

**Black and White Rates**

Frequency	Full Page	2/3 Page	1/2 Page	1/4 Page
1x	\$2,835	\$2,343	\$1,852	\$1,151
3x	\$2,720	\$2,240	\$1,760	\$1,126
6x	\$2,578	\$2,141	\$1,705	\$1,063
12x	\$2,506	\$2,085	\$1,663	\$1,037
18x	\$2,247	\$1,911	\$1,575	\$1,023
24x	\$2,235	\$1,888	\$1,541	\$985
36x	\$2,222	\$1,868	\$1,515	\$958

**Color Rates**

Frequency	Full Page	2/3 Page	1/2 Page	1/4 Page
1x	\$4,413	\$3,955	\$3,497	\$2,817
3x	\$4,317	\$3,870	\$3,423	\$2,796
6x	\$4,200	\$3,787	\$3,375	\$2,742
12x	\$4,141	\$3,742	\$3,343	\$2,721
18x	\$3,928	\$3,598	\$3,268	\$2,711
24x	\$3,917	\$3,580	\$3,242	\$2,678
36x	\$3,907	\$3,564	\$3,221	\$2,657



**PRODUCTS & SERVICES ADVERTISING**

FREQUENCY	RATE
3x	\$600
6x	\$570
12x	\$540

**SPECS:**  
3¼" wide x 2¼" high  
Same requirements as display advertising.

**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.*



**PREFERRED POSITIONS AND INSERTS**

**Cover and TOC 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 November issue.*

**ADVERTISING INCENTIVES**

**2011 RATE PROTECTION:** Receive rate protection at 2011 rates when you submit your signed reservation agreement with a minimum of three 2012 advertisement placements with one running in the January, February or March 2012 issue before February 1, 2012. Rate protection only applies to advertisements placed in the monthly issues of *EyeNet*.

**ADVERTISING CONTINUITY PROGRAM:** Advertise in three issues and earn a free ad of equal size in the third issue.

**ANNUAL MEETING ADVERTISING DISCOUNT:** Advertise the same product in the Annual Meeting issue of *EyeNet* (November) and *Academy News* and you will receive 10 percent off your *Academy News* advertisement.

**EYENET CORPORATE DISCOUNT:** Contact M.J. Mrvica Associates for more details.

**CUSTOM ADVERTISING PACKAGE:** Contact M.J. Mrvica Associates for more details.

**EYENET'S ADVERTISING SALES FIRM**

M.J. Mrvica Associates, Inc.  
2 West Taunton Avenue  
Berlin, NJ 08009  
Tel. 856.768.9360  
Fax. 856.753.0064

**KELLY MILLER**  
kmiller@mrvica.com

**MARK MRVICA**  
markmrvica@mrvica.com