

CLSA educates and advances the contact lens profession. CLSA members are experienced contact lens fitters working in opticianry, optometry and ophthalmology, responsible for the most complex fitting challenges and cases. Members work with doctors to recommend and fit contact lenses for their patients. EyeWitness Journal is distributed to 22,000 readers: 2,000 in print / 20,000 digitally.

WHY ADVERTISE? OUR MEMBERS:

- ★ Make purchasing decisions for contact lens practices and clinics
- ★ 75% influence the decision of patients on contact lenses and products
- ★ 64% of readers determine the specific brand of contact lens for clients
- ★ Work with doctors to recommend and fit contact lenses for their patients
- ★ Cite understanding lens specifications as the #1 influence on what products they recommend

2017 EDITORIAL CALENDAR:

EDUCATIONAL AND EDITORIAL CONTENT		SPACE CLOSE	MATERIALS DUE	MAIL DATE
1 ★ Spring:	Your Pediatric Patient: Myopia Control, Orthokeratology & Those Special Cases	Mar. 3	Mar. 17	Apr. 14
2 ★ Summer:	Let's Revisit Multifocals: Soft, Gas-Permeable, Scleral & Hybrids	Jun. 2	Jun. 16,	Jul. 14
3 ★ Fall:	A Fresh Look at Solutions: What's New, What's Hot, and What Works	Sep. 1	Sep. 15	Oct. 13,
4 ★ Winter:	The Dry Eye & Contact Lenses: Possibilities, Materials and Treatments	Dec. 1	Dec. 15	Jan. 12, 2018

COLUMNS AND FEATURES IN EVERY ISSUE

- ★ **The Business Side of a Contact Lens Practice:** Tips and perspectives for the business owner or practice manager
- ★ **EyeSpy/ Product Watch:** Highlighting up and coming products, lens designs and new technology.
- ★ **Consultant's Perspective:** Written by and for contact lens industry consultants
- ★ **Bottom Line:** Essential practical information for contact lens professionals
- ★ **CE Article(s):** Continuing education article that allows certified professionals to earn NCLE or JCAHPO CE
- ★ **CLSA News:** News from the Society, including events, opportunities and announcements
- ★ **Associate Members:** Professional listing of businesses supporting the contact lens industry
- ★ **Advertiser's Index:** Quick reference to all advertisers in each issue

To Advertise in EyeWitness
Contact First Vision Media Group
Janet Cunningham, Director of Sales
jc@visioncareproducts.com

ADVERTISING RATES

	1 issue	2 issues	4 issues
Full Page	\$3000	\$2600	\$2100
Half Page (Horizontal/ Vertical)	\$1700	\$1400	\$1100
Inside Front / Back Cover	\$3700	\$3200	\$2700
Back Cover	\$3900	\$3400	\$2900
Product Focus	\$3500 Left page supplied ad, right page pre-formatted editorial. We write with initial input and final approval by purchaser		
Pre-formatted Spread	\$6000 2 page spread with content determined by purchaser. Full creative choice. We write in collaboration with purchaser		
Custom Advertorial Spread			
Digital Issue Exclusive Options:			
Digital Issue Sponsorship	\$2500 Left digital page of Cover linked to URL. Eblast released with "Sponsored by [logo w/ link]". On www.clsa.info/CLSA/EyeWitness/ - leaderboard with link to "Latest Issue"		
Embedded Video/Audio	\$500 Up to 50 MB of Video or Audio embedded with Ad		

Associate Membership Benefits:

\$600 per year

- ★ A Company Listing in EyeWitness and on CLSA Website (Value up to \$500)
- ★ 3 Complimentary Memberships (Value of \$465)
- ★ EyeWitness Savings Dollars

	1 Issue	2 issues	4 issues
Full Page	\$300	\$520	\$840
Half Page	\$170	\$280	\$440



Premium Associate Membership Benefits:

\$1200 per year

- ★ All the benefits of Associate Membership above PLUS an enhanced listing featuring a full color logo in both EyeWitness and CLSA Website (Value up to \$1,000)
- ★ 5 Complimentary Memberships (Value of \$775)
- ★ EyeWitness Savings Dollars

	1 Issue	2 issues	4 issues
Full Page	\$450	\$780	\$1260
Half Page	\$255	\$420	\$660



*Contact Janet Cunningham for additional options to save even more money

SPECIFICATIONS

Full Page	7.5"	10.5"
Full Page Bleed	8.625"	11.125"
Half Page (Horizontal)	7"	4.875"
Half Page (Vertical)	3.25"	10"

No bleed for the half page sizes
 No Extra Charge for bleed
 Trim Size: 8.5" x 11"
 Color: Four Color Process
 Bleed: 125" bleed required

FILE REQUIREMENTS

Please supply only TIFF, EPS, or PDF print-ready files.
 TIFF images should be 100%, 300 dpi minimum for halftones, 1200 dpi for line art.
 EPS files should be 100%, 300 dpi minimum. 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.

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