

2009

Classified  
Ad Rates

Issued: July 2009

## Editorial Niche

## Classified Print Advertising Rates



## Issuance & Closing Dates

## Print Specifications

### For more information:

VALLEY FORGE PUBLISHING GROUP  
2570 Blvd. of the Generals, Suite 220  
Norristown, PA 19403

P: (800) 983-7737 F: (610) 854-3780  
2020@valleyforgepress.com  
Medhealthjobs.com  
Valleyforgepress.com

# 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: 49,528\*

\*Source: BPA, June 2008

Classified Product/Service Print Rates*	1 time	3 times	7 times	14 times
Column Inch	\$252	\$232	\$212	\$205

\* 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**	Color Rates: 2-color: add 10% 4-color: add 15%			
	1 Time	3 Times	7 Times	14 Times
1 Col. inch with 30-day posting	\$305	\$285	\$264	\$258
2 Col. inch with 30-day posting	\$596	\$558	\$518	\$498
3 Col. inch with 30-day posting	\$876	\$818	\$762	\$732
4 Col. inch with 30-day posting	\$1,090	\$1,015	\$940	\$903

\*\* All recruitment ads, except the product/service ads, include an online job listing on careers.2020mag.com.

### Online (only) Career Center Advertising

Option	1 Time	3 Times	7 Times	14 Times
30-day posting	\$260	\$240	\$220	\$210
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>\$485</b>	<b>\$447</b>	<b>\$409</b>	<b>\$390</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	\$697	\$1,050
2 ads/publications	\$563	\$838
3 ads/publications	\$455	\$681
Each additional over 3	\$422	\$627

### 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: 14 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. 1, 2008	May	April 1, 2009	Sept. 15	Aug. 21, 2009
Feb.	Jan. 5, 2009	June	May 4, 2009	Oct.	Sept. 2, 2009
March	Feb. 2, 2009	July	June 4, 2009	Nov.	Oct. 2, 2009
March 15	Feb. 23, 2009	Aug.	July 7, 2009	Dec.	Oct. 30, 2009
April	March 9, 2009	Sept.	Aug. 4, 2009		

### Display Ads (Height sold by inch)

Size	Width	Size	Width	Size	Width
1 Col	1.9"	3 Col	5.9"	1 Col	1.875"
2 Col	3.9"	4 Col	8"		

### Listings- Where to Find It

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

- Classified Print Specifications
- Production Materials
- Production Charges
- Administrative Fees
- Policies
- Billing & Credit

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