



## AAO 2021 News

AAO 2021 will be held in New Orleans from Nov. 12-15, with Subspecialty Day Nov. 12-13. The Academy's convention tabloid, *AAO 2021 News*, has two editions, both containing information attendees need to stay on top of meeting news and events.

The first edition will be distributed onsite Friday, Nov. 12, and Saturday, Nov. 13, with a **bonus distribution** of 11,000 to meeting attendees via a hotel door drop.

The second edition will be distributed onsite Sunday, Nov. 14, and Monday, Nov. 15.

**RATES** Rates are for a combined run in both editions.

	B/W	4/C
<b>Full page</b>	\$8,145	\$10,210
<b>Junior page</b>	\$6,615	\$8,715
<b>1/2 page</b>	\$5,210	\$7,275
<b>1/3 page</b>	\$3,310	\$5,380
<b>1/4 page</b>	\$3,150	\$5,230

**PREMIUMS** **Back cover:** 50% over b/w rate  
**Inside front cover:** 35% over b/w rate  
**Cover:** \$15,000

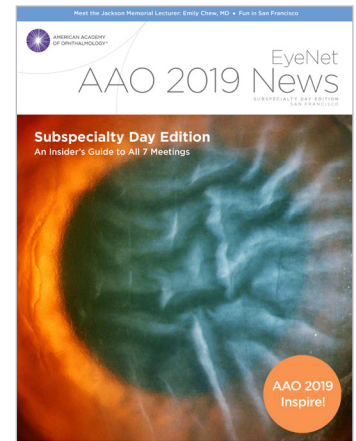
**DEADLINES** **Ad close:** September 8  
**Materials close:** September 10

**COVER ADVERTISING AND INSERTS**  
**Materials close:** September 14

### ADVERTISING ACCEPTANCE AND COPY RESTRICTIONS

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

**DID YOU KNOW?** Advertising in any *EyeNet* publication this year can earn your company points toward its exhibit booth space location during AAO 2022 in Chicago. Learn more at [aao.org/annual-meeting/exhibitor/priority-points](http://aao.org/annual-meeting/exhibitor/priority-points).



### RESERVE YOUR SPACE

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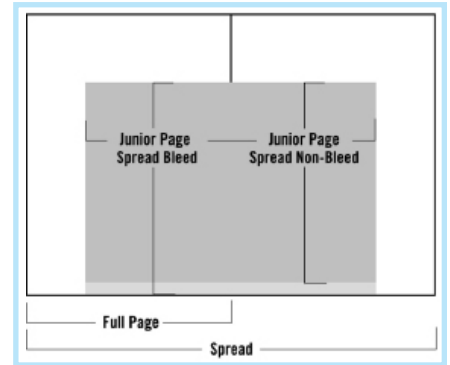
**AD SPECIFICATIONS**

**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**

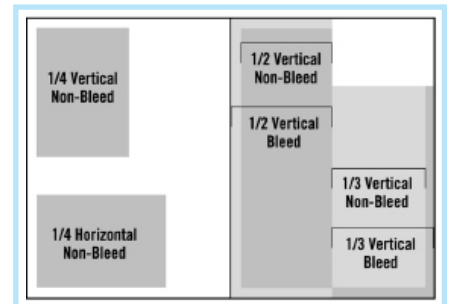
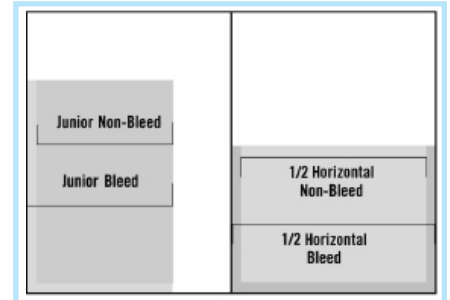
**TRIM SIZE**

- 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.*

**EMAIL MATERIALS TO**

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*EyeNet Magazine*  
Art Director/Program Manager