



Partner with the Academy to increase your organization’s visibility in the ophthalmic community.

## ACADEMY MAILING LISTS

The American Academy of Ophthalmology is the world’s largest association of eye physicians and surgeons. With a membership of more than 32,000, the Academy offers the most extensive database in ophthalmology.

Renting the Academy’s mailing list is an effective direct marketing tool you can use to promote products and services, increase your organization’s visibility and engage ophthalmologists in the U.S. and abroad.

The Academy’s mailing list does not contain members who have opted out of receiving unsolicited mail from third-party organizations and companies.

### 2020 MEMBERS

TARGET GROUP	USA	CANADA	INTL*	TOTAL
<b>Practicing Ophthalmologists</b>	15,617	557	5,022	21,196
<b>Ophthalmologists In-Training</b>	1,529	175	394	2,098
<b>Retired Ophthalmologists</b>	3,929	120	648	4,697
<b>Practice Management Staff (AAOE Members)**</b>	2,284	4	10	2,298
<b>Total***</b>	23,359	856	6,074	30,289

\* Counts do not include Canada

\*\* Non-physician employees of medical facilities, government agencies and educational institutions.

\*\*\* Count as of 5/14/2020

The mailing list consists of names and physical addresses. You may rent the complete list or segmented versions (by target audience or geographic location). To protect the privacy of our members, email addresses and phone numbers are not available for rental. Labels are rented on a per-mailing basis, and their release is governed by Academy guidelines.

## FREQUENTLY ASKED QUESTIONS

**Q: What audience segments are included in the Academy mailing list?**

A: The Academy’s mailing list comprises of all members who have opted into receiving communications from third-party organizations and companies. 30,289 records are available based on May 2020 membership data. The list includes practicing ophthalmologists, retired ophthalmologists, members in training as well as practice administrators/AAOE members.

**Q: What is a mailing piece?**

A: A mailing piece is the advertisement that you are sending out. Your mailing piece will be approved according to the policies governing the rental of Academy mailing lists.

**Q: Are your lists certified?**

A: No, our lists are rented as-is and are not certified and are not National Change of Address (NCOA) compliant. However, you are receiving the same exact list used by the Academy for daily correspondence. Data is regularly updated.

**Q: How will I find out if my mailing piece is approved?**

A: If your mailing piece is approved, your order is processed automatically. If there is a problem with your order, we will contact you directly.

**Q: How will you ship my order?**

A: By default, all orders are shipped via FedEx regular shipping or 2-Day if regular is not available in your area. You may select an alternate method on the order form.

**Q: How soon after ordering will I receive the list?**

A: All orders are processed within 3–4 weeks. A rush may be placed on your order, for an additional fee of \$50. All rush orders are processed within 7 business days.

**Q: I have a mailing house that will do my mailing. Will I still need to sign the Confidentiality Agreement for Mail List (Licensee) form?**

A: Yes. If a mailing house will be doing your mailing, then the Academy will require them to sign our mailing house confidentiality agreement form. This form is NOT included in this information packet. We will contact your mailing house and send the appropriate agreement form to them to complete. No list will be released until all forms are completed, signed and returned.

**Q: How do I rent the list?**

A: Make your request by completing both the List Rental Agreement and the order form. An exact copy of the item to be mailed (e.g., brochure, flyer, pamphlet) must accompany your request for approval. All requests will be reviewed to ensure they meet Academy guidelines. Questions about the Academy’s mailing list rental should be directed to [member\\_services@aao.org](mailto:member_services@aao.org).



## POLICIES GOVERNING THE RENTAL OF ACADEMY MAILING LIST

### TERMS OF USE

- Academy mailing lists are available only for the communications germane to the scientific or practical aspects of medicine.
- Academy mailing lists will not be made available for any communication on drugs, medical equipment or devices involving the offer of a rebate, discount or other remuneration, which in the sole discretion of the Academy, may be illegal or unethical.
- Academy mailing lists will not be made available for any fundraising or survey mailing purposes.
- Academy mailing lists will not be made available for any communications that would tend to mislead, misinform or deceive.
- Mailings are subject to advance approval by the Academy.
- Rental of the Academy's mailing list does not imply Academy endorsement. No implication of endorsement, approval, co-sponsorship or cooperation will be made in any mailings.
- Academy mailing lists may not be used to create or update any database. The mailing list is the property of the Academy and may not be duplicated.
- Each set of Academy labels or mailing lists may be used only once and only for the purpose approved by the Academy.

### CANCELLATION POLICY

No cancellations or refunds after the list has been mailed.

### TO ORDER

Return your completed order form, agreement page and final mailing piece by one of the following methods to:

**Mail:** American Academy of Ophthalmology, PO Box 7424, San Francisco, CA 94120-7424

**Fax:** +1 415.561.8575, Attn: Member Services

**Email:** member\_services@aaio.org; Subject line: Academy Mailing List Rental Request

Following approval of your mailing piece by the Academy, the Academy will send you one set of labels, or if requested, a CD containing the mailing list will be shipped to your 3rd party mailing house. The Academy requires that your mailing house sign a copy of the Academy's Confidentiality Agreement for Mailing List (mailing house) form, which we will send to them after we receive your complete order and are ready to process it. Your mailing house will be bound by the Confidentiality Agreement for Mailing List (mailing house) that will be sent with the CD.

