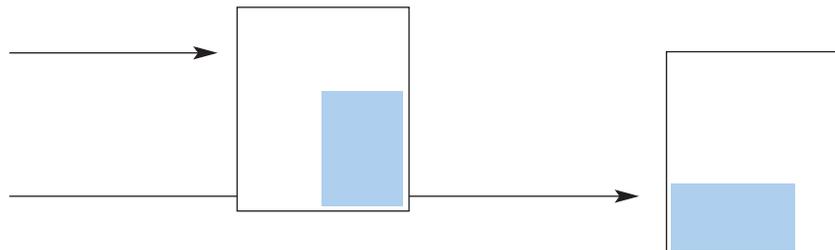
Bleed Size: 11¹/₄" x 5⁵/₈"



1/4 Tabloid Vertical Block

Ad Size: 5³/₈" x 7¹/₈"

Bleed Size: 5⁵/₈" x 7³/₈"



1/4 Tabloid Horizontal Block

Ad Size: 8" x 5¹/₂"

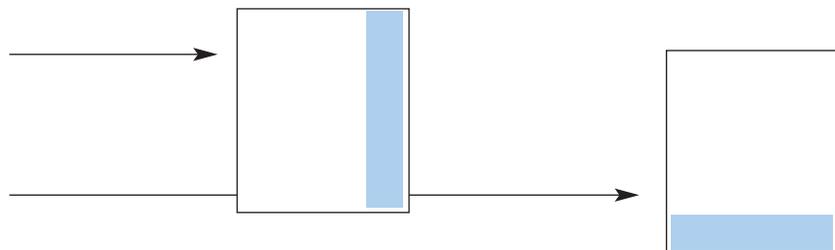
Bleed Size: 8¹/₄" x 5³/₄"



1/4 Tabloid Page Vertical

Ad Size: 2³/₄" x 15"

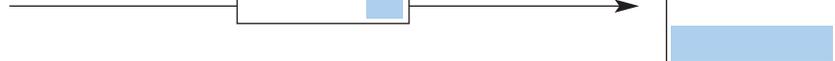
Bleed Size: 3" x 15¹/₄"



1/4 Tabloid Page Horizontal

Ad Size: 11" x 3³/₄"

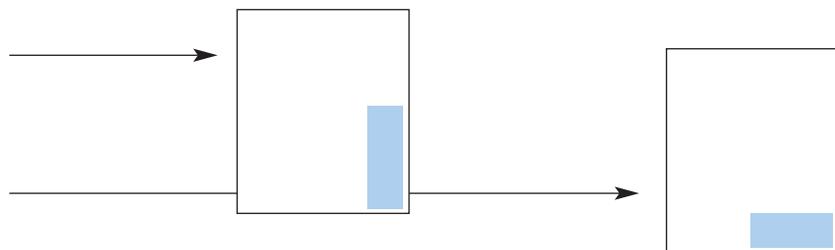
Bleed Size: 11¹/₄" x 4"



1/8 Tabloid Page Vertical

Ad Size: 2³/₄" x 7¹/₈"

Bleed Size: 3¹/₄" x 7³/₈"



1/8 Tabloid Page Horizontal

Ad Size: 5³/₈" x 3¹/₂"

Bleed Size: 5³/₈" x 3³/₄"



Production Requirements

- Printing:** Web offset
- Paper Stock:** Covers, 70 lb. gloss; inside, 50 lb. gloss
- Binding:** Saddle stitch or perfect bound depending on size of issue
- Screens:** 133 lines preferred
- Materials Required:** **Film is no longer accepted.** A high-resolution color proof is required for all color advertisements
- Electronic Files:** Acceptable file formats are PDF, postscript files, and CMYK Tif or JPEG. Files must be accompanied by a high-quality proof and be same size at 300 dpi. The preferred platform is PC. There will be a production charge for all ads that require typesetting or graphics by *EyeWorld* production team.

Rate Accounting

- Terms:** Net 30 days
- Short Rates:** Short rates will be issued if contracted frequency is not fulfilled at end of 12-month period.
- Cancellation:** \$1,500 cancellation fee will be charged for cancellations received after the closing date.

Send all materials to

ASCRSMedia
Attention: Cathy Stern
4000 Legato Road
Suite 850
Fairfax, VA 22033-4003
Toll free: 800-451-1339
Phone: 703-591-2220
Fax: 703-273-2963

Send all invoice remittances to

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Attention: Accounts Receivable
4000 Legato Road
Suite 850
Fairfax, VA 22033-4003
Toll free: 800-451-1339
Phone: 703-591-2220
Fax: 703-273-2963

Send electronically transmitted files or questions to cstern@eyeworld.org.

Marketplace Advertising

The Marketplace section of *EyeWorld* offers a high visibility, cost conscious method of exposing your product or service to a unique, qualified readership. Enjoy all the benefits of display advertising at a fraction of the cost. Marketplace advertisers receive:

- Listing in *EyeWorld's* Index to Advertisers
- Listing on *EyeWorld.org's* Index to Advertisers web page
- Free second color (red, yellow, or blue) in the advertisement
- Ad placement in category-specific sections for easy viewing

Marketplace Advertising Rates

Frequency	Single Unit	Double Unit	Accent Color
1-2 x	\$450	\$900	No charge
3-5 x	\$400	\$800	No charge
6-8 x	\$350	\$700	No charge
9-11 x	\$330	\$660	No charge
12+ x	\$300	\$600	No charge

All Marketplace rates are net. Marketplace insertions can be combined with other ASCRSMedia advertising to achieve multiple insertion rates.

