

**2008**  
Classified  
Ad Rates

Issued: October 2007

**Editorial Niche**

**Classified Print  
Advertising Rates**



**Issuance &  
Closing Dates**

**For more information:**

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**20/20**  
A Johnson Publication

www.2020mag.com

20/20 Magazine, established in 1974, is the optical industry's No. 1 source for fashion trends, new products, new services and marketing activities for optical manufacturers, importers, distributors and retailers. 20/20 Magazine covers all aspects of eyewear and eye care dispensing activities for ophthalmologists, optometrists and opticians. Published 14 times a year and distributed to industry buyers and executives. Total Circulation: 49,526\*

\*Source: BPA, June 2007

Classified Product/Service Print Rates*	1 time	3 times	7 times	14 times
Column Inch	\$240	\$221	\$201	\$196

\* Recognized advertising agencies, providing camera-ready materials as specified, receive 15% commission on gross billing, paid within 30 days. Agency discounts will not apply to line ads. Pubset ads and production charges are non-commissionable.

**Classified Recruitment Print & Online Rates**

Rates	1 Time	3 Times	7 Times	14 Times
1 Col. inch with 30-day posting	\$290	\$271	\$251	\$246
2 Col. inch with 30-day posting	\$568	\$531	\$493	\$474
3 Col. inch with 30-day posting	\$834	\$779	\$725	\$697
4 Col. inch with 30-day posting	\$1,038	\$967	\$896	\$860

**Online (only) Career Center Advertising**

Option	1 Time	3 Times	7 Times	14 Times
30-day posting	\$250	\$230	\$210	\$200
Add a Job Alert	\$130	\$120	\$109	\$104
Add a Featured Job Alert	\$20	\$18	\$17	\$16
Add Color Block	\$25	\$23	\$21	\$20
Add Hot Job	\$50	\$46	\$42	\$40
<b>Total Cost</b>	<b>\$475</b>	<b>\$437</b>	<b>\$399</b>	<b>\$380</b>
<b>Print Advertisers Cost</b>	<b>\$225</b>	<b>\$207</b>	<b>\$189</b>	<b>\$180</b>

**Classified Headings**

Business Opportunities, Continuing Education, Distributor Wanted, Equipment & Supplies, Financial Services, Help Wanted, Merchandise Wanted, Optical Accessories, Optometrist Wanted, Practice For Sale, Product & Services, Seminars, Software, Web Sites

**Where to Find It**

Conveniently organized by category, your company listing can include your telephone numbers, Web/Internet addresses and up to 15 words to describe your offering.

Option	Listing	Logo
1 ad/publication	\$664	\$999
2 ads/publications	\$536	\$798
3 ads/publications	\$433	\$649
Each additional over 3	\$402	\$597

**Where to Find It Headings**

Accessories, Buying Groups, Cases, Coating/Coating Sys., Contact Lenses, Display Systems, Equipment, Frames, Instruments, Lab/Service Supplies, Lenses, Miscellaneous, Packaging, Polarized Sunglass Lenses, Sports Vision, Sun Wear, Suppliers

When no heading is requested, we will use our own judgment in classifying an ad.

Frequency: 12 issues a year | Copy changes/cancellations must be received on or before closing date of the scheduled issue(s).

Issue	Closing Date	Issue	Closing Date	Issue	Closing Date
Jan.	Dec. 3, 2007	May	April 1, 2008	Sept.	July 31, 2008
Feb.	Jan. 3, 2008	June	May 2, 2008	Oct.	Sept. 2, 2008
March	Jan. 31, 2008	July	May 30, 2008	Nov.	Oct. 2, 2008
April	Feb. 1, 2008	Aug.	July 1, 2008	Dec.	Oct. 29, 2008

Special Issues: **March 15** - "What's Brand New" Deadline: **Feb. 14, 2008** (Expo East Bonus Distribution)  
**Sept. 15** - "The Sellers Guide" Deadline: **Aug. 13, 2008** (Expo West Bonus Distribution)

Click the link below to be directed to our Web site for:

• Classified Print Specifications • Production Materials • Production Charges • Policies • Billing & Credit

Or go directly to <http://www.valleyforgepress.com/terms.html>