

# 2010

## Classified Ad Rates

Issued: September 2009

## Editorial Niche

## Classified Print Advertising Rates



# 20/20

A Jobson 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	\$260	\$240	\$220	\$215

\* 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	\$320	\$295	\$275	\$270
2 Col. inch with 30-day posting	\$620	\$580	\$540	\$520
3 Col. inch with 30-day posting	\$910	\$850	\$790	\$760
4 Col. inch with 30-day posting	\$1,130	\$1,055	\$980	\$940

\*\* 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	\$270	\$250	\$230	\$220
Add a Job Alert	\$135	\$125	\$115	\$110
Add a Featured Job Alert	\$21	\$19	\$18	\$17
Add Color Block	\$26	\$24	\$22	\$21
Add Hot Job	\$52	\$48	\$44	\$42
<b>Total Cost</b>	<b>\$505</b>	<b>\$465</b>	<b>\$425</b>	<b>\$405</b>
<b>Print Advertisers Cost</b>	<b>\$235</b>	<b>\$215</b>	<b>\$195</b>	<b>\$190</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	\$725	\$1,090
2 ads/publications	\$585	\$870
3 ads/publications	\$475	\$710
Each additional over 3	\$440	\$650

### 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.

## Issuance & Closing Dates

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, 2009	May	April 5, 2010	Sept. 15	Aug. 17, 2010
Feb.	Jan. 4, 2010	June	May 3, 2010	Oct.	Sept. 2, 2010
March	Feb. 1, 2010	July	June 3, 2010	Nov.	Oct. 13, 2010
March 15	Feb. 12, 2010	Aug.	July 2, 2010	Dec.	Nov. 3, 2010
April	March 5, 2010	Sept.	Aug. 4, 2010		

## Print Specifications

### For more information:

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2020@valleyforgepress.com  
Medhealthjobs.com  
Valleyforgepress.com

### Display Ads (Height sold by inch)

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

### Listings- Where to Find It

Size	Width
1 Col	1.875"

### 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>