Ad dimensions: Single unit: 4.75" x 2.5"; Double unit: Vertical 9.25" x 2.5"; or Horizontal 4.75" x 5"

To take advantage of Marketplace advertising, whether you're a small company or just bridging the ad gap between meetings contact Cathy Stern, Production Manager
 Phone: 703-591-2220
 Fax: 703-273-2963
 Email: cstern@eyeworld.org



Internet Marketing Opportunities

www.eyeworld.org

ALL NEW DESIGN! Launched at the end of 2004, *EyeWorld*'s new site has enhanced search features for a better interactive experience. In 2004, *EyeWorld* had more than 1 million page views from 70,000 unique users. Reach this worldwide audience by placing a banner ad on the *EyeWorld* web site. Two banner positions per page are now available:

1. Top position
2. Right side position

New features include:

- An interactive calendar to keep physicians apprised of upcoming events;
- Online registration system for *EyeWorld* Educational Symposia events;
- A refined archived search system that allows greater ease of use. Articles are archived back to 2000;
- An interactive *EyeWorld* online advertisers index based on the advertisers in the print version of the magazine. Interested readers can inquire about getting additional information on a product through the index.
- An updated online classified ad section;
- A monthly poll for informal market research on current topics in ophthalmology.



www.ascrs.org

The American Society of Cataract & Refractive Surgery (ASCRS) web site is the leading source of information for member surgeons, practicing ophthalmologists, and consumers seeking information regarding anterior segment surgery.

Features of the site include:

- Search engine for easy reference to a wealth of information for practicing ophthalmologists;
- News and advocacy information related to regulatory, legislative, and reimbursement issues at the national and state levels;
- ASCRS Image Library: database of ophthalmic images for member.



- Online learning, including CME accredited courses.
- Online registration for the annual ASCRS•ASOA Symposium & Congress.

www.asoa.org

ALL NEW DESIGN! Launched at the end of 2004, the American Society of Ophthalmic Administrators' (ASOA) web site boasts a distinctive new design with content tailored to the increasingly important practice administrator and manager. Reach these highly influential member of the ophthalmic staff by placing a banner advertisement on an interior page of the site. ASOA does not accept banner advertising on its home page. Banner positions include:

1. Top position
2. Right-side position

New features of the enhanced site include:

- Post and find a job on careerNet.
- ASOA EyeMail: A series of electronic discussion groups on practice management issues;
- EyeCoding Today: An interactive guide to assist the user in proper ophthalmic coding;



- ASOA online bookstore: Purchase texts on basic ophthalmic knowledge, practice management issues, financial issues, and more. Also available: Audiotapes of the ASOA annual meeting sessions from 2000 through 2004; and
- Online registration for the annual ASCRS•ASOA Symposium & Congress.

Specifications and rate card for:

www.eyeworld.org, www.ascrs.org, www.asoa.org. All prices net.

Site	Price per month	Price per quarter	Pixels	Format	Size
EyeWorld top banner	\$850	\$2,020	425 x 70	jpeg or gif	Not > 100K
EyeWorld right side banner	\$525	\$1,260	145 x 90	jpeg or gif	Not > 100K
ASCRS banner	\$850	\$2,020	468 x 60	jpeg or gif	Not > 100K
ASOA right box banner	\$525	\$1,260	150 x 90	jpeg or gif	Not > 100K
ASOA center box banner	\$800	\$2,020	375 x 70	jpeg or gif	Not > 100K

EyeWorld Week Banner Advertising



Instant Access

Established in 1996, *EyeWorld WEEK* is the premier weekly newsletter for the ophthalmic community. Reaching more than 13,000 eyecare providers worldwide by request every Monday morning, *EyeWorld WEEK* reports on the latest ophthalmic business and medical news.

Banner sponsorships are available on both of *EyeWorld WEEK*'s two pages. Banners provide an opportunity to generate instant sales or leads. Advertisers find *EyeWorld WEEK* an excellent resource to:

- Introduce a new product or service;
- Sell products or services economically;
- Publicize an upcoming course or symposium;
- Announce FDA approval; or
- Promote their booth at an industry meeting.

All Prices Net

Position	Domestic
First-page banner	\$1,320
Second-page banner	\$1,020
Right side banner	\$800

Deadlines

Space: Two weeks before issue date

Material: Wednesday before issue date

Distribution

- E-mailed by request to more than 13,000 ophthalmologists worldwide
- Updated weekly at www.eyeworld.org

Production Charges:

- Banner creation for *EyeWorld WEEK*, \$275 with logo
- Additional \$125 for web color version

For dimensions and specifications go to ascrsmedia.com or call Jeff Brownstein at 609-737-7393.

For more information on *EyeWorld*, please use the following directory to reach the correct individual:

Publisher

Donald Long
Phone: 703-591-2220 ext. 154
Fax: 703-591-0614
Email: don@eyeworld.org

Advertising

Display

Jeffrey Brownstein
Phone: 609-737-7393
Fax: 609-737-7672
Email: jeff@eyeworld.org

Marketplace

Cathy Stern
Phone: 703-591-2220 ext. 130
Fax: 703-273-2963
Email: cstern@eyeworld.org

Classified

Cathy Stern
Phone: 703-591-2220 ext. 130
Fax: 703-273-2963
Email: cstern@eyeworld.org

Special Projects & Educational Meetings

Thomas Pace
Phone: 703-591-2220 ext. 155
Fax: 703-273-2963
Email: tom@eyeworld.org

Editorial

Inquiries & Article Submission

Nancy Dunham
Phone: 703-591-2220 ext. 123
Fax: 703-591-0614
Email: ndunham@eyeworld.org

Tool Time

Nancy Dunham
Phone: 703-591-2220 ext. 123
Fax: 703-591-0614
Email: ndunham@eyeworld.org

EyeWorld Week

Stephanie Andre
Phone: 703-591-2220 ext. 128
Fax: 703-591-0614
Email: sandre@eyeworld.org

Reprints

Cathy Stern
Phone: 703-591-2220 ext. 130
Fax: 703-273-2963
Email: cstern@eyeworld.org

Priority Points

Planning on exhibiting at the 2006 ASCRS•ASOA Symposium & Congress in San Francisco? Enhance your presence at the meeting with a better booth location by marketing with *ASCRSMedia*. Every dollar spent with *ASCRSMedia* between April 5, 2004, and March 7, 2005, earns a priority point. Priority points are used to determine preferred booth location at the meeting. Double your marketing effectiveness with *ASCRSMedia* advertising—reach your primary audience and accumulate priority points for 2006.

