

Frames Data®



media planner 2014

FRAMESDATA.COM
FRAMES DATA QUARTERLY
PRICE BOOK
LENSES PRODUCT GUIDE
SURFACING & FINISHING PRODUCT GUIDE

For more information please contact your sales representative or call Lenor Fowler at (203) 544-6001

Frames Data®



Advertising in Frames Data products provides a strategically unique vehicle for your marketing messages.

Frames Data has been a trusted partner for vision practices for over 40 years. Today, eyecare professionals depend on Frames Data products to help them run their businesses in more ways than ever before: they refer to Frames Data to decide what products to purchase, to accurately process their insurance claims, and to manage their frame inventory.

Plus, Frames Data subscribers are not casual readers – Frames Data subscriptions are 100% paid, so you know that readers use and value their subscriptions.

And by advertising in Frames Data you often reach these optical product purchases at a strategically important moment: when they are looking for a product to purchase.

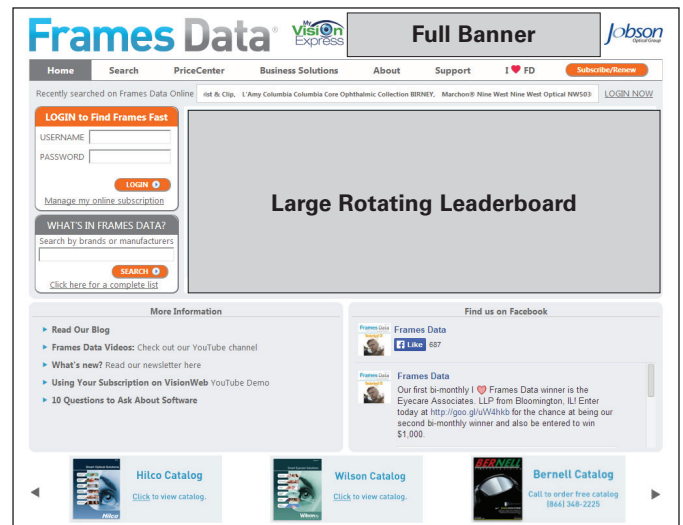
Read on to learn more about the specific opportunities that Frames Data has available to help you reach this highly engaged audience of frame dispensers and optical labs.

FRAMESDATA.COM



More and more savvy eyecare professionals are turning to Frames Data Online to search for and view large full color images of frames. Often they are visiting framesdata.com to find just the right frame to purchase for a specific patient. Reach these dispensers at this crucial moment – when they are looking for frames to purchase!

49,000 visits per month
12,000 unique visitors per month
310,000 page views per month



RATES

Position	1x
Full Banner	\$500/month
Large Rotating Leaderboard	\$1,000/month

AD SIZES

All measurements in pixels, width by height

Full Banner	468x60px
Large Rotating Leaderboard	716x258px

Frames Data recommends you add a rule around all banners that have a white background.

Frames Data Online

Brand Experience Listings

To participate in the Brand Experience program, please provide the following 9 items for each brand:

The screenshot displays the Frames Data website interface. At the top, the 'Frames Data' logo is on the left, and the 'Jobson Optical Group' logo is on the right. A navigation bar includes links for HOME, PRODUCTS, YOUR BUSINESS, SUPPORT, RESOURCES, and I ♥ MY FD. Below this, a large banner for 'MyFrames' features the text 'FASHION EYEWEAR • MODEL STYLE' and a close-up image of a person's face wearing glasses. A red circle with the number '1' is placed over the banner. Below the banner, the model name 'JHI-100' is shown. To the left, a large image of the JHI-100 glasses is displayed, with a red circle '2' next to it. To the right, three smaller images show different color options: 'Orange/Red', 'Clear/Green', and 'Black Cherry', each with a red circle '3' next to it. Below the main image, a link 'View Larger Image Clear/Green' is visible. Further down, a section titled 'ABOUT MYFRAMES' (with a red circle '4' next to it) contains a description: 'Modern, full-rim design with wide, trendy temples. Bold and lively with loads of personality.' Below this description is a tabbed interface with tabs for 'Style', 'Properties', 'Sizes', and 'More Info'. The 'Properties' tab is selected, showing details: 'Gender: Female', 'Age Type: Adult', 'Product Group: Plastic', and 'Material: Plastic'. Below the tabs are four buttons: 'Visit Website' (with a red circle '5'), 'Manufacturer Info' (with a red circle '6'), 'Contact Me' (with a red circle '7'), and 'Video' (with a red circle '8'). On the right side of the page, a large image of a smiling woman wearing glasses is shown, with a red circle '9' next to it. The 'MyFrames' logo is also visible in the bottom left of this image.

