

## ***VISIONS***

NEWSLETTER OF THE COLLEGE OF OPTOMETRISTS IN VISION DEVELOPMENT

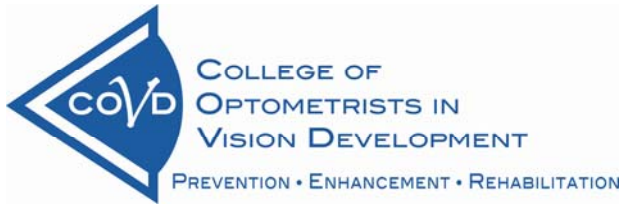
*VISIONS* is the official newsletter of the College of Optometrists in Vision Development (COVD). *VISIONS* is published four times a year. Archived issues are available on the COVD website, [www.covd.org](http://www.covd.org).

*VISIONS* contains timely articles of interest to COVD members and those in the optometric field. It also serves as a bulletin board of COVD activities, with sections such as The Therapist's Corner, Members in the News, and the President's Page.

*VISIONS* is distributed to all COVD members via print and email, and is posted in its entirety on the COVD website. *VISIONS* is considered the timeliest channel of information for COVD members and persons in the optometric arena.

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## **VISIONS**

### 2009 ADVERTISING RATES

#### **DEADLINES**

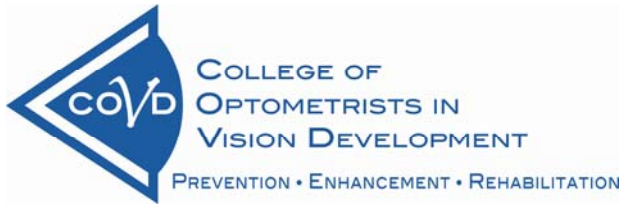
February Issue:	January 5, 2009
May Issue:	April 1, 2009
August Issue:	July 1, 2009
November Issue:	October 1, 2009

#### **ADVERTISING CONTRACT RATES**

	<i><b>4 Issues</b></i>	<i><b>3 Issues</b></i>	<i><b>2 Issues</b></i>	<i><b>1 Issue</b></i>
<i><b>Ad Size</b></i>	<i>B &amp; W</i>	<i>B &amp; W</i>	<i>B &amp; W</i>	<i>B &amp; W</i>
1/4 Page	\$625	\$450	\$325	\$175
1/8 Page	\$450	\$325	\$250	\$125

All advertisements must be camera-ready and must conform to one of the following size dimensions:

**SEE ATTACHED DOCUMENT FOR COVD PUBLICATIONS AD GUIDELINES**



## VISIONS

### Advertising Policy:

*VISIONS* serves as the official newsletter of the College of Optometrists in Vision Development (COVD). Advertisements and promotions must conform to the professional standards maintained by COVD.

### Guidelines:

- All advertisements or promotions appearing in *VISIONS* shall be in keeping with the stature and professional dignity of optometry as a health care profession and of COVD.
- Advertising should be factual, attractive, designed to provide useful product or service information, and shall not include testimonials or any unsupported or extravagant claims.
- Advertising or promotions shall not, in and of itself, constitute an endorsement of any product or service by *VISIONS* or COVD. No advertiser shall state or imply endorsement of any product or service by *VISIONS* or COVD, unless specifically authorized in writing.
- Disparaging comments and price comparison shall not be made with similar competitive products or services.
- Advertising of prices shall be permitted provided it adheres to approved format and is done in a professional manner.
- General statements such as “Competitive prices” or inclusion of a telephone number for price quotations are permissible.
- Advertising for professional and/or educational meetings shall be permitted provided it adheres to approved format.
- Display advertising for practice or employment opportunities shall not appear in *VISIONS*, except for those placed by non-profit organizations, governmental entities, educational institutions, HMOs, PPOs, co-management/consultation centers, or research positions with ophthalmic product manufacturers.
- Political advertising shall not be accepted.
- All submitted advertising shall be subject to the review of the Managing Editor, Advertising Manager, and the Editor. If and when a submission is found unsuitable for publication or inclusion, the advertiser will be so advised.