Editorial Calendar

Spring 2005

Cover Feature: *Ambulatory Surgical Centers*

Articles:

- *ASC issue prepared in cooperation with OOSS*

Space Reservations: February 14, 2005

Materials Due: March 8, 2005

Summer 2005

Cover Feature: *Leadership/Human Resources*

Articles

- **Leadership for Radically Changing Times**
Candace S. Simerson, COE
- **NonTraditional Employment Arrangements**
Daniel M. Bernick
- **Partial Retirement: Is It in Your Future?**
Daniel M. Bernick
- **New Doctor Contracts**
Mark E. Kropiewnicki, Esq., LLM
- **New Associate Economics: Setting Performance Expectations**
Sandra E. McGraw, Esq., MBA

Space Reservations: May 20, 2005

Materials Due: June 17, 2005

Fall 2005

Cover Feature: *Marketing*

Articles:

- **Delivering Legendary Customer Service Strategies**
Joan Wahlman
- **Practice Triage for Effective and Profitable Patient Scheduling**
Polly Neely
- **How to Build the Perfect Marketing Budget for a Refractive and Cataract Practice**
Michael W. Malley
- **New Media Marketing and Search Engine Optimization for Refractive Surgery**
Onul Birsan

Space Reservations: August 18, 2005

Materials Due: September 20, 2005

Winter 2005

Cover Feature: *Regulatory*

Articles:

- **Is There a Whistleblower in the Group?**
Donna M. McCune
- **From Audits to Investigation: What to Do When the Government Comes Knocking**
Allison Weber Shuren
- **Leases Between Providers: OIG Safe Harbors and Beyond**
Kenneth Woodworth, COMT, COE
- **Strategic Planning: Growth Opportunities Within Your Practice**
Sandra E. McGraw, Esq., MBA

Space Reservations: November 16, 2005

Materials Due: December 19, 2005

Regular Features

Focus on Management

Legal Issues

Case Studies

Reimbursement

Human Resources

Focus on Technicians

Technology Update

Book Corner

Current Concepts in Eyecare

Administrative Eyecare also publishes full-length articles on important topics such as ambulatory surgical centers, trends in eyecare, optical shops, legal and regulatory issues, financial strategies, and human resources management.

Administrative Eyecare Circulation

Administrative Eyecare is a member benefit to ASOA administrators and ASCRS physicians.

ASOA membership: 1,933

ASCRS U.S. membership: 6,650

Total circulation: 8,583

Rates (all rates gross)

Black and White

Ad unit	1x	2x	4x	8x	12x
Full page	\$1,115	\$1,035	\$975	\$945	\$875
Half page	\$ 860	\$ 790	\$745	\$720	\$650

Other Color Rates

Two color (matched):
\$550 plus earned black-and-white rate

Two color (process):
\$450 plus earned black-and-white rate

Metallic:
\$660 plus earned rate

Four Color

Ad unit	1x	2x	4x	8x	12x
Full page	\$2,110	\$2,035	\$1,975	\$1,945	\$1,875
Half page	\$1,860	\$1,785	\$1,745	\$1,715	\$1,650

Inserts

Advertiser supplies inserts completed, printed, and ready for binding in sufficient quantity to match the press run for the scheduled time. A sample of the insert must be submitted for approval.

- 2-page inserts: Two times the earned black-and-white rate plus a \$600 noncommissionable bind-in fee.
- 4-page inserts: Three times the earned black-and-white rate plus a \$600 noncommissionable bind-in fee.

Production Requirements

Full Page

Ad Size: 5⁵/₁₆" x 9"

Bleed Size: 6³/₄" x 10¹/₄"

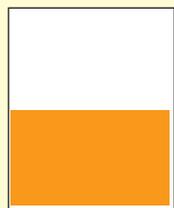
Trim size: 6¹/₂" x 10" →



1/2 Page Horizontal

Ad Size: 5⁵/₁₆" x 4¹/₃"

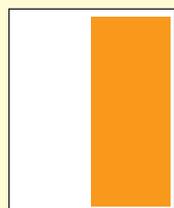
Bleed size: 6³/₄" x 4⁷/₈" →



1/2 Page Vertical

Ad Size: 2⁵/₈" x 8⁵/₈" →

Bleed size: 3¹/₄" x 10¹/₄"



Film is no longer accepted.

All ads should be supplied in PDF, EPS, or native layout files (Mac: Quark or PageMaker)

All art should be CMYK and 300 dpi at final printed size. **PDF files are preferred.**

PDF and EPS: high-resolution (300+ dpi) with all fonts and art embedded (OPI off); any bleeds accounted for (1/8" extra).

Native files: Mac QuarkXPress or Pagemaker only. Quark is preferred. Allow for bleeds if necessary; include all fonts and placed art: .tif, .jpg, .eps. All art should be CMYK and 300+ dpi at final printed size.

