

Black-and-White Rates

Frequency	Full Page	2/3 Page	1/2 Page	1/4 Page
1x	\$2,893	\$2,401	\$1,880	\$1,157
3x	\$2,835	\$2,353	\$1,843	\$1,134
6x	\$2,748	\$2,281	\$1,786	\$1,099
12x	\$2,690	\$2,233	\$1,749	\$1,076
18x	\$2,603	\$2,161	\$1,692	\$1,041
24x	\$2,574	\$2,137	\$1,673	\$1,030
36x	\$2,517	\$2,089	\$1,636	\$1,007

Color Rates

Frequency	Full Page	2/3 Page	1/2 Page	1/4 Page
1x	\$5,060	\$4,554	\$4,048	\$3,289
3x	\$4,959	\$4,463	\$3,967	\$3,224
6x	\$4,807	\$4,327	\$3,846	\$3,125
12x	\$4,706	\$4,236	\$3,765	\$3,059
18x	\$4,554	\$4,099	\$3,644	\$2,960
24x	\$4,504	\$4,053	\$3,603	\$2,927
36x	\$4,403	\$3,962	\$3,522	\$2,862

PREMIUM POSITIONS AND INSERTS**COVER AND OTHER SPECIAL RATES****COVER 2:** 35% over earned black-and-white rate.**COVER 3:** 20% over earned black-and-white rate.**COVER 4:** 50% over earned black-and-white rate.**TABLE OF CONTENTS:** 15% over earned black-and-white rate.**OPPOSITE EDITORIAL BOARD:** 10% over earned black-and-white rate.**INSERTS****2-PAGE INSERT:** Two times earned black-and-white rate, plus \$1,250 noncommissionable tip-in charge.**4-PAGE INSERT:** Four times earned black-and-white rate, plus \$1,250 noncommissionable tip-in charge.**OTHER ITEMS:** Consult advertising representative at M.J. Mrvica Associates.**ADVERTISING INCENTIVES****ADVERTISING CONTINUITY PROGRAM:** Advertise in three issues and earn a free ad of equal size in the third issue.**CUSTOM ADVERTISING PACKAGE:** Contact M.J. Mrvica Associates for details.

COMING SOON!
New Website
New Ad Opps

AGENCY INFORMATION**AGENCY COMMISSION:** 15% allowed to agencies of record, with billing to the agency. In-house agencies are acceptable.**AGENCY RESPONSIBILITY:** Payment for all advertising ordered and published.**EARNED RATES:** Earned rates are based on the total number of insertions (full or fractional pages) placed within a 12-month period.*Space purchased by a parent company and its subsidiaries is combined.***EYENET'S ADVERTISING SALES FIRM**

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EYENET WEBSITE ADVERTISING

The home page provides high visibility for your advertising message and links potential customers to your website.

RATES

- A Leaderboard:** \$3,500 net
- B Skyscraper:** \$3,000 net
- C Button:** \$800 net
- D Banner:** \$2,860 net

EYENET E-NEWSLETTER

EyeNet's monthly e-mail blast provides all members with on-the-go highlights of EyeNet content.

- E Wide skyscraper plus**
- F bottom banner:** \$2,750 per issue

