



AMERICAN ACADEMY
OF OPHTHALMOLOGY

Protecting Sight. Empowering Lives.™

Academy News

AAO 2016 will be held Oct. 15-18, with Subspecialty Day Oct. 14-15. The Academy's convention tabloid, *EyeNet's Academy News*, will be distributed onsite on Friday, Oct. 14, and Sunday, Oct. 16. The Friday edition features guaranteed distribution of 11,000 to meeting attendees via a hotel door drop. Both editions will contain the information attendees need to stay on top of meeting news and events. **Fresh new design coming for 2016!**

GUARANTEED DISTRIBUTION

Hotel Door Drop: 14,000 recipients

Now Available: Cover advertising

RATES

Rates are for a combined run in both editions.

	B/W	4/C
Full page	\$7,030	\$8,815
Junior page	\$5,715	\$7,535
1/2 page	\$4,495	\$6,280
1/3 page	\$2,855	\$4,645
1/4 page	\$2,725	\$4,515

Agency commission: 15%

PREMIUMS

Back cover: 50% over b/w rate

Inside front cover: 35% over b/w rate cover: \$15,000

DEADLINES

Ad close: Aug. 12

Materials close: Aug. 18

COVER ADVERTISING AND INSERTS

Materials close: Aug. 18

Contact M.J. Mrvica Associates for more details.

CANCELLATION POLICY

No cancellations accepted after August 15, 2016.

ADVERTISING ACCEPTANCE AND COPY RESTRICTIONS

Subject to approval by the Academy. Advertisers must be official exhibitors.

NEW PRODUCT TO PROMOTE?

Showcase your new products in *EyeNet's Guide to Academy Exhibitors*, distributed to all registrants on site. Choose from a variety of affordable marketing options, including listing upgrades with product shots, run-of-book advertising, and cover advertising.

Receive a 10 percent discount on any *Guide to Academy Exhibitors* selection with the purchase of an *Academy News* ad.



RESERVE YOUR SPACE

Kelly Miller . Mark Mrvica

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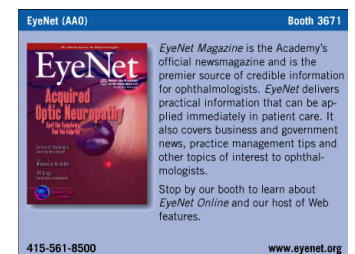
M.J. Mrvica Associates

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Berlin, New Jersey 08009

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EyeNet®
MAGAZINE



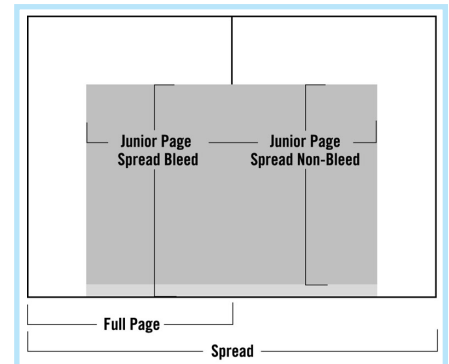
ACADEMY NEWS AD SPECIFICATIONS

NON-BLEED

Spread	20 1/2 x 13 3/4"
Full Page	9 3/4 x 13 1/2"
Junior Spread	15 9/16 x 10"
Junior Page	7 3/8 x 10"
1/2 Horizontal	9 7/8 x 6 5/8"
1/2 Vertical	4 3/4 x 13 5/8"
1/3 Vertical	4 7/8 x 10"
1/4 Vertical	4 7/8 x 6 3/4"
1/4 Horizontal	7 1/4 x 5 1/2"

BLEED

Spread	22 1/4 x 15 1/4"
Full Page	11 3/8 x 15 1/4"
Junior Spread	15 9/16 x 11"
Junior Page	8 1/8 x 10 7/8"
1/2 Horizontal	11 3/8 x 7 3/4"
1/2 Vertical	6 x 15 1/4"
1/3 Vertical	5 5/8 x 11"
1/4 Vertical	n.a.
1/4 Horizontal	n.a.



MECHANICAL REQUIREMENTS

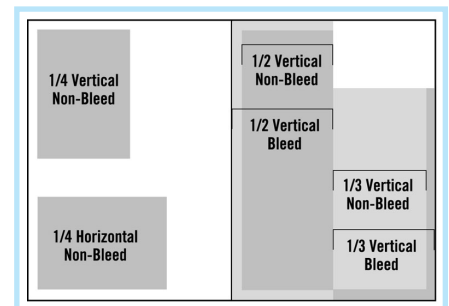
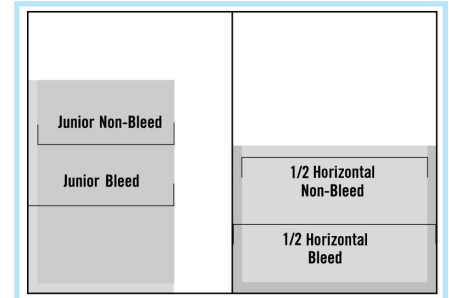
TRIM SIZE

- 10 7/8 x 14 3/4"
- Bleed sizes include 1/4" trim from outside, bottom, top, and gutter.
- Keep live matter 1/2" from trim size of page.

DIGITAL 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 (1/8 inch from trim). Scanned images must be saved as high resolution (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.



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 reserves the right to reject materials that do not comply with mechanical requirements.

SEND MATERIALS TO

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