



OPTOMETRY & VISION DEVELOPMENT

JOURNAL OF THE COLLEGE OF OPTOMETRISTS IN VISION DEVELOPMENT

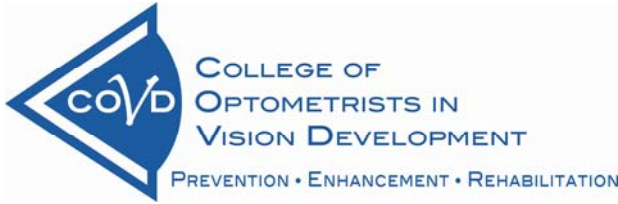
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Optometry & Vision Development (*OVD*) is the official publication of the College of Optometrists in Vision Development (COVD). *OVD* is a quarterly, refereed journal that is indexed in Psychological Abstracts and Ocular Resources.

In addition to articles of general interest relating to the prescription of lenses and prisms, management of binocular vision problems, and pediatric eye care, *OVD* publishes issues with special themes such as Amblyopia, Strabismus, Child Vision Development, Special Needs Children, etc. There is one special issue a year which provides an Annual Review of the Literature—annotated abstracts of the literature on all topics relating to behavioral optometry.

Optometry & Vision Development is distributed to over 3,000 professionals, including members of COVD, Presidents and Deans of optometric colleges, optometric college libraries, and non-COVD optometrists and other professionals. *OVD* is considered the leading optometric journal in behavioral functional eye and vision care and is a primary source of information for optometrists in this specialty area.

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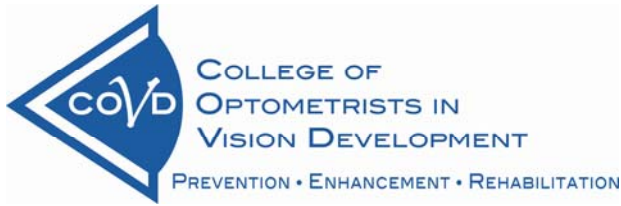
DEADLINE INFORMATION

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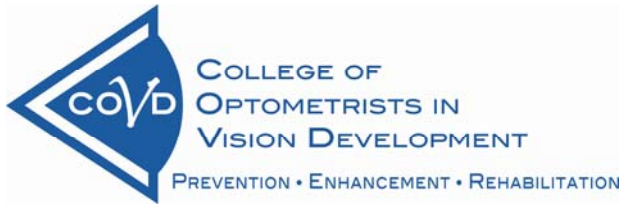
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OPTOMETRY & VISION DEVELOPMENT

Advertising Policy:

Optometry & Vision Development (OVD) serves as the official journal of the College of Optometrists in Vision Development (COVD) and as such, the voice of developmental and behavioral optometry. Advertisements and promotions must therefore conform to the professional standards maintained by the College.

Guidelines:

- All advertisements or promotions appearing in *OVD* 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 *OVD* or COVD. No advertiser shall state or imply endorsement of any product or service by *OVD* or COVD, unless specifically authorized in writing.
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- 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 *OVD*, 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.