**OPTOMETRY & VISUAL PERFORMANCE**

JOURNAL OF THE AUSTRALASIAN COLLEGE OF BEHAVIOURAL OPTOMETRY (ACBO) and OPTOMETRIC EXTENSION PROGRAM FOUNDATION (OEPF)

EDITOR IN CHIEF: Marc Taub, OD, MS, FAAO, FCOVD

MANAGING EDITOR: Pamela Schnell, OD, FAAO

***Optometry & Visual Performance* (*OVP*),** the official publication of the Australasian College of Behavioural Optometry (ACBO) and the Optometric Extension Program Foundation (OEPF), hereafter referred to as the representative organizations, has an international circulation of more than 6,000, including the membership of the representative organizations, optometry students, and residents. Issues are distributed bi-monthly internationally. *OVP* is provided to libraries and schools and colleges of optometry, as well as others who may request copies, and is available online. Articles are available online with enhanced content (videos, extra tables/figures/photos, links).

***Visual Performance (VP) Today*** is an online-only publication that provides book reviews, viewpoint articles, and news coverage of events in the field worldwide, as well as organizational and member news for each of the sponsoring organizations. Circulation will include the members of the representative organizations, optometry students, and residents worldwide. The online format allows for easy access and sharing via email, social media, and mobile devices. Content of *VP Today* will be enhanced with digital content only available to online publications such as video interviews and demonstrations, links to pages of interest, and elements such as email submission fields for readers to sign up for product news, event news, etc.

2014 Advertising Contract

**DATE** / /

**ADVERTISER INFORMATION**

Company Name: Contact Person: Address:

City:

State:

Zip:

Telephone: Fax: Email:

**ADVERTISEMENT INFORMATION: Ads are 4color**

*SIZE OF ADVERTISING SPACE:*

Full page \_1/2 page 1/4 page Classified:$\_

Calendar:$\_

**OVP VP Today**

*NUMBER OF ISSUE PLACEMENTS NUMBER OF ISSUE PLACEMENTS*

1 3 6

1 2

**Cost:$**

**Cost:$\_**

**TOTAL PAYMENT INFORMATION:**

OVP $\_

VP Today $\_

Check enclosed *Make checks payable to OEPF – U.S. funds only*

Charge to credit card *MasterCard VISA American Express Discover*

Card #: Expiration Date:

Billing Address:

Name on Card:

Signature: Security Code:

Advertiser’s Signature Date

2014 ADVERTISING RATES

**ADVERTISING CONTRACT RATES:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***OVP*** | | | | ***VP TODAY*** | |
|  | ***1 Issues*** | ***3 Issues\**** | ***6 Issues\*\*/\*\*\**** | ***1 Issue*** | ***2 Issues*** |
| ***Ad***  ***Size*** | ***4 Color*** | ***4 Color*** | ***4 Color*** | ***4 Color*** | ***4 Color*** |
| **Full Page** | $1,000 | $2,500 | $3,900 | $1,000 | $1,500\*\* |
| **1/2 Page** | $550.00 | $1,375 | $2,100 | $550 | $8,00\*\* |
| **1/4 Page** | $360.00 | $900.00 | $1,400 | $360 | $500\*\* |
| **“Zero”**  **Page**  **Premium** |  |  |  | $1,750 | $2,500\*\* |
| **Page 3**  **Premium** | $1,500 | $3,500 | $4,750 | $1,500 | $2,250\*\* |

\*A 27% savings over the single ad rate.

\*\*A 35% savings over single ad rate.

\*\*\*Contract 6 issues of OVP and receive your ad in VP Today, online magazine, at no charge.

All advertisements must be camera-ready and must conform to the **publication guidelines (attached)**.

**Rates for Links and Video**

Unlimited links-NO extra charge

We welcome and want links and videos to enhance the advertisement and will work with you to create content.

**Advertising Policy:**

*Optometry & Visual Performance* (*OVP*) serves as the official journal of the Australasian College of Behavioural Optometry (ACBO) and Optometric Education Program Foundation (OEPF), and as such, is the voice of developmental and behavioral optometry. Advertisements and promotions must therefore conform to the professional standards maintained herein.

 All advertisements or promotions appearing in *OVP* shall be in keeping with the stature and professional dignity of optometry as a health care profession and of ACBO and OEPF.

 Advertising should be factual, attractive, designed to provide useful product or service information, and shall not include testimonials or any unsupported or extravagant claims.

 Advertising or promotions shall not, in and of itself, constitute an endorsement of any product or service by ACBO or OEPF.No advertiser shall state or imply endorsement of any product or service by ACBO or OEPF unless specifically authorized in writing.

 Disparaging comments and price comparison shall not be made with similar competitive products or services.

 Advertising of prices shall be permitted provided it adheres to approved format and is done in a professional manner.

 General statements such as “Competitive prices” or inclusion of a telephone number for price quotations are permissible.

 Advertising for professional and/or educational meetings shall be permitted provided it adheres to approved format.

 Political advertising shall not be accepted.

 All submitted advertising shall be subject to the review of the Managing Editor and the Editor In Chief. If and when a submission is found unsuitable for publication or inclusion, the advertiser will be so advised.

Acceptance of advertising or optical industry news for publication in OVP or VP Today does not imply approval or endorsement of any product or service by ACBO or OEPF. OVP and VP Today reserves the right to accept or reject ads.