RATES AND DISCOUNTS

1. Effective Rate Date: January 2016 for all advertisers.
2. Advertising is subject to approval by Editorial using the same amount and kind of space is guaranteed.
3. Black-and-white rates are guaranteed to all advertisers.
4. A uniform rate to all advertisers based on the total number of pages placed within a 12 month period.
5. Standard color
   - In addition to earned black-and-white rates.
   - Color: $560
5.4 Four color + PMS
   - $2,040
5.5 Metallic color
   - $1,020
1) Less FREE Ad Program
   - When taking advantage of more than one Discount Program, discounts must be taken in the following order:
   a) Combined Earned Frequency:
   b) Printer & Mailing house:
   c) Clinical Trial Ad Buy One, Get One Free:
   d) Special Positioning:
   e) Facing table of contents:
   f) Staff written:
   g) Paid:
   h) Average article length:
   i) Solicited:
   j) Non-professional:
1.6 Closing Dates:
   - FOR ONLINE: October 9/1/2016 9/16/2016
   - Mails within the issue month; Periodical Class.
1.7 Average Issue Information:
   - The International Society of Refractive Surgery (ISRS), a partner of the American Academy of Ophthalmology.
   - 10-12
   - In order to be considered for acceptance, advertisements or other content.
   - In order to be considered for acceptance, advertisements or other content.
1.8 Advertiser nor its agency may cancel advertising after the closing date.
2. Frequency
   - There will be 12 times per year.
   - The only exception to this is "Healio.com/JRS" or "JULY 2015".
   - No discount is allowed after this period.
3.26 Refractive and Corneal Surgery
   - Mails within the issue month; Periodical Class.
   - All inserts to be full size, supplied untrimmed, printed, folded (except single leaf) and ready for binding. Varnished inserts are acceptable at the Publisher’s discretion.
   - In order to be considered for acceptance, advertisements or other content.
   - In order to be considered for acceptance, advertisements or other content.
4. General Information
   - All inserts will be charged at cost. Keep live matter 1/2” from trim edges and 3/16” from bleed sizes.
4.3.32 Type of Binding:
   - 45.  Shipping:
   - 1.4 to 2.5 mm
   - 46. Paper Stock:
   - 1.9 to 2.3 mm
   - 47. Trim Size of Journal:
   - 1.5 to 2.0 mm
   - 48. Paper Stock:
   - 8 3/8” x 11 1/8”
   - 49. Type of Binding:
   - 8 1/8” x 10 7/8”
   - Publisher accepts Kodak approvals, Matchprints, Chromalins, High-end Epson specifications, must be provided with data file. Proof must be at 100% of the print size. Publisher will inspect at 100% of the print size. Publisher will inspect at 100% of the print size.
   - Supply size: 8 3/8” x 11 1/8”
   - Trimming of oversized inserts will be charged at cost. Book is jogged to foot. Head, foot, and outside edge trim 1/8”.
   - Book is jogged to foot. Head, foot, and outside edge trim 1/8”.
   - Publisher’s approval of insert (or call Publisher prior to closing date).
   - Publisher’s approval of insert (or call Publisher prior to closing date).
Induced Inflammation and Apoptosis in Femtosecond Laser-Assisted Capsulotomies and Manual Capsulorhexes

Correlating Optical Bench Performance With Clinical Defocus Curves in Varifocal and Trifocal IOLs

LASIK Flap Breakthrough in Nd:YAG Laser Treatment of Epithelial Ingrowth

Put your message in the hands of more than 1,400 paid subscribers

With 100% paid circulation, your message will be seen by high interest readers — offering an efficient and effective way to communicate to your target audience.

Give your ad the high exposure it deserves:

57% of readers regain the JOURNAL OF REFRACTIVE SURGERY for future reference.
70% of readers spend one hour or more looking at the JOURNAL OF REFRACTIVE SURGERY.

*Source: SLACK Incorporated, Readership of "Journal of Refractive Surgery", March 2013

Extend your reach with bonus distributions

At no additional cost, your advertising will reach Journal subscribers plus attendees of these major medical meetings in 2016:

<table>
<thead>
<tr>
<th>BONUS DISTRIBUTION</th>
<th>LOCATION</th>
<th>ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hawaiian Eye 2016</td>
<td>Hawaii’s Big Island</td>
<td>December</td>
</tr>
<tr>
<td>ESCRS Winter Meeting</td>
<td>Athens, Greece</td>
<td>February</td>
</tr>
<tr>
<td>ASCRS</td>
<td>New Orleans, LA</td>
<td>April</td>
</tr>
<tr>
<td>ARVO</td>
<td>Seattle, WA</td>
<td>April</td>
</tr>
<tr>
<td>Kiawah Meeting</td>
<td>Kiawah Island, SC</td>
<td>May</td>
</tr>
<tr>
<td>ESCRS</td>
<td>Copenhagen, Denmark</td>
<td>August</td>
</tr>
<tr>
<td>ONS New York Symposium</td>
<td>New York, NY</td>
<td>October</td>
</tr>
<tr>
<td>AAO Subspecialty Day</td>
<td>Chicago, IL</td>
<td>October</td>
</tr>
<tr>
<td>AAO/PAIO</td>
<td>Chicago, IL</td>
<td>October</td>
</tr>
</tbody>
</table>

Put your message in the hands of more than 1,400 paid subscribers

With 100% paid circulation, your message will be seen by high interest readers — offering an efficient and effective way to communicate to your target audience.