1 Header Branding Image
972 x 100 jpg image

2 Brand Logo
Minimum size: 190 x 30 jpg
Maximum size: 190 x 60 jpg

3 Web Address
The "Visit Website" button brings users directly to your website. Please specify the url to which this button should resolve.

4 Manufacturer Info
The "Manufacturer Info" button will display your contact information as it is displayed in the Frames Data Quarterly. You do not need to re-supply this text.

5 Contact Me Email
The "Contact Me" form generates an email to inform you when customers are interested in your product. Please provide the email address for these sales leads. (Optional)

6 Spotlight Video
Please provide a video for your brand. If you do not have a video, we can direct users to your social media page or remove the button. (Optional)

7 Brand Name

8 Brand Positioning Text
Description of the brand as a whole: 50 - 200 characters (Optional)

9 Footer Branding Image
400 x 335 jpg image

For questions about this program, please contact Lenor Fowler at 203-544-6001 or lfowler@jobson.com



FRAMES DATA QUARTERLY

The leading source of information on frames distributed in the United States, Frames Data Quarterly is referenced multiple times per week by eyecare professionals responsible for purchasing frames. Maximize your exposure with this targeted group of frame dispensers by advertising in Frames Data Quarterly.

Frames Data Quarterly offers something for every media budget including high-visibility covers, glossy tab dividers, banner and strip ads.

Cover ads offer additional exposure on Facebook, Twitter, House ads and more!

FRAMES FACTS*:

- **95%** save Frames Data® Quarterly at least until the next issue arrives
- **76%** reference Frames Data® Quarterly at least once a week; **56%** reference it one or more times a day
- **69%** have purchased or recommended the purchase of a product or service as a result of reading an advertisement in a Frames Data publication
- **86%** rate their Frames Data subscription as Important or Very Important to their practice

* Frames Data 2012 Editorial Audit – Readex Research

RATES

All rates listed are gross.

Position	1X
Cover 1 *	\$18,800
Cover 2	\$9,280
Cover 3	\$6,625
Cover 4	\$15,090
Spine	\$10,750
Tab 2-Sided	\$12,150
Full 4/c	\$8,485

Product Section Ads – BW – can be placed in any section

Banner or Island Ads – (1/7th Page) – \$245 each

(minimum purchase 10 ads)

Strip Ads – (1/3th Page) – \$475 each (minimum purchase 10 ads)

DISTRIBUTION

More than 10,000 print and electronic subscribers comprised of optometrists, opticians, ophthalmologists, technicians, wholesale buyers and vision care providers, and 100 percent PAID subscribers. Published four times a year.

DUE DATES

Published	Ad Close	Full Page/Tabs Due	Inserts
March	January 9	January 21	February 11
June	April 11	April 23	May 12
September	July 14	July 24	August 12
December	October 10	October 22	November 10

Contact Production Manager for banner ad deadline date.

AD SIZES

Front Cover

Please contact production manager for template and detailed specifications

*The Front Cover now includes a free large rotating leaderboard ad on our website - Please refer to the framesdata.com page for sizing information

Full Page (including tabs)

8.25 W x 10.75 H

Horizontal Banner

7.625 W x 1.375 H (non-bleed)

Island

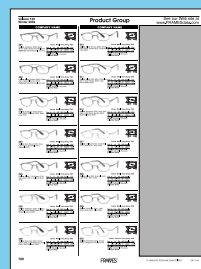
2.5 W x 4.125 H (non-bleed)

Strip

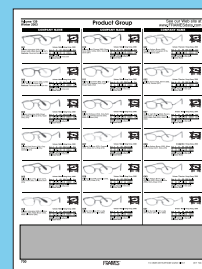
2.5 W x 9.625 H (non-bleed)

