

KANSAS OPTOMETRIC JOURNAL

ADVERTISING SPECIFICATIONS AND RATES

Rates effective as of August 2000

KANSAS OPTOMETRIC JOURNAL

Published since 1922

SPECIFICATIONS:

CIRCULATION: 600

Distributed to members of the Kansas Optometric Association, Kansas students of optometry, Kansas Congressmen, government officials, other state associations, former Kansas optometrists throughout the United States and in several foreign countries.

FREQUENCY:

The *Kansas Optometric Journal* is published on a quarterly basis, four times a year.

ISSUANCE DATES:

March 1, July 1, September 1 and December 1.

ADVERTISING CLOSING DATES:

The 15th of the month prior to publication.

FORMAT:

- 20-24 pages per issue
- Front cover is one- or two-color, magazine design.
- Back cover is one- or two-color, depending on front cover design. Annual contract furnished by request.
- Inside covers, inside pages are one color, usually black and white.
- Page trim size: 8.5" x 11"
- Page type size: 44 picas x 58 picas
- Column width, five-column spread: 8 picas.
- Column width, six-column spread: 6.5 picas.

GENERAL ADVERTISING RATES:

ONE TIME RATES:

Full Page:	\$210.00
1/2 Page:	\$127.50
1/4 Page:	\$90.00
1/8 Page:	\$45.00

DISCOUNTS:

A 10% discount is available on annual contracts paid in advance. Please inquire with KOA for additional information.

PREFERRED POSITION:

Preferred positions on inside front cover, inside back cover and back cover available at 10% extra. All other requests for specific page placement of advertisements will be accommodated where possible.

INQUIRIES:

Please direct inquiries about the *Kansas Optometric Journal* to the Kansas Optometric Association at (785) 232-0225.

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The editor reserves the right to edit and to reject matter when, in his opinion, it is not in harmony with the policies of the Kansas Optometric Association or the Kansas Optometric Journal.