An actual-size, high-resolution proof is required for all ads.

WASHINGTON, DC 2005

EDUCATIONAL SYMPOSIA

Friday, April 15

Saturday, April 16

Sunday, April 17

Monday, April 18

Tuesday, April 19

Corporate Support

Promotional Opportunities during the 2005 ASCRS•ASOA Symposium & Congress

The ASCRS•ASOA offers a variety of advertising and marketing opportunities during the 2005 ASCRS Symposium & Congress. These marketing options are available exclusively to exhibiting companies and can help your company maximize exposure to physicians, practice administrators, and clinical and surgical staff attendees.

All promotional opportunities will earn exhibiting companies valuable priority points for enhanced booth position.

All 2004 supporters will have the first Right-of-Refusal regarding promotional options in 2005. Please refer to ASCRSMedia.com for updates on new promotional offerings during the 2005 Symposium & Congress.

On-site marketing opportunities with first right-of-Refusal from 2004.

- Water Stations
- Badge Lanyards
- Abstract Book
- Attendee Tote Bags
- Lead Retrieval Cards
- Registration Desk Candy
- Internet Café Message Center Exhibit Hall
- Corporate Banners (outside)
- Hotel Key Cards
- Shuttle Bus Service
- Writing pads
- Pens

New promotional options will be available by December 2004.

Production contact information for all 2005 ASCRS on-site promotional activities:

Cathy Stern, Production Manager

ASCRSMedia

4000 Legato Road, Suite 850

Fairfax, VA 22033

Phone: (703) 591-2220 ext. 130

Fax: (703) 591-0614 fax

Email: cstern@eyeworld.org

For information on additional promotional items, please contact **Thomas Pace** at (703)788.5755

The EyeWorld Special Projects Division offers companies the opportunity to support an educational meeting or print supplement that is designed to provide the latest clinical techniques and technologies for the comprehensive ophthalmologist, including anterior segment surgeons.

Education has been the center of the mission of EyeWorld and the American Society of Cataract and Refractive Surgery (ASCRS), whose members assign tremendous value to the annual Symposium & Congress, the Journal of Cataract & Refractive Surgery, Administrative EyeCare, and EyeWorld, which provide premier educational value.

Continuing Medical Education

Companies may provide support for the production of live educational activities or enduring materials (print supplement, on-line education) that are approved for continuing medical education (CME) credit. The provision of high-quality continuing medical education a top priorities. All ASCRS CME programs strive to facilitate improved patient outcomes through the discussion and presentation of new techniques, technologies, and methodologies for anterior segment surgeons. ASCRS is accredited by the Accreditation Council for Continuing Medical Education (ACCME) and is able to designate EyeWorld educational activities for American Medical Association Physicians Recognition Award (AMA-PRA) category 1 credit. ASCRS strictly adheres to the guidelines of both the ACCME and the AMA regarding the development and implementation of all its educational activities

Live Educational Activities: EyeWorld Educational Symposia

The EyeWorld Educational Symposia program provides companies the opportunity to support sessions concentrated on specific topics of interest to anterior segment surgeons. The sessions provide intensive information to a highly targeted audience. ASCRS provides full CME management for each symposium, from needs assessment, to program development and implementation, to processing CME certificates for participants.

The EyeWorld Special Projects Division will organize, manage, and promote symposia, either as stand-alone meetings or in conjunction with a major meeting. EyeWorld's endorsement of this activity will be highly visible throughout all related materials. Our turnkey management will handle all logistics including space reservation, catering, audiovisual needs, registration, pre-event promotion, and post-event marketing.

Enduring Materials: Print Supplements and On-line Education

To ensure this valuable educational content is available to ophthalmologists who could not attend a session, companies may also support enduring materials generated from the EyeWorld Educational Symposia. ASCRS provides full CME management, and the EyeWorld Special Projects Division will produce, management, and promote the activities.

Non-CME Educational Projects

Over the past several years, EyeWorld has increasingly strengthened and expanded its print programs to meet the needs of ophthalmic industry to communicate the benefits of the industry's surgical or pharmaceutical products.

Today's ophthalmologists have become increasingly dependent on and appreciate corporate-funded educational projects produced by EyeWorld. EyeWorld's strong relationship with its physician readers and corporate grantors allows it to plan, implement, and deliver powerful, long-lasting materials to help meet this vital need.

Printed Supplements:

Educational Meeting Supplements are designed to provide ophthalmologists that did not attend the Symposium an opportunity to learn about new therapies, techniques, or products. These supplements are used as reference materials by physicians and support your marketing efforts.

Other non-CME EyeWorld projects include:

- Primers, Roundtables, One-on-One Interviews and Podium Supplements or Inserts
- Meeting Reporters, Newsletters, Monographs
- Pocket Guides to the City
- CD-ROM or Web Site Programs
- Video Production Services

For further information contact:

Thomas Pace, ASCRSMedia

Direct: 703.788.5755

Email: tpace@ascrs.org

2005 meetings currently available for projects:

- Hawaii 2005
- ASCRS•ASOA
- Storm Eye/ASCRS Clinical Update
- ARVO
- AAO
- ESCRS
- ASCRS Summer Refractive

* ASCRS will only designate educational activities for AMA PRA credit if they meet the educational objectives and standards of the Society and fully comply with all ACCME guidelines for program development and commercial support.



*Symposium on Cataract, IOL
and Refractive Surgery*

*Congress on Ophthalmic
Practice Management*

Clinical & Surgical Staff Program

2005 Invitation to Exhibit

The American Society of Cataract & Refractive Surgery and American Society of Ophthalmic Administrators are excited to present you with the opportunity to exhibit at their annual Symposium & Congress, April 16-20, 2005, in Washington, DC.

