

# Ophthalmology Times<sup>®</sup>

All the Clinical News in Sight

## América Latina

### 2008 MediaKit

2008



Ophthalmology Times<sup>®</sup>  
América Latina  
SEPTIEMBRE / OCTUBRE 2007 VOL. 11, No. 5

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- 12 Se observan cambios en el volumen de la copa óptica en pacientes tratados con tamoxifeno

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### Conteúdo

**GLAUCOMA**

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- 12 Alterações no tamanho da copa óptica relacionadas ao uso de tamoxifeno

**NEUROFTALMOLOGIA**

- 18 Acompanhamento de risco à vida para cirurgias de catarata em pacientes com história de neuropatia óptica

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# DELIVERING YOUR MESSAGE TO THE LATIN AMERICAN OPHTHALMOLOGIST

*Ophthalmology Times América Latina*, the number one ophthalmic publication in Latin America, reaches over 15,000\* ophthalmologists within Latin America. Written for Latin America with news and clinical information specific to the region, *Ophthalmology Times América Latina* prints editions in both Spanish and Portuguese to decisively address the barriers of language and culture. *Ophthalmology Times América Latina* is printed and mailed directly from Brazil and Argentina to ensure prompt delivery.

## CIRCULATION

*Ophthalmology Times América Latina* reaches over **15,000\*** ophthalmologists within Latin America.

Circulation: Distributions Per Country					
<b>SPANISH</b>					
Mexico	3,724	Costa Rica	34	Paraguay	34
Argentina	1,387	Cuba	27	Puerto Rico	72
Colombia	282	Ecuador	30	Uruguay	80
Peru	178	El Salvador	77	Venezuela	122
Chile	510	Honduras	68	USA	145
Guatemala	173	Nicaragua	50	Bulk copies	80
Bolivia	68	Panama	122	Other countries	53
				Distribution at Shows:	100
<b>TOTAL SPANISH EDITION: 7,416</b> (including magazines distributed at shows)					
<b>TOTAL PORTUGUESE EDITION: 7,730</b>					
<b>TOTAL (SPANISH + PORTUGUESE): 15,146</b>					



\* Source: Publisher's Data



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## EDITORIAL

### Specifically Tailored for Latin America

#### ***Ophthalmology Times América Latina***

is a physician-driven publication providing worldwide ophthalmic clinical news on surgical techniques and medical therapies benefiting patients and ophthalmologists in Latin America.

***Ophthalmology Times América Latina*** publishes accurate, authoritative, and balanced editorial on the latest developments in refractive surgery, cataract, glaucoma, retina, and other ophthalmic subspecialties with a special focus on articles contributed by leading Latin American ophthalmologists.

#### Chief Medical Editor

Rubens Belfort Jr., PhD, MD  
Professor, Federal University of São Paulo

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### January/February

Closing Date: 12/03/07 • Materials Date: 12/12/07

#### SPECIAL SECTION

Featured Editorial: Glaucoma

#### Bonus Distribution:

- American Glaucoma Society, March 6-9 – Washington, DC

### March/April

Closing Date: 1/15/08 • Materials Date: 1/25/08

#### SPECIAL SECTION

Featured Editorial: Cataract / IOLs / Phaco

#### Bonus Distribution:

- American Society of Cataract and Refractive Surgery, April 5-8 – Chicago, IL
- Association for Research in Vision & Ophthalmology April 27-30 – Fort Lauderdale, FL

### May/June

Closing Date: 3/21/08 • Materials Date: 3/31/08

#### SPECIAL SECTION

Featured Editorial: Retina

#### Bonus Distribution:

- World Congress of Ophthalmology, June 28-July 2 – Hong Kong, China

### July/August

Closing Date: 5/19/08 • Materials Date: 5/28/08

#### SPECIAL SECTION

Featured Editorial: Cataract/Refractive

#### Bonus Distribution:

- XXVII Congreso Mexicano de Oftalmología, August 2-6, 2008 – Merida, Mexico
- European Society of Cataract and Refractive Surgeons, September 13-17 – Berlin, Germany

