

# Guide to Academy Exhibitors

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## DISTRIBUTION

Distributed at AAO 2015 in all registrant bags, plus a bonus distribution on the convention hall floor.

## RATES

**BASIC LISTINGS:** Free of charge to all AAO 2015 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:** August 28      **MATERIALS CLOSE:** September 4



**NOW AVAILABLE:  
COVER  
ADVERTISING**

**DEADLINES**

**DIGITAL MATERIALS:**  
October 7

**PREPRINTED MATERIALS:**  
October 9

## BASIC LISTING

EyeNet Magazine

Booth 3671

415-447-0325, [www.eyenet.org](http://www.eyenet.org)

## 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, [www.eyenet.org](http://www.eyenet.org)

## 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, [www.eyenet.org](http://www.eyenet.org)

## UPGRADE #3

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, [www.eyenet.org](http://www.eyenet.org)



## RESERVE YOUR SPACE

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**M.J. Mrvica Associates**

2 West Taunton Avenue

Berlin, New Jersey 08009

Phone: 856-768-9360

Fax: 856-753-0064

# Guide to Academy Exhibitors

## INSERTION ORDER

**Due August 28**

Fax to 856-753-0064

### 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 **September 4**.*

*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/publications/eyenet/ad.cfm](http://www.aao.org/publications/eyenet/ad.cfm).)

### 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

M.J. Mrvica Associates  
Phone: 856-768-9360  
Fax: 856-753-0064  
Mark Mrvica: [markmrvica@mrvica.com](mailto:markmrvica@mrvica.com)  
Kelly Miller: [kmiller@mrvica.com](mailto:kmiller@mrvica.com)

### MATERIALS TO EYENET

Attn: Exhibitor Guide  
Catherine Morris  
EyeNet Magazine  
655 Beach Street  
San Francisco, CA 94109  
E-mail: [cmorris@aao.org](mailto:cmorris@aao.org)