The ASCRS•ASOA Program Committee has organized another outstanding program to serve the needs of every attendee. This four-day program is the ideal setting to disseminate latest scientific/clinical breakthroughs, trends in practice management, and clinical and surgical developments.

ASCRS•ASOA allows you to connect with the most important target market for your company's products and services. Our 2004 Symposium & Congress attracted more than 6,000 physicians, administrators, nurses, and technicians from the U.S. and 70 other countries around the world.

Washington Convention Center is located downtown, just minutes from the Mall with its beautiful memorials and halls of government. Opened in 2004, the convention center represents the state of the art in its ability to provide services and technology to attendees and exhibitors alike. The nation's capital is renowned for its unparalleled historical sites, museums, cultural events, entertainment, and fine dining.

Please accept our invitation to exhibit your products and services at this premier subspecialty event.

We look forward to an exciting and successful 2005 in our nation's capital!

Sincerely,

Terri Landis
Exhibits Manager

ASCRS ASOA

2005

Symposium & Congress

As in past years at the ASCRS•ASOA Symposium & Congress and the Clinical & Surgical Staff Program, there are many ways to promote your products or services to maximize your presence on the exhibit floor. In subsequent pages, these opportunities are discussed in detail. To the right is a summary of the opportunities that are available.

Summary of Marketing Opportunities

- **EyeWorld:** The official newsmagazine of ASCRS with a circulation almost 23,000, including a core readership of 13,002 anterior segment ophthalmic surgeons. The March and April 2005 editions will receive bonus circulation at the ASCRS•ASOA Symposium & Congress.
- **ASCRS•ASOA Preview Program**
A preview of the ASCRS•ASOA Symposium & Congress April 16-20, 2005, in Washington, DC. Advertising space and premium positions available.
- **ASCRS•ASOA Final Program**
The complete resource guide for the ASCRS•ASOA Symposium & Congress, April 16–20, 2005, in Washington, DC. One copy distributed to every registered attendee. Advertising space and premium positions available.
- **EyeWorld Today:** The ASCRS•ASOA show daily. *EyeWorld Today* reaches more than 5,000 attendees daily. Advertising space and premium positions available.
- **It's in the Bag:** A special hotel room door drop the night before the first ASCRS•ASOA convention day to more than 3,400 hotel rooms.

Corporate Support

- Support a show product or service.
- Opportunities include: Tote bags, water bottles, hotel shuttles, events and parties, hotel key cards and amenities, writing pads, and pens.
- Specialized sponsorships of your own creation are available.

Silent Auction

- An event designed to benefit the ASCRS Foundation. Donate an item to the auction and receive recognition and ASCRS•ASOA Priority Points.

Our Show Issues

EyeWorld

The Monthly News & Feature Magazine of ASCRS

Make sure you take advantage of the pre-show (March) and show (April) issues. Both issues will be distributed at the ASCRS•ASOA Symposium & Congress.

DEADLINES

Issue	Space Reservation	Materials
March	January 24, 2005	February 4, 2005
April	February 22, 2005	March 4, 2005

Administrative Eyecare

The Official Publication of ASOA

The spring issue gives you exposure to the practice administrator before, during, and after the meeting.

DEADLINES

Issue	Space Reservation	Materials
Spring	February 14, 2005	March 8, 2005

Journal of Cataract & Refractive Surgery

The Highly Ranked Peer-Reviewed Journal of ASCRS

To place advertising in the Journal, please contact:

Luis Portero, 212-633-3970, l.portero@elsevier.com
at Elsevier Publishing



EyeWorld Corporate Mornings™

in the Convention Center
at the 2005 ASCRS•ASOA
Symposium and Congress
Washington, DC

Saturday, April 16, 2005

NEW Turnkey Format!

2005 EyeWorld Corporate Mornings at the Washington, DC Convention Center

After a successful launch in San Diego 2004, we are bringing *EyeWorld Corporate Mornings* to Washington, DC for our 2005 ASCRS•ASOA Symposium & Congress. ***EyeWorld Corporate Mornings*** offers the perfect opportunity to showcase your products and services in our new turnkey format.

Exhibitors interested in ***EyeWorld Corporate Mornings*** events must submit an application by December 1, 2004.

All ***EyeWorld Corporate Mornings*** events will take place in the Washington Convention Center on the following date and times:

Saturday, April 16: Session 1: 7:00–8:00 A.M.
 Session 2: 8:30–9:30 A.M.

A service kit with details, guidelines, and application forms is available online at www.ASCRSmedia.com or by calling 703-591-2220 and asking for Jessica Hazell.

Jessica Hazell, EyeWorld Project Manager
4000 Legato Road, Suite 850 Fairfax, VA 22033
Tel: (703) 591-2220 Fax: (703) 591-0614
Email: jhazell@eyeworld.org

Preview Program

Reach the Attendees First

The *Preview Program* is mailed to more than 38,000 practicing ophthalmologists worldwide. The ASCRS•ASOA Symposium & Congress is now the only major meeting with a convenient printed preview. The mailing takes place 12 weeks before the meeting and is our invitation to physicians and administrators to attend the meeting. The *Preview Program* includes registration forms for the meeting as well as for a variety of courses and events, highlights of the upcoming meeting, a list of scientific papers to be presented and posters to be exhibited, a review of the Film Festival, and an overview of the upcoming ASOA and Clinical & Surgical Staff program. This is an excellent opportunity to reach prospective attendees globally.

