

ALL IT TAKES TO REACH THE COUNTRY'S EYECARE PROFESSIONALS IS A LITTLE
classified information.



Resource Center & Classified Advertising

 Wolters Kluwer | Lippincott Williams & Wilkins
Health

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It's no secret! Resource Center & Classified advertising in *Eyecare Business*, *Contact Lens Spectrum*, *Optometric Management*, *Ophthalmology Management* and *Retinal Physician* is the easy, affordable way to reach eyecare professionals across the nation. Whether you're buying, selling, or staffing, you'll find the perfect prospects for your message in one of our five publications.

Eyecare Business — published monthly
Circulation: 45,000, including optometrists, dispensing opticians, optical outlet managers, chain executives and optical labs/wholesalers. Focused on the business of optical dispensing, *Eyecare Business* shows eye care professionals how to purchase, price and position eyewear to succeed in the market.

Contact Lens Spectrum — published monthly
Circulation: 32,000+: 70% optometrists; 30% includes dispensing opticians, contact lens technicians, ophthalmologists, and optometric students. *Spectrum* is the definitive source for clinical, technical contact lens and lens care system information as well as practice management strategies.

Optometric Management — published monthly
Circulation: 34,000+ readers, including 31,000 O.D.s. *Optometric Management* focuses on helping its readers improve their practices through better practice and patient management. Each month, *OM* delivers "how-to" solutions from refining business skills to serving new patient populations through current diagnostic techniques.

Ophthalmology Management — published monthly
Circulation: 20,000 US ophthalmologists. *Ophthalmology Management's* mission is to help today's ophthalmologist build a more successful practice. It's the only ophthalmology magazine devoted to critical business/practice management skills.

Retinal Physician — published 9 times/year
Circulation: 6,000 retinal specialists and general ophthalmologists. *Retinal Physician*, now publishing nine times a year, provides its readers with practical insight regarding current strategies in the medical and surgical treatment of posterior segment disease and retinal disorder.

2008 RATES & SPECIFICATIONS

Resource Center Display Ad Rates

Optometric Management/Contact Lens Spectrum

1/12 page = \$310	1/2 page = \$1670
1/6 page = \$620	Full page = \$2850
1/3 page = \$1115	

Eyecare Business

1/12 page = \$410	1/2 page = \$1965
1/6 page = \$815	Full page = \$3140
1/3 page = \$1640	

Ophthalmology Management

1/12 page = \$210	1/2 page = \$1140
1/6 page = \$425	Full page = \$1930
1/3 page = \$755	

Retinal Physician

1/12 page = \$180	1/2 page = \$960
1/6 page = \$350	Full page = \$1620
1/3 page = \$640	

Additional charges per ad for:

Typesetting - \$50
Web posting - \$75
Color Charge - \$100

Ask about posting your help wanted ad(s) on our interactive website – www.healthjobsplus.com.



EYECARE BUSINESS MARKETPLACE

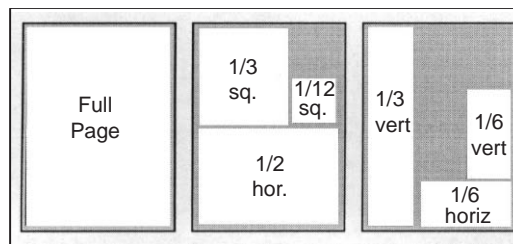
The only "yellow pages" buyer's guide for the optical industry, Marketplace is the first place our 45,000+ readers turn to when looking for the products and services they need. Call for listing information.

FREQUENCY/VOLUME DISCOUNTS AVAILABLE

Call Michelle Smith at 646-674-6537
e-mail: michelle.smith@wolterskluwer.com

MECHANICAL SPECIFICATIONS: (w x h)

Full Page	6 3/4" x 9"
1/2 Page	6 3/4" x 4 1/4"
1/3 Page Vertical	2 1/8" x 9 1/4"
1/3 Page Square	4 3/8" x 4 1/2"
1/6 Page Vertical	2 1/8" x 4 1/2"
1/6 Page Horizontal	4 1/2" x 2 1/8"
1/12 Page Square	2 1/8" x 2"



Classified Ad Rates

(Professional & Business Opportunities)

Optometric Management/Contact Lens Spectrum

\$160/per column inch

Eyecare Business

\$210/per column inch

Ophthalmology Management

\$110/per column inch

Retinal Physician

\$90/per column inch

PAYMENT: Prepaid by personal check, Visa, MasterCard or American Express. Classified Advertising is not commissionable.

DEADLINES: Middle of the month preceding publication for *Contact Lens Spectrum*, *Eyecare Business*, and *Ophthalmology Management*, and end of the month for *Optometric Management* and *Retinal Physician*.

Call today to reserve space for your ads promoting:

- Help Wanted
- Business Opportunities
- Services for Sale
- Software for Sale
- Situations Wanted
- Equipment for Sale
- Products for Sale
- Wanted to Purchase