

EyeWitness

SUMMER 2011, VOL. 13, ISSUE 3



MEDIA KIT

2012

EYE WITNESS



MEDIA KIT 2012



ABOUT CLSA

CLSA is dedicated to the education, evolution, and promotion of contact lens technology. The objective of the CLSA is to promote education, mutual understanding and cooperation among all persons interested in contact lens fitting through the following means:

- The dissemination of information to the membership.
- The fostering of forums for the membership to interact and exchange knowledge and information.
- The promotion of the highest business and ethical standards in all phases of contact lens fitting.
- The promotion of educational activities for fostering the use of contact lenses, the scientific research of contact lenses, and the improvement of the contact lens fitting industry.

2012 EDITORIAL CALENDAR AND CLOSING DATES

Vol. 14, Issue 1

Pediatric Contact Lens Fitting

Sponsorship Close: January 5, 2012

Materials Due: February 1, 2012

Vol. 14, Issue 2

Scleral Lenses

Sponsorship Close: April 2, 2012

Materials Due: May 1, 2012

Vol. 14, Issue 3

Computer Assisted Lens Designs

Sponsorship Close: July 2, 2012

Materials Due: August 1, 2012

Vol. 14, Issue 4

Practice Management

Sponsorship Close: October 1, 2012

Materials Due: November 1, 2012

Subject to change at Publisher's discretion.

RATES

4-COLOR RATES	1 Issue	2 Issues	4 Issues
	Member / Non-Member	Member / Non-Member	Member / Non-Member
Full Page	\$2,430 / \$2,710	\$2,360 / \$2,645	\$1,825 / \$2,040
Half Page (horizontal)	\$1,290 / \$1,430	\$1,210 / \$1,350	\$935 / \$1,045
Quarter Page	\$660 / \$740	\$660 / \$730	\$485 / \$540
Inside Front (2)	\$3,270 / \$3,580	\$2,925 / \$3,240	\$2,260 / \$2,495
Inside Back (3)	\$3,270 / \$3,580	\$2,925 / \$3,240	\$2,260 / \$2,495
Back Cover (4)	\$3,430 / \$3,740	\$3,040 / \$3,350	\$2,455 / \$2,690
4-COLOR RATES	1 Issue	2 Issues	4 Issues
Half Page (horizontal)	\$800 / \$980	\$705 / \$800	\$625 / \$670
Half Page (vertical)	\$800 / \$980	\$705 / \$800	\$625 / \$670
Quarter Page (vertical)	\$412 / \$520	\$370 / \$425	\$335 / \$335

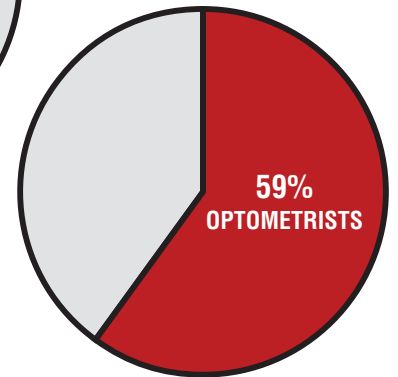
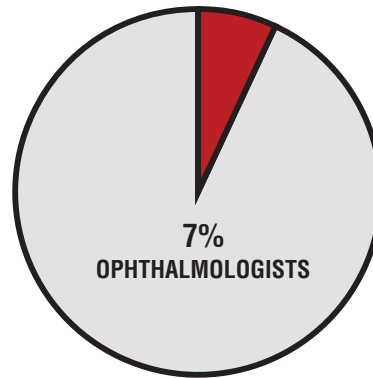
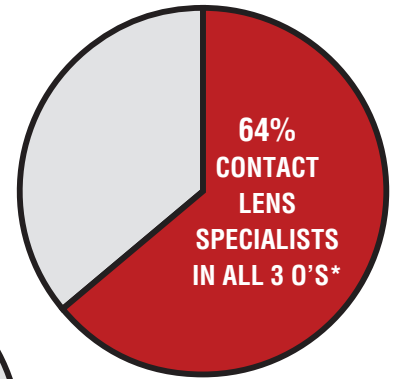
In 2010, the Contact Lens Society of America (CLSA) commissioned an independent survey to collect member demographics and gain a better understanding of their members' purchasing power and the level of influence they have on the final contact lens sale to the patient. This comprehensive survey gathered information on member demographics, practice demographics, influence on sales/buying power, and overall member satisfaction.

CLSA outsourced the survey administration to Veris Consulting, Inc (Veris). The survey was posted online to ensure quick distribution and easy completion. The survey link was emailed to a total of 7,333 *EyeWitness* recipients. To insure confidentiality and accuracy, all individual responses were reviewed only by Veris.

ABOUT CLSA EYEWITNESS READERS

- **Over 50%** are between the ages of 36–55
- **35%** of readers work for companies with over \$1 million in revenue
- **75%** of CLSA members have significant influence or are the final decision maker when it comes to buying decisions for the practice
- When asked who at the practice is responsible for recommending the brand of contact lenses or lens care products to the patient:
 - 64.37%** are Contact Lens Specialists in all 3 O's
 - 59.42%** are optometrists
 - 7.53%** are ophthalmologists

* total % is not applicable because respondents could check multiple options.



REGION



EAST 24%
WEST 28%
SOUTH 31%
MIDWEST 14%
OUTSIDE US 1%
CANADA 2%

* 3 O's: Optometry, Ophthalmology and Opticianary

MEDIA SPECIFICATIONS

AD SIZES (LIVE AREA)	Width	Height
Full Page (8.5" x 11")	7.5"	10.5"
Full Page Bleed	8.625"	11.125"
Half Page Horizontal	7"	4.875"
Half Page Vertical	3.25"	10"
Quarter Page	3.875"	5"

No extra charge for bleed.

No bleed for the half or quarter page ad sizes.

Publication Specifications

Trim Size: 8.5" x 11"

Color: Four-color process

Bleed: .125" bleed required

Printing: Sheet-fed, coated stock

Binding: Saddle stitched

Article Reprints

Available upon request. Contact CLSA office for estimates.

Mailing Instructions:

Digital files and insertion orders should be mailed to the CLSA address listed below. Contact the EyeWitness Production Department for FTP Site upload instructions.

Cancellations

All cancellations must be in writing. No cancellations will be accepted after the insertion order closing date. Full payment is expected if cancellations occur after the insertion order closing date.

FILE SUBMISSION GUIDELINES

Electronic File Requirements

- Please supply only TIFF, EPS, or PDF print-ready files. CLSA does not accept film or any native application file formats (Quark, MS Word, PageMaker, etc.).
- Ink coverage for Rich Black (stroke & fill) must be below 320%.
- TIFF images should be 100%, 300 dpi min. for halftones, 1200 dpi for line art.
- EPS files should be 100%, 300 dpi min. All fonts must be outlined and all images must be provided, even if they are embedded in the file.
- PDF files must be submitted 300 dpi or better and all fonts must be embedded.
- Media Accepted: CDs, DVDs, and digital files submitted via FTP. Submitted media will not be returned unless requested.

FTP Login

Host: ftp.theYGSgroup.com

Username: clsamedia

Password: ygsftp

Please note that login is case sensitive.

Place files in the "Ad Artwork" folder. Then, please notify Jason Vranich at jason.vranich@theYGSgroup.com with the file name and date of upload.

ADVERTISING OPPORTUNITIES:

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