Deadlines

Space reservations: January 7, 2005

Materials due: January 14, 2005

Advertising rates (All rates gross)

Size	Black & White	Four Color
Full Page	\$2,390	\$3,545
1/2 Page	\$1,260	\$2,415
Back Cover	N/A	\$4,990
Inside Back Cover	N/A	\$3,990
Inside Front Cover	N/A	\$4,515

Mechanical and Production

Requirements Inserts

Two- and four-page inserts are available. Advertiser supplies the inserts completed, printed, and ready for binding in sufficient quantity to match press run. A sample must be provided to the publisher 45 days before publication.

2-Page Insert	\$4,000
4-Page Insert	\$8,000
Business Reply Cards	\$2,120

Agency commission

15%. All charges are commissionable except bind in charges on inserts and special-request production charges.



Guaranteed Distribution to All Registered Attendees

Upon registering on-site, all attendees receive the *Final Program*. This is the complete guide to the ASCRS•ASOA Symposium & Congress. The *Final Program* has detailed scheduling information for all papers, lectures, courses, and events as well as a complete exhibitor list and exhibit floor map.

Deadlines

Space reservations: March 4, 2005

Materials due:

Premium positions (Tabs and Covers): March 15, 2005

All other ads: March 21, 2005

Advertising Rates (All rates gross)

Size	Black & White	4 Color
Full Page	\$1,225	\$2,440
1/2 Page	\$ 915	\$2,125
Back Cover	N/A	\$3,545
Inside Back Cover	N/A	\$2,795
Inside Front Cover	N/A	\$3,225
Tabbed divider	N/A	\$2,690

Tabbed dividers

Advertising on the tab dividers within the *Final Program* is available. At press time, the following tab dividers were scheduled for the *Final Program*:

General Information
Physicians Program
Practice Management
Clinical & Surgical Staff Program
Exhibitor Directory
Facility Maps
Financial Interest Index
Faculty Index

EyeWorld Today

The perfect place to...

- Publicize your convention events
- Announce new product launches
- Focus attention on your presence at the meeting

To determine your cost:

- Choose black and white or color and refer to the correct list.
- Select how many days the ad is to be placed. The cost is the gross sum for all days.
- All prices subject to change.

Closing Dates

Space: March 23, 2005

Materials: April 4, 2005

Reaches 5,000 ASCRS•ASOA Attendees Every Morning

Published onsite for all four exhibit days of the meeting, *EyeWorld Today* is the official daily of the Symposium and Congress. Every issue provides an exhibitor list and floor plan along with complete coverage of speakers, symposia, and groundbreaking news. It is hand delivered to attendees every morning, and is also now door dropped to 3,400 hotel rooms the first two mornings of the meeting.



Advertising Rates

(All prices gross)

Black & White

Size	Four Day	Two Day
Cover 4	\$8,750	\$4,815
Cover 2	\$7,850	\$4,320
Cover 3	\$7,350	\$4,050
Full Tabloid King	\$6,550	\$3,600
1/2-Page Island	\$5,945	\$3,275
1/2-Page	\$5,615	\$3,100
1/3-Page	\$5,220	\$2,875
1/4-Page	\$4,280	\$2,350
Banner	\$2,100	\$1,150
Belly Band	\$4,725	\$2,600
2-Page Insert	\$5,775	\$3,175

4 color

Size	Four Day	Two Day
Cover 4	\$11,700	\$6,450
Cover 2	\$10,900	\$6,000
Cover 3	\$10,300	\$5,665
Full Tabloid King	\$9,485	\$5,215
1/2-Page Island	\$8,885	\$4,890
1/2-Page	\$8,555	\$4,700
1/3-Page	\$8,160	\$4,500
1/4-Page	\$7,220	\$3,975
Banner	\$5,040	\$2,775
Belly Band	\$7,665	\$4,215
2-Page Insert	\$8,715	\$4,795



Preview and Final Programs

Ad	Ad Size	Bleed Size	Trim Size
Full page	7 ¹ / ₈ x 10"	8 ³ / ₈ x 11 ¹ / ₈ "	8 ¹ / ₈ x 10 ⁷ / ₈ "
Half page horizontal	7 ¹ / ₈ x 4 ³ / ₄ "	8 ³ / ₈ x 4 ⁹ / ₁₆ "	8 ¹ / ₈ x 4 ¹¹ / ₁₆ "
Half page vertical	3 ¹ / ₂ x 10"	3 ⁵ / ₈ x 11 ¹ / ₈ "	3 ³ / ₄ x 10 ⁷ / ₈ "

Page size is magazine narrow: 8-1/8 x 10-7/8" (48picas 9points x 65picas 3points)

Film is no longer accepted.

All ads should be supplied in PDF, EPS, or native layout files (Mac: Quark or PageMaker)

All art should be CMYK and 300 dpi at final printed size. **PDF is preferred.**

PDF and EPS: high-resolution (300+ dpi) with all fonts and art embedded (OPI off); any bleeds accounted for (1/8" extra).

Native files: Mac: QuarkXPress or Pagemaker only. Quark is preferred. Allow for bleeds if necessary; include all fonts and placed art: .tif, .jpg, .eps. All art should be CMYK and 300+ dpi at final printed size.

An actual-size high-resolution proof is required for all ads.

EyeWorld Today

Ad	Shape	Ad Size	Bleed Size
Tabloid		9 ¹ / ₂ x 14"	None
Island		7 x 10"	None
1/2 page	Vertical	7 x 9 ¹ / ₂ "	None
1/2 page	Horizontal	9 ¹ / ₂ x 7"	None
1/3 page	Block	7 x 7"	None
1/4 page	Vertical	7 x 4 ¹ / ₂ "	None
1/4 page	Horizontal	4 ¹ / ₂ x 7"	None
Belly band	Front side	6 ¹ / ₂ x 5"	None
Belly band	Back side	6 ¹ / ₂ x 5"	3 ¹ / ₂ "
2-page insert	Island	8 ¹ / ₂ x 11"	None

Film is no longer accepted.