Make your message stand out with these unique advertising opportunities:

- Cover-tips
- Belly Bands
- BRCs
- Polybagged Outserts
- Supplements
- Advertorials

Digital Advertising

Advertise on Healio.com/JRS

23,300 average monthly page views
Reach your target audience through any or all of our impactful ad placements.
Over 93,200 impressions available each month!

Exclusive email sponsorship opportunity:

6,800 opt-in recipients
44% average open rate
Your ad will display in one prominent location.

Only $550 per email
Buy 3, Get 1 Free program available

Free digital exposure for all advertisers

Print or digital advertisers can post a product press release, picture, and link on the "Product News" section of Healio.com/JRS.

*Note: Press releases will be posted at the discretion of editorial staff; postings and length of time posted cannot be guaranteed.

Note: Press releases will be posted at the discretion of editorial staff; postings and length of time posted cannot be guaranteed.
RATES AND DISCOUNTS
1. Effective Date: Same as January 1 2016 for all advertisers.
2. Rates: Contact your sales representative for rates. Please contact your sales representative for rates specific to...

**ISSUANCE AND CLOSING**
3. Frequency: 12 issues per year.
4. Starting Date: Two percent maximum of space. Closing date after the close of the issue.

**2. Rates**
- Standard color: $560
- Four color + PMS: $2,040
- Metallic color: $1,020

**c) Clinical Trial Ad Buy One, Get One Free:**
- Advertisers may combine advertisements run in all SLACK publications to achieve maximum frequency.
- Advertisers may combine advertisements run in all SLACK publications to...

**e) Cash Discount:**
- Two percent if paid within 10 days of invoice date. No discount allowed after this period.

**b) Free Ad Program:**
- Advertisers may combine advertisements run in all SLACK publications to...

**b) Agency commission:**
- A sample of the insert must be submitted to the Publisher for approval.
- Insertions which contain text or copy describing a product or surgical technique, advertisements that contain competitor(s’) names, publication covers, logos or trademarks...

27. Requirements for Ad Clearance:
- The Publisher will not accept advertisements...

33. Cited in MEDLINE/PubMed:
- Articles are indexed in MEDLINE/PubMed and are accessible through the National Library of Medicine’s MEDLINE database.

34. Advertising is subject to approval by Editorial Board. All contracts are subject to Editorial approval. All insertions of a parent company and its subsidiaries are combined to determine the earned frequency rate.
RATES AND DISCOUNTS

1. Discount Programs:
   - Color: In addition to earned black-and-white rates.
     - Four color + Metallic ........... $2,550
     - Four color ..................... $1,530

2. Clinical Trial Ad Buy One, Get One Free:
   - 3) Less 15% Agency Discount
   - January 2016 for all advertisers.

3. Advertising is subject to approval by Editorial using the same amount and kind of space is guaranteed.
   - Corporate Discount to be taken off 2017 advertising.
   - All discounts may be taken in the following order:
     - Earned b/w rate plus 15%. Color additional.
     - Two percent if paid within 10 days of invoice date.
     - § May not be combined with Clinical Trial Ad Program.

4. b) Acceptance:
   - Two- to eight-page inserts are available full run.
     - Demographic and/or geographic inserts are accepted.
   - Inserts which contain text or copy describing a product or surgical technique, or other content.

5. Contact Information:
   - Journal of refractive Surgery
   - 6900 Grove Road • Thorofare, New Jersey 08086-9447
   - Phone: (856) 846-1000
   - Website: Healio.com/slackadspecs.
   - ajahayle@slackinc.com

6. GENERAL INFORMATION
   - Requirements for Advertising:
   - Advertisements for professional goods and services or products or services which are not advertised in this paper are subject to approval by the Publisher. The Publisher reserves the right to reject any advertisement and will not be bound by any conditions, printed or otherwise.
   - Requirements for Acceptance of New Professional Products for Publication:
   - For acceptance of any new professional product or service the Publisher reserves the right to require additional information which may include technical and/or clinical data necessary to establish the value and/or safety of the products or services advertised.

7. ADVERTORIAL
   - All of the JRS is occasionally used in Miscellaneous sections of the JRS.
   - Minimum standards of excellence for advertisements appearing in the Miscellaneous sections are:
   - Advertisements must be submitted in two or more consecutive issues, and cannot be inserted in a single issue without special permission from the Publisher.
   - Advertisements must be new, or have undergone a previous revision, and must be written for publication in this Journal.
   - Advertisements must be submitted in advance of the closing date, not less than two weeks prior to the date the advertisement is to appear.