### September/October

Closing Date: 7/18/08 • Materials Date: 7/28/08

#### SPECIAL SECTION

Featured Editorial: Allergy / Dry Eye

#### Bonus Distribution:

- American Academy of Ophthalmology, Nov. 8-11 – Atlanta, GA

### November/December

Closing Date: 9/19/08 • Materials Date: 9/29/08

#### SPECIAL SECTION

Featured Editorial: Cataract / Refractive 2008 Review & 2009 Outlook

# CUSTOM MARKETING

**Ophthalmology Times América Latina** offers access and exposure through multiple channels.

**Pre-Printed Polybag:**

Get out there first! Print your message on the front of the polybag in which an issue of **Ophthalmology Times América Latina** is shipped.

**Belly Band:**

Be seen first by readers with your custom marketing message wrapped around an issue of **Ophthalmology Times América Latina**.

**Post-It® Ad:**

Set your advertising message apart or add a message to your existing ad by placing a Post-It note on your custom message.

**DVD/CD-Rom:**

The **Ophthalmology Times América Latina** team can create a customized, interactive DVD or educational CD and deliver it with an issue of **Ophthalmology Times América Latina**.

**Business Reply Cards:**

Allow ophthalmologists to communicate with you directly. Include a business reply card on your ad.

**Inserts:**

Reach the entire circulation by including product and/or promotional inserts in **Ophthalmology Times América Latina**.

**On-Demand Education:**

Get interactive with 5-7 minute web-based programs featuring disease state educational content and case-based programming.

**Custom Supplements:**

We can produce your next printed supplement based on a variety of types for both promotional and educational purposes. Can be based on symposia, roundtables, meeting reports, or other sources and distributed with **Ophthalmology Times América Latina**.

**Corporate Profile:**

Use a multi-page tip in to educate physicians about your company's mission, products, pipeline, etc.

**Audio Detail:**

The fastest way to a great new way to get your marketing message to influential decision-makers. An audio chip stores a recorded message (10 seconds up to 3 minutes) and the jacket carries your full product detail, news about your product, and answers to difficult questions.

**Audio Reprint Carrier:**

Use this carrier to bring a KOL message right to your audience and then insert your own materials into the carrier or let us create a reprint from **Ophthalmology Times América Latina**.

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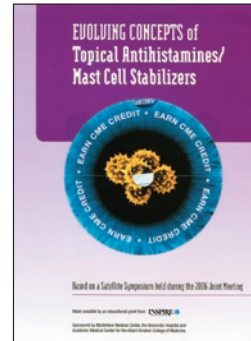
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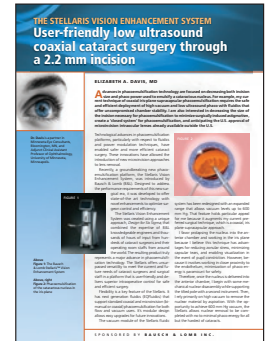
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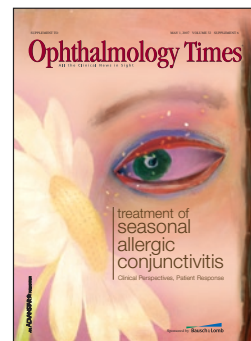
BELLY BAND