Spine

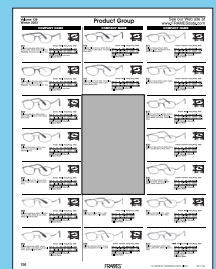
Size varies by issue, contact production manager for more details



1/3 Pg Strip Ad



1/7 Pg Banner Ad



1/7 Pg Island Ad



PRICE BOOK

The accurate frame pricing information included in Price Book is essential to every optical dispensary. ECPs rely on Price Book for a variety of vital functions, including:

- Purchasing Decisions
- Managed Care Reimbursements
- Inventory Control
- Retail Pricing Calculations

Advertise your message in Price Book, the monthly eyewear guide referred to daily by frame buyers.

RATES

All rates listed are gross.

Position	1X	4X	6X	12X
Cover 1*	\$9,500			
Cover 2	\$7,500			
Cover 3	\$7,125			
Cover 4	\$7,950			
Full 4/c	\$8,425	\$8,210	\$7,520	\$6,775
Banner b/w	\$2,070	\$1,650	\$1,370	\$1,085

Does not include production or layout costs.
For a quote, call your account representative.

DISTRIBUTION

More than 10,000 print and electronic subscribers comprised of optometrists, opticians, ophthalmologists, technicians, wholesale buyers and vision care providers, and 100 percent PAID subscribers. *Price Book* published monthly.

Published	Ad Close	Digital File Due	Inserts Due
January	November 15	December 2	December 3
February	December 18	January 6	January 7
March	January 24	February 3	January 31
April	February 24	March 4	March 5
May	March 26	April 3	April 4
June	April 25	May 5	May 5
July	May 27	June 4	June 4
August	June 27	July 7	July 7
September	July 25	August 4	August 5
October	August 25	September 3	September 4
November	September 29	October 7	October 7
December	October 27	November 4	November 4

AD SIZES

Front Cover Please contact production manager for template and detailed specifications

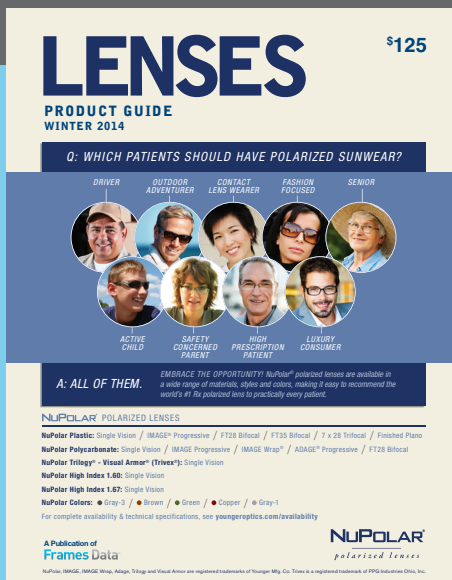
*The Front Cover now includes a free full banner ad on our website - Please refer to the framesdata.com page for sizing information

Full Page 8.125 W x 10.75 H
Banner 7.625 W x 1.375 H (non-bleed)

FRAMES FACTS*:

- **99%** save the Price Book at least until the next issue arrives
- **69%** reference the Price Book at least once a day or multiple times daily
- **86%** rate their Frames Data subscription as Important or Very Important to their practice

* Frames Data 2012 Editorial Audit – Readex Research



LENSES



enses Product Guide is an invaluable resource and reference tool for dispensers and optical laboratories.

Published twice a year, it features information on thousands of lenses from dozens of manufacturers.

Published twice per year, this publication is distributed to subscribers of Frames Data Quarterly (print and DVD), and is also distributed separately as a standalone subscription.

FRAMES FACTS*:

Of the Organizations that have surfacing or finishing labs on site:

- **84%** save the Lenses Product Guide at least until the next issue arrives
- **59%** use the Lenses Product Guide to learn about new products or find suppliers
- **67%** use the Lenses Product Guide to locate information on specific products

* Frames Data 2012 Editorial Audit – Readex Research

RATES

All rates listed are gross.

