

# Industry-Sponsored Supplements

## RESERVE YOUR SPACE

Kelly Miller · Mark Mrvica  
mjmrsvica@mrsvica.com

## M.J. Mrvica Associates

2 West Taunton Avenue  
Berlin, New Jersey 08009  
Phone: 856-768-9360  
Fax: 856-753-0064

With a committed audience that reads each issue regularly and thoroughly, *EyeNet*—the official newsmagazine of the American Academy of Ophthalmology—delivers unparalleled reach and prestige. Take advantage of this positioning to get your message out with a sponsored supplement, polybagged with the monthly issue. Design your own cover and layout, or use the modified *EyeNet* design template provided by the Academy.

**Average circulation: 22,000**

## TWO TYPES OF SUPPLEMENTS

**Advertising supplements.** An advertising supplement gives you the expanded space you need to tell the full story of your products or services to ophthalmologists. This high-visibility vehicle gives you the opportunity to deliver your message straight to *EyeNet*'s loyal readers—make sure they get the latest news from you!

**CME supplements.** Your company's unrestricted educational grant to an accredited CME provider distinguishes you as a leader in supporting the advancement of ophthalmic knowledge. The ability to earn CME credits conveniently is attractive to physicians and encourages their sustained and attentive reading.



## RATES

**8 pages:** \$17,500  
**12 pages:** \$21,000  
**16 pages:** \$23,000  
**24 pages:** \$25,000

## 2015 DEADLINES

	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB
PDF REVIEW	4/24	5/29	6/25	7/24	8/28	9/25	10/23	11/16	12/18
DIGITAL	5/1	6/5	7/2	7/31	9/4	10/2	10/30	12/4	1/8
PREPRINTED	5/6	6/10	7/8	8/5	9/9	10/7	11/4	12/9	1/13

**NOTE:** Supplement content and design are subject to review and approval by the American Academy of Ophthalmology and must comply with applicable regulatory and CME requirements.