All ads should be supplied in PDF, .eps, .tif, or .jpg. **PDF is preferred** (1200 dpi). All .tif or .jpg to be CMYK at 300 dpi.

Files must be accompanied by a high-resolution proof and be same size at 300 dpi. The preferred platform is PC.

It's in the Bag

EyeWorld's Exclusive ASCRS•ASOA Room Drop

- Deliver your message directly to attendees' hotel doors with turn-down service the night before the first day of the meeting.
- Hand delivery of the insert, the April issue of *EyeWorld*, and other product inserts to 3,400 hotel rooms.
- Excellent opportunity to highlight new products, services, and events.
- Enhance your presence at the ASCRS•ASOA Symposium & Congress.
- Reach out to physicians so they will reach out to you.

Washington, DC, hotel Distribution Service

Provide your company's promotion piece and we will include it in our official distribution to attendees staying at Symposium & Congress hotels. Promotions can include brochures (8½" x 11", 4 pages max.) or unique items such as invitations, pens, mousepads, or CDs. It's in the Bag will be distributed to **3,400** rooms the evening of Friday, April 15. Don't delay...space is limited.

Your promotion piece must be preapproved by ASCRSMedia. Please contact Cathy Stern at 703-591-2220 (cstern@eyeworld.org) for preapproval process.

Note: For brochures or inserts larger than 4 pages, please call for pricing. To conduct an individual bag distribution service requires a \$12,000 fee plus doordrop price and preapproval by ASCRS•ASOA.

Closing Dates

Space: March 11, 2005

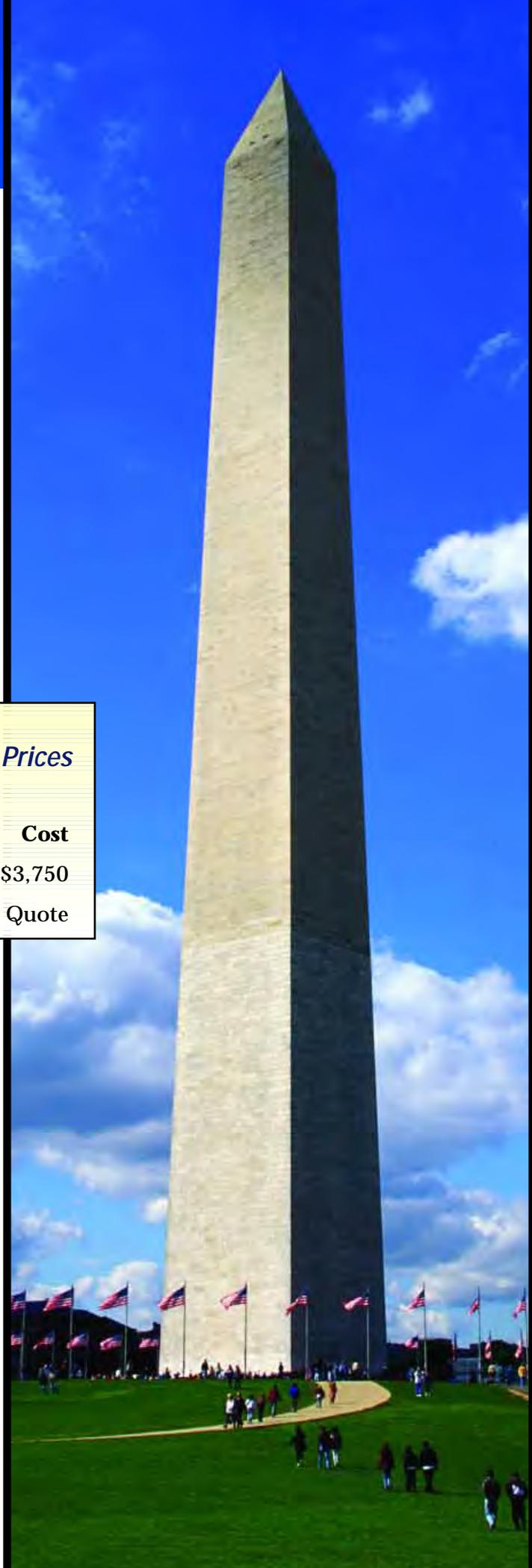
Materials: March 22, 2005

Quantity: 4,000 pieces

Size: 8½ x 11" flat or folded, 4-page maximum

It's in the bag: Hotel Door Drop Prices (All prices gross)

Size	Cost
4 pg	\$3,750
5+ pg	Call for Quote



ASCRS•ASOA Corporate Support

ASCRS•ASOA offer a variety of corporate supported opportunities during the ASCRS•ASOA Symposium & Congress. These exciting opportunities, which are limited to exhibiting organizations, can help your company maximize exposure to physicians, professional administrators, and clinical & surgical staff attendees.

- Earn valuable priority points for enhanced booth position.
- Heighten visibility at the premier subspecialty event.
- Heighten visibility through corporate support acknowledgments throughout the Washington Convention Center, in the general session rooms, and special mention in the Preview and Final Program, *EyeWorld* preview and show issues, *EyeWorld Today* (show daily), and the ASCRS•ASOA web site.

Corporate-Supported Opportunities

The following guidelines apply to the corporate supported opportunities listed. ASCRS•ASOA will consider sponsorship ideas that are not listed. Please contact Cathy Stern at ASCRS (703) 591-2220 ,ext. 130, for further details. All 2004 corporate supporters from 2004 have the right of first

refusal toward opportunities they were awarded during the 2004 meeting.