## PRICING

	MEMBER*	NON-MEMBER
<b>Setup/Admin Fee</b>	\$90 Flat	\$160 Flat

	MEMBER*	NON-MEMBER
<b>Base Rate</b>	\$175/M	\$500/M

### Demographic Selection

Demographic selection dependent on number of requested segmentations. Lists can be segmented with the following selections: Specialty, age, practice type, education, state/province, zip/postal code or country.

	MEMBER*	NON-MEMBER
<b>1 Selection</b>	\$25/M	\$45/M
<b>2 Selections</b>	\$50/M	\$90/M
<b>3 Selections</b>	\$65/M	\$125/M
<b>4 Selections</b>	\$75/M	\$155/M
<b>5 or more Selections</b>	\$80/M	\$175/M

Minimum (M) = 1,000 records (rounded up)

\*Academy member ID is required to validate membership currency

### Sample quote (member)

List of all U.S. practicing ophthalmologist records (15,617) would cost \$2,905

Breakdown:

**Setup fee** = \$90

**Base Fee** = 16,000 records (15,617 rounded up)  
at \$175/M = \$2,800

**S&H Regular** = \$15

**Total** = \$2,905

### Sample quote (non-member)

List of all U.S. practicing ophthalmologist records (15,617) would cost \$8,175

Breakdown:

**Setup fee** = \$160

**Base Fee** = 16,000 records (15,617 rounded up)  
at \$500/M = \$8,000

**S&H Regular** = \$15

**Total** = \$8,175



CONFIDENTIALITY AGREEMENT FOR MAILING LISTS (LICENSEE)

This Confidentiality Agreement is made and effective as of \_\_\_\_\_, by and between AMERICAN ACADEMY OF OPHTHALMOLOGY, INC., a Minnesota nonprofit corporation ("the Academy"), and \_\_\_\_\_ ("Licensee"). The parties hereby agree as follows:

- 1. The Academy Lists. The Academy has compiled and owns all rights in and to certain mailing lists of its members, containing names and postal addresses segmented by zip codes or reasonably selected member characteristics (the "Academy Lists").
2. Use by Licensee. Licensee is in the business of \_\_\_\_\_, and in connection with providing such services, The Academy grants Licensee a limited license to use all or a portion of the Academy Lists, provided that:
3. Confidentiality. Licensee acknowledges that the Academy Lists are and will remain the sole property of the Academy and that the Academy Lists are a trade secret of the Academy.
4. Shipping and Handling. Licensee agrees that it will be responsible for the following fees for FedEx delivery of the Academy Lists:
5. Cancellation Policy. No cancellations after the list has been mailed.
6. General Provisions. This Agreement constitutes the sole understanding of the parties about its subject matter and may not be amended or modified except in writing signed by both parties.
7. Penalties. The penalty for a first-time violation of this Agreement is \$500. A second violation will result in immediate termination of the Agreement and loss of access to the Academy Lists.

American Academy of Ophthalmology, Inc. Licensee:
Signature: Signature:
Name: Name:
Title: Title:
Date: Date:



MAILING LIST ORDER FORM

To rent a mailing list, complete this form along with the Confidentiality Agreement for Mailing Lists (Licensee) and return it to us with the intended piece. Once your mailing piece has been approved, your list will be produced according to your specifications and shipped within 3-4 weeks (7 business days if you choose to rush your order for an additional charge of \$50).

TARGET GROUP:

- Practicing Ophthalmologists: Academy members Non-members
Ophthalmologists in Training: Academy members Non-members
Retired Ophthalmologists: All are Academy members
Practice Management Staff: USA Members only

TARGET SUBSPECIALTY:

(To include all subspecialties, leave all boxes unchecked)

- Cataract/Anterior Segment (CA)
Comprehensive Ophthalmology (CO)
Cornea/External Disease (CE)
Glaucoma (GL)
Neuro-Ophthalmology (NO)
Pediatric Ophthalmology & Strabismus (PE)
Oculofacial Plastics (PL)
Refractive Surgery (RK)
Retina - medical only (MR)
Retina/Vitreous - medical & surgery (RV)
Uveitis/Immunology (UV)

CONTACT INFORMATION:

Organization/Company
First Name Last Name
Street Address
City State Zip
Country Email Address
Telephone: Area Code/Number Fax: Area Code/Number
Account Type: Academy Member Non-member
Academy Member Number (Required for Academy Member pricing)

BILL TO:

Organization/Company
First Name Last Name
Street Address
City State Zip
Country Email Address
Telephone: Area Code/Number Fax: Area Code/Number

SHIP TO:

Check here if billing and shipping information is the same (For CD orders, a 3rd party mailing house required)

Organization/Company
First Name Last Name
Street Address
City State Zip
Country Email Address
Telephone: Area Code/Number Fax: Area Code/Number

TYPE OF LABEL:

- Printed Labels
CD (A 3rd party mailing house is required for this option)

Additional Information:

SHIPPING & HANDLING:

- FedEx Regular (default) FedEx 2-Day FedEx Overnight
We will use our own account number

FedEx Account Number

RUSH: Rush orders are processed in 7 business days. (an additional \$50 fee will apply).

FULL PAYMENT REQUIRED PRIOR TO SHIPPING:

Visa MC Amex Discover Check # PO#
Credit Card # Expiration Date
Billing Address
Name (if different)
Signature

Please return all completed required documents to: American Academy of Ophthalmology - Member Services

PO Box 7424
San Francisco, CA 94120-7424
Tel: (415) 561-8581
Fax: (415) 561-8575
Email: member\_services@aao.org

FOR OFFICIAL USE ONLY - DO NOT WRITE IN THIS AREA
Order #: ID #:
Quote: Count: