



EyeNet's Exhibitor Guide

NEW PRODUCT TO PROMOTE? Showcase your new products in the *Exhibitor Guide*. Choose from a variety of affordable marketing options, including listing upgrades with product shots, run-of-book advertising, and cover advertising.

DISTRIBUTION Distributed at AAO 2018 in all registrant bags, plus a bonus distribution on the convention hall floor.

RATES

BASIC LISTINGS:	Free of charge to all AAO 2018 exhibitors
UPGRADE #1:	\$295 (net), 25-word profile
UPGRADE #2:	\$578 (net), 60-word profile
UPGRADE #3:	\$1,155 (net), 60-word profile plus color image
UPGRADE #4:	\$1,735 (net), 60-word profile plus color image on Cover 2

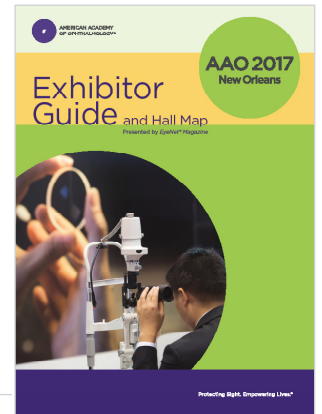
RUN-OF-BOOK ADS

COLOR RATES:	\$6,950 (net), full page; \$3,475 (net), half page.
BW RATES:	\$3,860 (net), full page; \$1,930 (net), half page.

Run-of-book advertising includes free Upgrade #3.

DEADLINES AD CLOSE: **Aug. 6** MATERIALS CLOSE: **Aug. 13**

NOW AVAILABLE: COVER ADVERTISING! **DEADLINES** Digital Materials: **Sept. 13**
Preprinted Materials: **Sept. 17**



BASIC LISTING

EyeNet Magazine Booth 3671

415-447-0325, aao.org/eyenet

UPGRADE #1

EyeNet Magazine Booth 3671

EyeNet Magazine is the Academy's official newsmagazine. It is the premier source among the ophthalmic trade press of credible information for ophthalmologists and their practices.

415-447-0325, aao.org/eyenet

UPGRADE #2

EyeNet Magazine Booth 3671

EyeNet is the Academy's official newsmagazine and the premier source among the ophthalmic trade press of credible information for ophthalmologists. *EyeNet* delivers a variety of practical clinical information that can be applied immediately in patient care, plus coverage of a broad range of subjects of interest to ophthalmologists, including business and news—all in a concise, highly readable format.

415-447-0325, aao.org/eyenet

UPGRADE #3

EyeNet Magazine Booth 3671

EyeNet is the Academy's official newsmagazine and the premier source among the ophthalmic trade press of credible information for ophthalmologists. *EyeNet* delivers a variety of practical clinical information that can be applied immediately in patient care, plus coverage of a broad range of subjects of interest to ophthalmologists, including business and news—all in a concise, highly readable format.

415-447-0325, aao.org/eyenet



RESERVE YOUR SPACE

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Fax: 856-753-0064



EyeNet's Exhibitor Guide

INSERTION ORDER

Due **Aug. 6**

CONTACT INFORMATION

Company:

Contact Name:

Fax:

Phone:

E-mail:

Billing Address:

Authorized Signature:

Date:

UPGRADE(S)

- ☐ BASIC LISTING (Insertion order not required.)
- ☐ UPGRADE #1: 25-word profile = \$295 (net)
- ☐ UPGRADE #2: 60-word profile = \$578 (net)
- ☐ UPGRADE #3: 60-word profile PLUS color image = \$1,155 (net)
- ☐ UPGRADE #4: 60-word profile PLUS color image on
Cover 2 = \$1,735 (net)

RUN-OF-BOOK ADVERTISING

(Includes free Upgrade #3)

- ☐ FULL PAGE (Color) = \$6,950 (net)
- ☐ HALF PAGE (Color) = \$3,475 (net)
- ☐ FULL PAGE (BW) = \$3,860 (net)
- ☐ HALF PAGE (BW) = \$1,930 (net)

For cover advertising, please contact M.J. Mrvica Associates (see below).

EXHIBITOR'S PROFILE INFORMATION

Profile text must be submitted electronically to EyeNet at kthomas@aao.org by **Aug. 13**. If profile information is not submitted, data from the Academy's permanent exhibitor file will be used.

Company Name:

Booth Number:

URL:

Main Customer Service Phone:

MATERIALS CHECKLIST

- ☐ Profile text (Submit electronically to cmorris@aao.org.)
- ☐ Profile image (If applicable, see upgrade notes below.)
- ☐ Copy of insertion order
- ☐ Run-of-book materials (For mechanical requirements, see the EyeNet Media Kit at aao.org/eyenet/advertise.)

UPGRADE NOTES

- Copy and images to be supplied by exhibitor.
- If copy exceeds word count limit, EyeNet will edit it accordingly. All copy is subject to the Academy's approval.
- Images must be supplied electronically by e-mail or CD-ROM. Digital images must be supplied at 266 dots-per-inch (dpi) resolution and at least 2 x 3" in any of the following formats: *.tif, *.jpg, *.bmp or *.eps. Images will run approximately 1.75 x 3" vertically and 3.75 x 1.30" horizontally.

INSERTION ORDER TO MRVICA

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MATERIALS TO EYENET

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