



## EyeNet's Exhibitor Guide

**NEW PRODUCT TO PROMOTE?** Showcase your new products in the *Exhibitor Guide*. Choose from a variety of affordable marketing options, including listing upgrades with product shots, run-of-book advertising, and cover advertising.

**DISTRIBUTION** Distributed at AAO 2016 in all registrant bags, plus a bonus distribution on the convention hall floor.

**RATES**

BASIC LISTINGS:	Free of charge to all AAO 2016 exhibitors
UPGRADE #1:	\$265 (net), 25-word profile
UPGRADE #2:	\$525 (net), 60-word profile
UPGRADE #3:	\$1,050 (net), 60-word profile plus color image
UPGRADE #4:	\$1,575 (net), 60-word profile plus color image on Cover 2

**RUN-OF-BOOK ADS**

COLOR RATES:	\$6,615 (net), full page; \$3,310 (net), half page.
BW RATES:	\$3,675 (net), full page; \$1,840 (net), half page.

*Run-of-book advertising includes free Upgrade #3.*

**DEADLINES** AD CLOSE: **Aug. 5** MATERIALS CLOSE: **Aug. 12**

**NOW AVAILABLE: COVER ADVERTISING!** **DEADLINES** Digital Materials: **Sept. 16**  
Preprinted Materials: **Sept. 19**



### BASIC LISTING

EyeNet Magazine	Booth 3671
415-447-0325, <a href="http://www.eyenet.org">www.eyenet.org</a>	

### UPGRADE #1

EyeNet Magazine	Booth 3671
EyeNet Magazine is the Academy's official newsmagazine. It is the premier source among the ophthalmic trade press of credible information for ophthalmologists and their practices.	
415-447-0325, <a href="http://www.eyenet.org">www.eyenet.org</a>	

### UPGRADE #2

EyeNet Magazine	Booth 3671
EyeNet is the Academy's official newsmagazine and the premier source among the ophthalmic trade press of credible information for ophthalmologists. EyeNet delivers a variety of practical clinical information that can be applied immediately in patient care, plus coverage of a broad range of subjects of interest to ophthalmologists, including business and news—all in a concise, highly readable format.	
415-447-0325, <a href="http://www.eyenet.org">www.eyenet.org</a>	

### UPGRADE #3

EyeNet Magazine	Booth 3671
<p>EyeNet is the Academy's official newsmagazine and the premier source among the ophthalmic trade press of credible information for ophthalmologists. EyeNet delivers a variety of practical clinical information that can be applied immediately in patient care, plus coverage of a broad range of subjects of interest to ophthalmologists, including business and news—all in a concise, highly readable format.</p>	
415-447-0325, <a href="http://www.eyenet.org">www.eyenet.org</a>	



## RESERVE YOUR SPACE

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## EyeNet's Exhibitor Guide

### INSERTION ORDER

Due **Aug. 5**

### CONTACT INFORMATION

Company:

Contact Name:

Fax:

Phone:

E-mail:

Billing Address:

Authorized Signature:

Date:

### UPGRADE(S)

- \_\_\_\_\_ BASIC LISTING (Insertion order not required.)
- \_\_\_\_\_ UPGRADE #1: 25-word profile = \$265 (net)
- \_\_\_\_\_ UPGRADE #2: 60-word profile = \$525 (net)
- \_\_\_\_\_ UPGRADE #3: 60-word profile PLUS color image = \$1,050 (net)
- \_\_\_\_\_ UPGRADE #4: 60-word profile PLUS color image on  
Cover 2 = \$1,575 (net)

### RUN-OF-BOOK ADVERTISING

(Includes free Upgrade #3)

- \_\_\_\_\_ FULL PAGE (Color) = \$6,615 (net)
- \_\_\_\_\_ HALF PAGE (Color) = \$3,310 (net)
- \_\_\_\_\_ FULL PAGE (BW) = \$3,675 (net)
- \_\_\_\_\_ HALF PAGE (BW) = \$1,840 (net)

*For cover advertising, please contact M.J. Mrvica Associates (see below).*

### EXHIBITOR'S PROFILE INFORMATION

Profile text must be submitted electronically to EyeNet at [cmorris@aao.org](mailto:cmorris@aao.org) by **Aug. 12**. If profile information is not submitted, data from the Academy's permanent exhibitor file will be used.

Company Name:

Booth Number:

URL:

Main Customer Service Phone:

### MATERIALS CHECKLIST

- \_\_\_\_\_ Profile text (Submit electronically to [cmorris@aao.org](mailto:cmorris@aao.org).)
- \_\_\_\_\_ Profile image (If applicable, see upgrade notes below.)
- \_\_\_\_\_ Copy of insertion order
- \_\_\_\_\_ Run-of-book materials (For mechanical requirements, see the EyeNet Media Kit at [www.aao.org/eyenet/advertise](http://www.aao.org/eyenet/advertise).)

### UPGRADE NOTES

- Copy and images to be supplied by exhibitor.
- If copy exceeds word count limit, EyeNet will edit it accordingly. All copy is subject to the Academy's approval.
- Images must be supplied electronically by e-mail or CD-ROM. Digital images must be supplied at 266 dots-per-inch (dpi) resolution and at least 2 x 3" in any of the following formats: \*.tif, \*.jpg, \*.bmp or \*.eps. Images will run approximately 1.75 x 3" vertically and 3.75 x 1.30" horizontally.

### INSERTION ORDER TO MRVICA

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Kelly Miller: [kmiller@mrvica.com](mailto:kmiller@mrvica.com)

### MATERIALS TO EYENET

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