

2018 MEDIA KIT

EyeWitness

JOURNAL OF THE CONTACT LENS SOCIETY OF AMERICA

WHO WE ARE

CLSA is a network of highly skilled professionals making a difference in the lives of contact lens wearers every day. Members come from opticianry, optometry, ophthalmology, and the contact lens manufacturing and services industry. They educate consumers, find solutions to challenging cases, and help to increase patient comfort and satisfaction. They design and manufacture innovative lenses and products, and are on the cutting edge of contact lens technological advances. Through education, resources, and service, the Society supports these distinguished professionals and gives students and career starters the opportunity to increase their contact lens knowledge and skills.

CLSA is the *ONLY* national contact lens educational group, and the undisputed go-to source for contact lens professionals!

THESE COLUMNS AND FEATURES IN EVERY ISSUE:

The Business Side of a Contact Lens Practice: Tips and perspectives for the owner or practice manager

CE Article(s): Continuing education article that allows certified professionals to earn NCLE or JCAHPO CE

EyeSpy/ Product Watch: Highlighting up and coming products, lens designs and new technology.

CLSA News: News from the Society, including events, opportunities and announcements

Consultant's Perspective: Written by and for contact lens industry consultants

Associate Members: Professional listing of businesses supporting the contact lens industry

Bottom Line: Essential practical information for contact lens professionals

Advertiser's Index: Quick reference to all advertisers in each issue



2018 EDITORIAL CALENDAR & DEADLINES

Spring 2018

Salary Survey
Contact Lenses in a Digital World
Bonus distribution: Vision Expo East
Space Close: March 2, 2018
Materials due: March 17
Mails: April 14

Summer 2018

Altered Architecture – Fitting the Surgically Altered Cornea
Space Close: June 1, 2018
Materials due: June 15
Mails: July 13

Fall 2018

Update on Scleral Lenses- Where are we Now?
Bonus distribution: Vision Expo West
Space Close: September 7, 2018
Materials due: September 21
Mails: October 19

Winter 2018

Help me with my Toric Presbyope!
Space Close: December 7, 2018
Materials due: December 21
Mails: January 19

2018 PRINT ADVERTISING RATES

General Advertising Rates

Size	1x	2x	4x
Full Page	\$3,000	\$2,600	\$2100
Half Page	\$1700	\$1400	\$1100
Cover 2 or 3	\$3700	\$3200	\$2700
Back Cover	\$3900	\$3400	\$2900
Product Focus	\$3500		
Advertorial	\$6000		
Digital Issue Sponsorship	\$2500		
Embedded Video/Audio	\$500		

Associate Member Rates

Size	1x	2x	4x
Full Page	\$2700	\$2340	\$1890
Half Page	\$1530	\$1260	\$990
Cover 2 or 3	\$3330	\$2880	\$2430
Back Cover	\$3510	\$3060	\$2610
Product Focus	\$3150		
Advertorial	\$5400		
Digital Issue Sponsorship	\$2250		
Embedded Video/Audio	\$450		

TO ADVERTISE, PLEASE CONTACT

Steven Max at (215) 284-8787

or steve@leonardmedia.com

MATERIALS TO

Jeff Leonard

jeff@leonardmedia.com

Eyewitness, Leonard Media Group,

415 Horsham, Road, Horsham, PA 19044

Premium Associate Member Rates

Size	1x	2x	4x
Full Page	\$2550	\$2210	\$1785
Half Page	\$1445	\$1190	\$935
Cover 2 or 3	\$3145	\$2720	\$2295
Back Cover	\$3315	\$2890	\$2465
Product Focus	\$2975		
Custom Advertorial	\$5100		
Digital Issue Sponsorship	\$2125		
Embedded Video/Audio	\$425		

WHY ADVERTISE TO CLSA 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

CIRCULATION AND READER PROFILE

EyeWitness journal is distributed to 22,000 readers:

2,000 in print 20,000 digitally

Recipients are contact lens professionals and specialists including: Opticians, Ophthalmologists, Optometrists, Technicians, and others involved in the market.

PRINT EDITION MECHANICAL SPECIFICATIONS

SPECIFICATIONS	WIDTH	HEIGHT
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: 1.25" 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.

ADVERTISING TERMS & CONDITIONS

- Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof. The advertiser and its agency agree to indemnify and hold the publisher harmless against any expense or loss due to any claims arising out of publication.
- All contents of advertisements are subject to the publisher's approval. The publisher reserves the right to reject or cancel any advertising at any time. The publisher reserves the right to insert the word "advertisement" above or below any copy.
- Cancellations or changes in orders must be received in writing one week before the materials due date. Changes will be accommodated at the publisher's discretion.
- The advertiser and/or its advertising agency shall be jointly and severally liable for all money due and payable to the publisher for advertising that was ordered and published.
- Insertion orders are subject to the provisions of this rate card.
- The publisher's liability for any error will not exceed the cost of the space reserved.
- Individuals or organizations not known to CLSA are required to pay in advance for their first insertion.
- No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher.

DIGITAL ADVERTISING

WEBSITE

Place an ad on the *Eyewitness* magazine website or on the CLSA website.

Website Ad Rates (net)

One month \$400
 Three months \$1,100
 Six months \$1,900
 Twelve months \$3,300

Website Ad Mechanical Specifications

Advertiser supplies jpg file and URL for ad link.
 Width: 275 pixels; Height: 275 pixels

EYEWITNESS ETOC ADVERTISING

Place an ad on the *CLSA - Eyewitness* eTOC newsletter, which goes to 20,000 contact lens professionals.

eTOC-eNewsletter Ad Rates (net)

1x: \$2,700
 2x: \$2,400
 4x: \$2,100

EYEWITNESS - eTOC Deadlines

	Space	Materials	Send Date
Spring	3/1	3/15	4/14
Summer	6/1	6/15	7/13
Winter	9/1	9/15	10/19
Fall	12/1	12/15	1/19

E-Newsletter Ad Mechanical Specifications

Advertiser supplies jpg file and URL for ad link
 Width: 468 pixels; Height: 60 pixels

For more information contact Steve Max at (215) 284-8787, or steve@leonardmedia.com