Position	1x	2x
Cover 1 *	\$20,495	\$19,300
Cover 2	\$11,625	\$9,795
Cover 3	\$8,875	\$8,550
Cover 4	\$11,900	\$10,050
Spine	\$3,375	\$2,495
Tab 4/c	\$12,225	
Full 4/c	\$8,865	
Banners 2/c	\$1,085	

*Cover includes one full page 4/c ad inside book.

DISTRIBUTION

More than 7,000 print and electronic subscribers comprised of optometrists, opticians, ophthalmologists, technicians, wholesale buyers and vision care providers, and 100 percent PAID subscribers.

DUE DATES

Published	Ad Close	Ads Due	Inserts
June	April 1	April 22	May 5
December	September 29	October 20	November 4

AD SIZES

Front Cover

Full Page (including tabs)
Half Page Horizontal
Banner
Spine

Please contact production manager for template and detailed specifications
 8.125 W x 10.75 H
 7.3125 W x 4.75 H (non-bleed)
 7.3125 W x 1.375 H (non-bleed)
 Size varies by issue, contact production manager for more details



SURFACING & FINISHING

Surfacing & Finishing is a comprehensive annual reference guide providing illustrated listings of equipment, materials and supplies vital to eyecare practices and labs with surfacing capabilities. Product categories include:

- Benches & Storage
- Software Systems
- Edgers
- Edger Tools & Supplies
- Finishing Tools
- Frame Tracers
- Generators
- Lens Coating
- Lens Dyeing
- Lens Inspection & Measuring
- Lens Tempering
- Markers, Blockers & Pattern Makers
- Software Systems
- Surfacers
- Surfacing Tools & Supplies

Your ad will also be live in the digital edition.

An ad in *Surfacing & Finishing* is distributed to frame dispensaries and laboratories that subscribe to Frames Data Quarterly and have requested to also receive *Surfacing & Finishing*.

FRAMES FACTS*:

- Of the Organizations that have surfacing or finishing labs on site:
- **76%** save the Surfacing and Finishing Product Guide at least until the next issue arrives (a full year)
 - **72%** use the Surfacing and Finishing Product Guide to learn about new products and locate information on specific products

* Frames Data 2012 Editorial Audit – Readex Research

RATES

All rates listed are gross.

Position	1x
Cover 1*	\$22,785
Cover 2	\$11,615
Cover 3	\$8,920
Cover 4	\$11,895
Spine	\$2,750
Tab	\$12,225
Full 4/c	\$8,467
Banners 2/c	\$1,085

*Cover includes one full page 4/c ad inside book.

DISTRIBUTION

More than 7,000 print subscribers comprised of optometrists, opticians, ophthalmologists, technicians, wholesale buyers and vision care providers, with on-site lab facilities. 100% PAID subscribers. Published once a year.

DUE DATES

Published	Ad Close	Ads Due	Inserts
November	August 29	September 25	October 7

AD SIZES

Front Cover	Please contact production manager for template and detailed specifications
Full Page (including tabs)	8.125 W x 10.75 H
Banner	7.375 W x 1.375 H (non-bleed)
Spine	Size varies by issue, contact production manager for more details

FRAMES DATA PRINT ADVERTISING SPECIFICATIONS

Trim Sizes

QUARTERLY – 8.25 W X 10.75 H
PRICE BOOK – 8.125 H x 10.75 H
LENSES PRODUCT GUIDE – 8.125 H x 10.75 H
SURFACING & FINISHING PRODUCT GUIDE – 8.125 H x 10.75 H

Bleed Add 0.1875" to trim on all four sides for cover, full page and tab ads.

Margins Live matter should be kept 0.25" from trim all around

Front Cover Ads

Please contact the Production Manager for detailed specifications and InDesign templates.

NOTE: Advertising position includes space for a logo and tagline, which Jobson reserves the right to resize and reposition as necessary.

Additional Specifications

For Quarterly and Price Book covers, please supply collection name, style, and/or color of each frame(s) featured in ad, so that it can be added to the bottom of the Table of Contents page.

For Surfacing & Finishing and Lenses print ads, please supply preferred position in publication, which Jobson reserves the right to resize and reposition as necessary.

