



Frequently Asked Questions

Q: Can a supplier make late changes to data that they have already supplied?

The biggest threat to publishing the Eye Talk Reference Guide is the late information we receive from some suppliers; or when we are provided with information that is incorrect. These have become large problems and Eye Talk has been forced to introduce the following policies for the sake of all those suppliers and practitioners who rely upon our publication.

A: Not usually, but if it is possible there is a cost for doing so.

As the producers of the Eye Talk Reference Guide we strive to publish every issue on time. To date we have a perfect on-time record for over 30 years and this gives confidence to both the advertisers and the practitioners. Optometrists and dispensers rely upon Eye Talk, so we know that we simply must always publish on time.

Late Information:

- Every issue has a Information Deadline Date for the supply of product information to be included.
- Information provided before the Deadline Date is included in the Eye Talk Reference Guide at no charge.
- Information provided after the Deadline Date cannot normally be included. While late changes cannot be promised, if we are able to make a change to the printing files after this date the changes will be invoiced at \$15.00 (plus GST) per product affected.

Incorrect Information:

- On some occasions the information provided to us is incorrect. Eye Talk makes the requested changes at no-charge, but then another representative of the supplier advises different information for the same products.
- The information provided to Eye Talk is included or changed in the Eye Talk Reference Guide once per issue at no charge.
- If the information or changes were incorrect and the typesetting and layout then needs to be repeated a second time through no fault of Eye Talk, these changes will be invoiced at \$15.00 (plus GST) per product affected.

With such a wide variety of products it is in everybody's interest that information in Eye Talk is on time and correct. Thanks for your understanding and cooperation.