



AAO 2017 News (formerly Academy News)

AAO 2017 will be held Nov. 11-14, with Subspecialty Day Nov. 10-11. The Academy's convention tabloid, *AAO 2017 News*, will be distributed onsite on Friday, Nov. 10, and Sunday, Nov. 12. The Friday edition features a bonus distribution of 11,000 to meeting attendees via a hotel door drop. Both editions will contain the information attendees need to stay on top of meeting news and events.

RATES

Rates are for a combined run in both editions.

	B/W	4/C
Full page	\$7,385	\$9,255
Junior page	\$6,000	\$7,910
1/2 page	\$4,720	\$6,594
1/3 page	\$3,000	\$4,880
1/4 page	\$2,860	\$4,740

Agency commission: 15%

PREMIUMS

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

DEADLINES

Ad close: TBD
Materials close: TBD

COVER ADVERTISING AND INSERTS

Materials close: TBD

CANCELLATION POLICY

No cancellations accepted after September 15, 2017.

ADVERTISING ACCEPTANCE AND COPY RESTRICTIONS

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

NEW PRODUCT TO PROMOTE?

Showcase your new products in *EyeNet's Exhibitor Guide*, distributed to all registrants onsite. Choose from a variety of affordable marketing options, including listing upgrades with product shots, run-of-book advertising, and cover advertising.



RESERVE YOUR SPACE

Kelly Miller • Mark Mrvica
mjmrsvica@mrsvica.com

M.J. Mrvica Associates
2 West Taunton Avenue
Berlin, New Jersey 08009
Phone: 856-768-9360
Fax: 856-753-0064



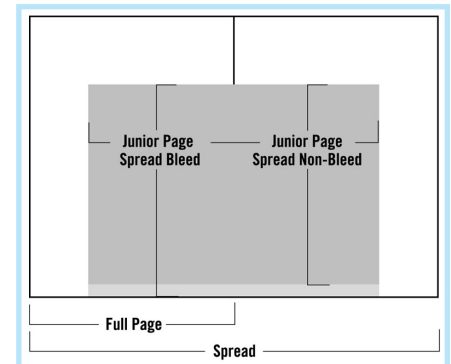
AD SPECIFICATIONS

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

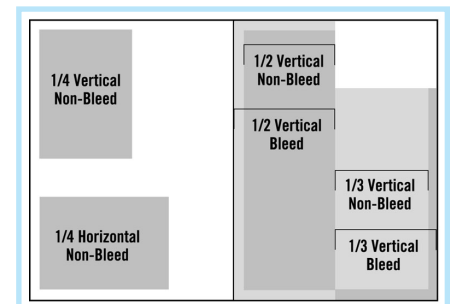
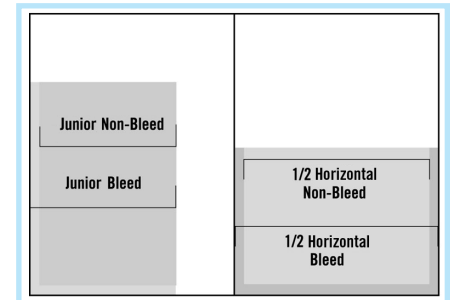
TRIM SIZE

- 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.

SEND MATERIALS TO

Catherine Morris
EyeNet Magazine
655 Beach Street
San Francisco, CA 94109
Phone: 415-447-0325
Fax: 415-561-8575
cmorris@aao.org