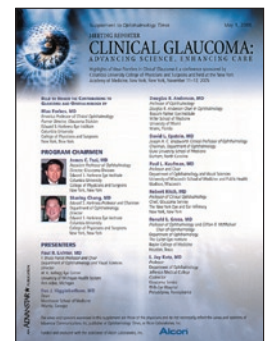
DVD/CD ROM



CASE STUDY



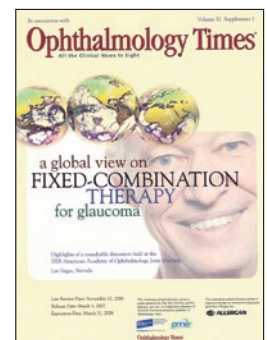
PROMOTIONAL SUPPLEMENT



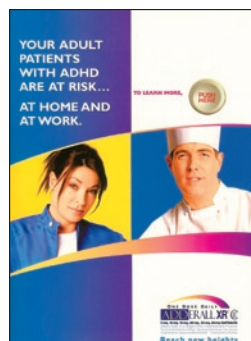
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CME SYMPOSIA SUPPLEMENT



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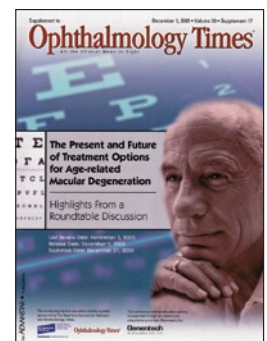
AUDIO DETAIL



AUDIO REPRINT CARRIER



CORPORATE PROFILE



ROUNDTABLE CME SUPPLEMENT

# RATES AND PRODUCTION

Black and White Rates						
Frequency	Full Page	2/3 Page	1/2 Island	1/2 Page	1/3 Page	1/4 Page
1x	\$3,774	\$2,774	\$2,301	\$2,086	\$1,382	\$859
3x	\$3,602	\$2,644	\$2,190	\$2,000	\$1,320	\$811
6x	\$3,436	\$2,516	\$2,086	\$1,890	\$1,252	\$779
12x	\$3,270	\$2,399	\$1,988	\$1,804	\$1,197	\$749
24x	\$3,153	\$2,332	\$1,926	\$1,749	\$1,160	\$723
36x	\$3,092	\$2,265	\$1,883	\$1,718	\$1,136	\$693
48x	\$3,025	\$2,222	\$1,834	\$1,670	\$1,110	\$675
60x	\$2,939	\$2,172	\$1,799	\$1,626	\$1,086	\$651
72x	\$2,878	\$2,123	\$1,756	\$1,590	\$1,067	\$614
96x	\$2,809	\$2,080	\$1,723	\$1,547	\$1,031	\$601

## COLOR CHARGES:

Standard Process 2nd Color	\$935
Matched PMS 2nd Color	\$1,088
4/Color Process	\$1,855
4/Color Spread	\$2,785

## PREFERRED POSITIONS:

Available for ROB ad units of one full page or more and are non-cancelable. The following premiums based on earned B/W rates apply:

Position:	Earned B/W Rate Plus:
4th Cover	40%
3rd Cover	15%
2nd Cover	25%
Other preferred positions	10%

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All full-run inserts are charged page-for-page at the earned B/W rates. A non-commissionable tip-in charge of \$720 applies.

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Quark 6, Indesign 3.0.1 or TIFF files. Sizes indicated in the table below. Image files must have a 300 dpi resolution.

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- All files must be submitted in a CD along with a color proof. Without this proof, original color and design cannot be guaranteed.
- All fonts and images used must be included along the Quark file.

For detailed instructions contact: Ariel E. Ramos • [aramos@emawwe.com](mailto:aramos@emawwe.com)

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Ad Size	Live Area	Bleed
Page	7" x 10"	8 1/4" x 11"
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1/2 vertical	3 1/2" x 10"	4 1/8" x 11"
1/2 island	4 1/2" x 7"	5 1/4" x 7 5/8"
1/2 horizontal	7" x 4 3/4"	8 1/4" x 5 3/4"
1/3 vertical	2 1/8" x 10"	3" x 11"
1/3 square	4 1/2" x 4 3/4"	5 1/4" x 5 3/4"
1/4 square	3 1/2" x 4 3/4"	4 1/8" x 5 3/4"
Spread	15" x 10"	16 1/2" x 11"

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