

Optician Product E-Update

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News

- Practices risk fines for falling to sort rubbish
- Programme of reform drives up costs at GOC

Topcon




New: TRK-1P Combined non-contact tonometer, autorefractometer and pachymeter.
Topcon's new combined non-contact tonometer, Auto Kerato-Refractometer and Pachymeter; the TRK-1P provides all your pre-testing requirements in one highly accurate instrument.

TRK-1P is fully automated enabling objective refraction, tonometry and pachymetry at the touch of a button. Unique TRK-1P soft-puff technology provides greater patient comfort during tonometry readings. TRK-1P's intelligent pupil tracking enables full patient measurement and readings at one simple touch of the button. Automatically detecting the first pupil, TRK-1P will undergo full tonometry, refractive astrometry and pachymetry measurements before tracking onto the second pupil and repeating measurements.

TRK-1P integrates seamlessly with Topcon's suite of software IMAQ-Envi base.

Performance Finance




Celebrate the new look Performance Finance

Performance Finance has moved to new premises and has a brand new look and feel. We'd like you to help us celebrate this October win:

- Special loan rates from 4.99% p.a.
- Complimentary bottle of Bollenberg champagne and chocolates**

Whether you're an existing practitioner or a new start business we have the ability to find you the best funds available.

In addition, visit our new website www.performancefinance.co.uk where you will find financial news, information and special offers.

For business purposes only. Subject to status. ** For a completed finance transaction in October. One gift per practice. info@performancefinance.co.uk

Hanson Instruments
01527 501077
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Opticus Concepts
Cambi Unit
Space Saving Unit
Complete with
Motorised Phoropter
Arm
NOW ONLY £1795!!!!

Topcon NW55
Fundus Camera
With NEW Canon EOS
5D II megapixel camera,
electric table, software
& FREE laptop
NOW ONLY £4995!!!!

Topcon 5880 Cambi Unit
Ideal in a narrow test room
Only 1 metre wide with double translating top
NOW ONLY £995!!!!

SUPERS VALUE FOR MONEY
All Professionally Refurbished & Guaranteed for 6 months
Prices exclude VAT and delivery. EMOE

www.hansoninstruments.co.uk

Haag Streit




Haag-Streit UK is the supplier of gold-standard ophthalmic diagnostic equipment.

The HRT3 is the only advanced imaging device to detect and measure the progression of Glaucoma.

The New Canon CR1-1 provides a non-hydraulic imaging system with unsurpassed diagnostic image quality. A new ergonomic design makes it easier than ever to achieve the images you expect from a Canon camera.

The Haag-Streit BR500 Imaging Module features FocusTechnology for high speed capture and data transfer. The history trigger not only captures one image but records the last few seconds and lets you return to select the optimum image.

01279 486261
www.haagstreituk.com

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Product E-Update content

Optician Product E-Update is a free MONTHLY email newsletter for eye care professionals, communicating information from suppliers to the industry. UK eye care sees continual technological innovation and advancement and Product E-Update is a prime showcase for product & services. www.opticianonline.net

Market reach and frequency

Circulation: 6,500 (Publishers Statement)

Frequency: Monthly

Target audience

Product E-Update is sent monthly to over 6,500 recipients who receive the newsletter either through registering on the www.opticianonline.net or as an add on to their subscription to Optician magazine.

Advertising opportunities

Ad unit	Size (px)	cost per insertion	
			£
Top right	See below		500
Top left	See below		500
Bottom right	See below		500
Bottom left	See below		500
Solus	As above		1,695

Advertising delivery requirements

Standard product E-updates

Clients should provide

- 100 words of text, plus a headline approx 50 characters, link(s) to relevant landing page, one image in GIF or JPEG format, approx 150 x 150 pixels.

Solus product E-updates

Clients providing HTML:

- Max width 600 pixels. The height of the copy should not exceed 1000 pixels.
- HTML code in a <table> tag structure. Please avoid <div> tags
- Copy should consist of both images and text. We will not accept copy consisting of just one large graphic, or copy made entirely of images, due to image blockers / spam filters.

Clients unable to provide a HTML file:

- Max 200 words of text, plus headline and link(s) in a word doc
- Header image / banner, max 600 pixels wide
- 1 additional body image, max 200 pixels wide
- If needed, Footer image / banner, max 600 pixels wide

Please note: Flash and Rich Media files will not display on emails, all images need to be in a GIF or JPEG format, (max file size 40kb)

Sales contact information

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Online ad production

Advertisements and/or copy must be submitted to at least (5) five business days before scheduled sponsorship.

+44 20 8652 8671 enewsletters.copy@rbi.co.uk

All advertisements are accepted subject to RBI's standard terms and conditions which can be found at

<http://www.reedbusiness.co.uk/adtermsandconditions>