Tab Ads

Supply tab ads to above full page publication specifications, and indicate front and back of tab.

Preferred Ad File Format

PDF/X1-A with fonts embedded or outlined. Include all bleeds and crop marks that are at least 0.125" off trim.

Acceptable Ad File Format

Packaged MAC Adobe InDesign CS5 files or earlier, with all fonts outlined.

Preflight for the Following

- Convert all colors to CMYK, unless a PMS color was purchased
- Color and greyscale images must be no less than 250 dpi (800 to 1200 dpi for line-work).

Color Proofs

1 digital proof (Kodak Approval Preferred) from the digital file being delivered.
A digital proof can be provided for a fee.

Inserts

Contact the Production Manager for insert specifications and mailing instructions. Sample of supplied insert MUST be submitted for manufacturing approval.

ADVERTISING MATERIALS MAY BE SENT AS FOLLOWS:

Mail

Sheila Bergen
Frames Data Production Manager
Jobson Healthcare Information, LLC
100 Avenue of the Americas
New York, NY 10013
(212) 274-7102
Label all DVDs and supplied proofs with publication title and issue date.

FTP

Host: [ftp.production.jobson.com](ftp://ftp.production.jobson.com)
User: [jobsonclient](#)
Password: [ftp!prod1](#)
Directory: [IN/FRAMES_ADS](#) (select publication folder and place file within the issue folder)

All files must be compressed (Stuff or Zip).

Send confirmation e-mail to sbergen@jhihealth.com indicating File Name, Publication and Month, Advertiser and Ad Unit of file posted. Include JPEG proof.

E-Mail

Email PDF/X1-A files that meet above specification to sbergen@jhihealth.com. Include JPEG proof.

The following terms and conditions (the "Standard Terms") shall be deemed to be incorporated into any insertion order:

1. **Terms of Payment.** The Advertiser must submit completed credit application to determine terms of payment. If no credit application is submitted or the request for credit is denied by Jobson Optical Group Inc. ("Jobson Optical Group") in its sole discretion, the Insertion Order must be paid in advance of the advertisement start date. Major credit cards (VISA and M/C) are accepted. If Jobson Optical Group approves credit, the Advertiser will be invoiced on the first day of the contract period set forth on the Insertion Order and payment shall be made to Jobson Optical Group within thirty (30) days from the date of invoice ("Due Date"). Amounts paid after the Due Date shall bear interest at the rate of one percent (1%) per month (or the highest rate permitted by law, if less). In the event the Advertiser fails to make timely payment, the Advertiser will be responsible for all reasonable expenses (including attorneys' fees) incurred by Jobson Optical Group in collecting such amounts. Jobson Optical Group reserves the right to suspend performance of its obligations hereunder (or under any other agreement with the Advertiser) in the event the Advertiser fails to make timely payment hereunder or under any other agreement with Jobson Optical Group.

2. **Positioning.** Except as otherwise expressly provided in the Insertion Order, positioning of advertisements within the Jobson Optical Group properties or on any page is at the sole discretion of Jobson Optical Group. Jobson Optical Group may, at its sole discretion, remove from the insertion order (and substitute with similar inventory) any keyword or category page that it believes to be a trademark, trade name, company name, product name or brand name belonging to or claimed by a third party.

3. **Usage Statistics.** Unless specified in the Insertion Order, Jobson Optical Group makes no guarantees with respect to usage statistics or levels of impressions or view for any web advertisement. The Advertiser acknowledges that delivery statistics provided by Jobson Optical Group are the official, definitive measurements of Jobson Optical Group's performance on any delivery obligations provided in the Insertion Order. The processes and technology used to generate such statistics have been certified and audited by an independent agency. No other measurements or usage statistics (including those of the Advertiser or a third party ad server) shall be accepted by Jobson Optical Group or have bearing on the Insertion Order.

4. **Renewal.** Except as expressly set forth in the Insertion Order, any renewal of the Insertion Order and acceptance of any additional advertising order shall be at Jobson Optical Group's sole discretion. Pricing for any renewal period is subject to change by Jobson Optical Group from time to time.

