

Page Unit

Spread (two facing pages)

Full page

 $\frac{1}{2}$ page (horizontal) $\frac{1}{2}$ page (vertical) $\frac{2}{3}$ page (vertical) $\frac{1}{4}$ page**Non-Bleed**

15" x 10"

7" x 10"

7" x 4 $\frac{3}{4}$ "3 $\frac{1}{4}$ " x 10"4 $\frac{1}{2}$ " x 10"3 $\frac{1}{4}$ " x 4 $\frac{3}{4}$ "**Bleed**16 $\frac{1}{2}$ " x 11 $\frac{1}{8}$ "8 $\frac{3}{8}$ " x 11 $\frac{1}{8}$ "8 $\frac{3}{8}$ " x 5 $\frac{1}{2}$ "4 $\frac{1}{4}$ " x 11 $\frac{1}{8}$ "5 $\frac{3}{8}$ " x 11 $\frac{1}{8}$ "

N/A

Trim

EyeNet Trim Size (Page):

8 $\frac{1}{8}$ " x 10 $\frac{7}{8}$ "

EyeNet Trim Size (Spread):

16 $\frac{1}{4}$ " x 10 $\frac{7}{8}$ "

Live Matter:

Bleed sizes include $\frac{1}{8}$ " trim from outside, bottom, top, and gutter. Keep live matter $\frac{1}{2}$ " from trim size of page.**EYENET
ADVERTISING
MATERIALS**

Business Manager
EyeNet Magazine
 655 Beach Street
 San Francisco, CA 94109
 Tel. 415.447.0325
cmorris@aao.org

PRODUCTION SPECIFICATIONS*Paper Stock*

Inside Pages: 50 lb. text

Cover: 70 lb. cover with varnish

DIGITAL AD REQUIREMENTS**High-resolution PDF is the preferred file format.**

These files (PDF/X-1a:2001) should be created using Adobe Acrobat Distiller 4.05 (or greater) or exported from Quark XPress or InDesign using the PDF/X-1a:2001 setting. All graphics and fonts must be embedded. Spot colors and RGB color should be converted to CMYK before creating the PDF. All trim and registration marks must appear outside the bleed area ($\frac{1}{8}$ inch from trim). Scanned images must be saved as high resolution (at least 266 dpi) in TIFF or EPS format.

TIFF and EPS files created with Illustrator or Photoshop are also acceptable. Supply both printer and screen fonts, including fonts embedded in art files. If submitting an InDesign document (CS4 or greater), you must supply all fonts and art files. Line art should be scanned at 600 dpi. Images (TIFF or EPS) should be at least 266 dpi and saved in CMYK mode.

Send the following:

- Ad file (high-resolution PDF or native files).
- Any supporting graphics that are incorporated in the ad (e.g., logo file, images).
- Screen and printer fonts. Fonts must still be included even if the ad is saved as an EPS file.

BINDING*Perfect Bound***FTP INSTRUCTIONS**

Ads can also be submitted via FTP. Materials should be placed within a folder titled with the company name and issue date.

E-mail *EyeNet* at cmorris@aao.org when the ad is uploaded.

Server Address: [ftp.aao.org](ftp:aao.org)

Username: enm

Password: provided by cmorris@aao.org**REPRODUCTION REQUIREMENTS**

In order to ensure reproduction accuracy, color ads must be accompanied by a proof prepared according to SWOP standards. If a SWOP-certified proof is not supplied, the publisher cannot assume responsibility for correct reproduction of color.

The Academy is not responsible for and reserves the right to reject materials that do not comply with mechanical requirements.

INSERT REQUIREMENTS

Average run is 22,000. Contact M.J. Mrvica Associates for further details.