- Corporate support opportunities are negotiated on an individual case basis.
- New support options will be available by December 2004.
- ASCRS encourages exhibitors to suggest new commercial support ideas and all new suggestions will be reviewed to make certain they are within the guidelines set by ASCRS and ACCME.
- Opportunities not previously awarded are available until the day before the Symposium is scheduled to begin.
- A letter of agreement will be sent to each 2005 corporate supporter and will include all opportunity details. All commercial support agreements must be signed and returned prior to announcement in pre-Symposium publications.
- Corporate supporters will be acknowledged publicly in the Preview and Final Programs, the April 2005 issue of *EyeWorld* , *EyeWorld Today*, and throughout the convention center and meeting rooms.
- Support agreements executed after the deadline of a particular publication will not be included in that publication(s).
- All support opportunities will earn exhibiting companies priority points for enhanced booth position at the ASCRS · ASOA Symposium & Congress.
- Opportunities awarded after March 7, 2005 will accrue priority points toward the 2007 Symposium.

<i>Corporate Support</i>	<i>2005 Minimum Bid</i>	<i>Corporate Support</i>	<i>2005 Minimum Bid</i>
Film Festival		Candy (Registration Counters)	\$3,000
Hall of Fame		Internet Café and Message Center	\$60,000
Young Physicians & Residents Reception		Relaxation Station	\$15,000
Job Fest Reception		Shoe Shine	\$10,000
Attendee Bag/Stuffed Items		ASOA Networking Room	\$7,500
*Attendee Tote	\$80,000	Coat Check	\$5,000
*ASCRS Abstract Book		Convention Center (outside)	
*Badge Lanyards	\$30,000	*Corporate Banners	
*Pop-Up Maps	\$20,000	Hotel	
*Writing Pads	\$10,000	*Hotel Key Cards	\$40,000
*Pens	\$10,000	Hotel Amenities	
Convention Center (inside)		Shuttle Service	
*Water Stations	\$40,000	*Shuttle Service	\$50,000
*Lead Retrieval Cards	\$25,000		
*PDA Synchronization Station	\$15,000		

* Items marked with an asterisk are made available first to previous corporate supporter under a first right of refusal opportunity.

The ASCRS Foundation Silent Auction

The ASCRS Foundation Silent Auction is a great way to promote your company's products and services while earning valuable priority points.

The Foundation Auction is an exciting and beneficial part of the ASCRS•ASOA Symposium & Congress. Auction items are donated by exhibiting companies and bid on by attending ophthalmologists and administrators.

All money raised goes to support ASCRS Foundation programs. The ASCRS Foundation is dedicated to furthering ophthalmic research, public education and awareness, and humanitarian efforts. (The Foundation has built a pediatric eye surgery clinic in Addis Ababa, Ethiopia, and has conducted a multi-year public education campaign highlighting the benefits of cataract and refractive surgery.) ASCRS' corporate partners, along with its membership, have played an important part in supporting the foundation's growing endowment and ambitious agenda.

Silent Auction items, along with the booth locations of the donating companies, are publicized on the ASCRS web site and in the auction guide distributed to all ASCRS•ASOA Symposium & Congress attendees. Use your imagination when considering possible gift ideas. Donated items not bid on during the 2005 Silent Auction will become the property of the ASCRS Foundation for future sale through the ASCRS•ASOA web site, with full priority points credited to the donating company.

Please bring your donated item(s) with you to Washington, DC. If the item is very large, you may want to bring a photograph or descriptive material instead. All items, along with your company name and booth number, will be displayed in the Silent Auction booth in the Exhibit Hall.

The Silent Auction will begin on Saturday morning, April 16, and close promptly at 2:00 PM on Monday, April 18. At the close of the auction, the high bidder will be expected to pay for the item. The winner can then take the item with him or her. If the item is too large to carry or if the item requires coordination between you and the winner, ASCRS will ask the winner to visit your booth to arrange for shipping. ASCRS will also provide you with complete contact information for the high bidder by the close of the meeting.

To participate in the 2005 ASCRS Foundation Silent Auction, please contact Don Bell at ASCRS (703) 591-2220.

Priority Points

Planning on exhibiting at the 2006 ASCRS•ASOA Symposium & Congress? Enhance your presence at the meeting with a better booth location by marketing with *ASCRSMedia*. Every dollar spent with *ASCRSMedia* between April 5, 2004, and March 7, 2005, earns a priority point. Priority points are used to determine preferred booth location at the meeting. Stretch your advertising and show budgets further by accumulating priority points by advertising with *ASCRSMedia*.

April 15–20, 2005

April 15, 2005

**ASCRS
ASOA
2005**
Symposium
& Congress

OFFICE OF CONTINUING MEDICAL EDUCATION
and Professional Development
Congress on Ophthalmic
Immunology
and Inflammation
and the
ASCRS ASOA 2005
Symposium and Congress

April 15-20, 2005
Washington, DC

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www.ascrs.org or
www.asoa.org

The Washington Convention Center

**ASCRS
GLAUCOMA DAY
2005**
WASHINGTON, DC

Washington Convention Center
Friday, April 15, 2005

Co-located with the 2005 American Glaucoma Society Meeting

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April 16, 2005

June 2–5, 2005

August 4–7, 2005

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Industry Educational Events
in the Convention Center
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Saturday Morning, April 16, 2005
WASHINGTON, DC

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**STORM EYE/ASCRS
Clinical Update 2005**
June 2–5, 2005

Kiawah Island Golf Resort
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ASCRS•ASOA

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Fairfax, Virginia 22033

Toll Free: 800-451-1339

Voice: 703-591-2220

Fax: 703-273-2963

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