



## Cover Tips

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 showcase your brand front and center on *EyeNet*'s newly designed cover.

### PRODUCTION SPECS

Ship preprinted tips or a hi-res, press-ready PDF for printing (see additional cost for printing below).

**Count:** 25,500 (full run of magazine)  
**Trim:** 8 1/8 x 5 1/8"  
**Stock:** 70lb #3 Gloss or similar

#### Send preprinted cover tips to:

Dartmouth Printing Company  
 Attn: Lisa George  
 69 Lyme Road  
 Hanover, NH 03755

Also include information about the piece and on what issue it will appear (i.e., "*EyeNet* July 2016 cover tip").

**Email hi-res, press-ready pdf to** [cmorris@aao.org](mailto:cmorris@aao.org).

### RATE

**Preprinted cover tips:** \$18,000  
**Additional cost for *EyeNet* to print:** \$2,760

### DEADLINES

	PDF	Preprinted
March 2016	2/5	2/10
April 2016	3/4	3/9
May 2016	4/1	4/6
June 2016	5/6	5/11
July 2016	6/3	6/8
August 2016	7/8	7/13
September 2016	8/5	8/10
October 2016	9/9	9/14
November 2016	9/30	10/5
December 2016	11/4	11/9
January 2017	12/2	12/7
February 2017	1/6	1/11



### RESERVE YOUR SPACE

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