5. **No Assignment or Resale of Ad Space.** The Advertiser may not resell, assign or transfer any of its rights hereunder, and any attempt to resell, assign or transfer such rights shall result in immediate termination of this contract, without liability to Jobson Optical Group.

6. **Limitation of Liability.** In the event (i) Jobson Optical Group fails to publish an advertisement in accordance with the schedule provided in the Insertion Order, or (ii) of any other failure, technical or otherwise, of such advertisement to appear as provided in the Insertion Order, the sole liability of Jobson Optical Group to Advertiser shall be limited to, at Jobson Optical Group's sole discretion, a pro rate refund of the advertising fee representing undelivered impressions, placement of the advertisement at a later time in a comparable position, or extension of the term of the Insertion Order until total impressions are delivered. In no event shall Jobson Optical Group be responsible for any consequential, special, punitive or other damages, including, without limitation, lost revenue or profits, in anyway arising out of or related to the Insertion Order/Standard Terms or publication of the advertisement, even if Jobson Optical Group has been advised of the possibility of such damages. Without limiting the foregoing, Jobson Optical Group shall have no liability for any failure or deal result-

ing from any governmental action, fire, flood, insurrection, earthquake, power failure, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown or any other condition beyond the control of Jobson Optical Group affecting production or delivery in any manner.

7. **Advertiser's Representations. Indemnification.** Advertisements are accepted upon the representation that Advertiser has the right to publish the contents of the advertisement without infringing the rights of any third party and without violating any law. In consideration of such publication, Advertiser agrees, at its own expense, to indemnify, defend and hold harmless Jobson Optical Group, and its employees, representatives, agents and affiliates, against any and all expenses and losses of any kind (including reasonable attorneys' fees and costs) incurred by Jobson Optical Group in connection with any claims, administrative proceedings or criminal investigations of any kind arising out of publication of the advertisement and/or any material, product or service of Advertiser to which users can link through the advertisement (including without limitation, any claim of trademark or copyright infringement, defamation, breach of confidentiality, privacy violation, false or deceptive advertising or sales practices).

8. **Provision of Advertising Materials.** Advertiser will provide all materials for the advertisement in accordance with Jobson Optical Group's policies in effect from time of time, including (without limitation) the manner of transmission to Jobson Optical Group and the lead-time prior to publication of the advertisement. Jobson Optical Group shall not be required to publish any advertisement that is not received in accordance with such policies and reserves the right to charge Advertiser, at the rate specified in the Insertion Order, for inventory held by Jobson Optical Group pending receipt of acceptable materials from Advertiser which are past due. Advertiser hereby grants to Jobson Optical Group a non-exclusive, worldwide, fully paid license to use, reproduce and display the advertisement (and the contents, trademarks and brand features contained therein) in accordance herewith.

9. **Right to Reject Advertisement.** All contents of advertisements are subject to Jobson Optical Group's approval. Jobson Optical Group reserves the right to reject or cancel any advertisement, insertion order, URL link, space reservation or position commitment, at any time, for any reason whatsoever (including, without limitations, belief by Jobson Optical Group that placement of advertisement, URL link, etc., may subject Jobson Optical Group to criminal or civil liability).

10. **Cancellations.** Except as otherwise provided in the Insertion Order, the Insertion Order is non-cancelable by the Advertiser.

11. **Construction.** No conditions other than those set forth in the Insertion Order or these Standard Terms shall be binding on Jobson Optical Group unless expressly agreed to in writing by Jobson Optical Group. In the event of any inconsistency between the Insertion Order and the Standard Terms, the Standard Terms shall control.

12. **Miscellaneous.** These Standard Terms, together with the Insertion Order, (i) shall be governed by and construed in accordance with, the laws of the State of New York, without giving effect to principles of conflicts of law; (ii) may be amended only by a written agreement executed by an authorized representative of each party; and (iii) constitute the complete and entire expression of the agreement between the parties, and shall supersede any and all other agreements, whether written or oral, between the parties. The Advertiser shall make no public announcement regarding the existence or content of the Insertion Order without Jobson Optical Group's written approval, which may be withheld at Jobson Optical Group's sole discretion. Both parties consent to the jurisdiction of the courts of the State of New York with respect to any legal proceeding arising in connection with the Insertion Order/Standard Terms.