

**Black and White Rates**

| Frequency | Full Page | 1/2 Page | 1/4 Page |
|-----------|-----------|----------|----------|
| 1x        | \$2,450   | \$1,600  | \$995    |
| 5x        | \$2,350   | \$1,521  | \$973    |
| 10x       | \$2,227   | \$1,472  | \$918    |
| 20x       | \$2,165   | \$1,437  | \$896    |
| 30x       | \$1,941   | \$1,360  | \$884    |
| 40x       | \$1,931   | \$1,331  | \$851    |
| 60x       | \$1,919   | \$1,309  | \$828    |

**Color Rates**

| Frequency | Full Page | 1/2 Page | 1/4 Page |
|-----------|-----------|----------|----------|
| 1x        | \$4,203   | \$3,331  | \$2,683  |
| 5x        | \$4,112   | \$3,260  | \$2,663  |
| 10x       | \$4,000   | \$3,215  | \$2,612  |
| 20x       | \$3,944   | \$3,184  | \$2,592  |
| 30x       | \$3,741   | \$3,113  | \$2,582  |
| 40x       | \$3,731   | \$3,088  | \$2,551  |
| 60x       | \$3,721   | \$3,068  | \$2,531  |

**Two-color rate:** \$715    **Matched color:** \$830    **Bleed:** No Charge

**Classified Advertising**

\$2.25 per word. \$100 minimum.  
Not agency commissionable.

**Cover and Preferred Position 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:** 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.
- Inserts will not be allowed in the October issue.*

**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.*

**Advertising Incentives**

- 2009 RATE PROTECTION:** Receive rate protection at 2008 rates when you submit your signed reservation agreement with a minimum of three 2009 advertisement placements with one running in the January, February or March 2009 issue before February 1, 2009. Rate protection only applies to advertisements placed in the monthly issues of *EyeNet*.
- ANNUAL MEETING ADVERTISING DISCOUNT:** Advertise the same product in the Annual Meeting issue of *EyeNet* (October) and *Academy News* and you will receive 10 percent off your *Academy News* advertisement.



**EYENET'S ADVERTISING SALES FIRM**

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