

AMERICAN ACADEMY
OF OPHTHALMOLOGY®

EyeNet[®]

MAGAZINE

2020
Media
Kit



Protecting Sight. Empowering Lives.®

EyeNet[®]

MAGAZINE



EyeNet is the Academy's official newsmagazine and the premier source among the ophthalmic trade press of credible information for ophthalmologists. *EyeNet* delivers 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.



Organization Affiliation

EyeNet is a member benefit for American Academy of Ophthalmology (AAO) Members and Members in Training worldwide.

It also is a benefit for American Academy of Ophthalmic Executives (AAOE) Members.

AAO membership includes 93% of practicing U.S. ophthalmologists and 99% of ophthalmologists completing a residency or fellowship training program.

AAOE membership includes approximately 6,000 office administrators, managers, physicians in training, and physicians.

Issuance **FREQUENCY:** 12 times a year

ISSUE DATE: First of the month

MAILING DATE & CLASS: 25th of the preceding month, second class

AVERAGE CIRCULATION: 23,500 (see page 10 for details)

Advertising

ACCEPTANCE AND COPY RESTRICTIONS: Subject to approval by the Academy

PLACEMENT POLICY: Interspersed

INVEST WHERE IT COUNTS

EyeNet = Value

When the question is: “How does our brand maximize return on investment?” keep in mind these top four reasons to make *EyeNet* the cornerstone of your marketing campaign.

1. WIDEN YOUR REACH. *EyeNet's* CPM makes it the best value among competing publications such as *EyeWorld*, *Ocular Surgery News*, *Ophthalmology Management*, and *Ophthalmology Times*.

Publication	Frequency	Affiliation	Circulation*	1x Page 4/C Gross*	CPM
EyeNet	12x	AAO	23,500 paid	\$5,919	\$252
<i>Ophthalmology Times</i> Island Unit	20x	None	20,076 non-paid	\$6,665	\$255
<i>Review of Ophthalmology</i>	12x	None	21,520 non-paid	N/A	N/A
<i>Ocular Surgery News</i> Island Unit	24x	None	18,401 non-paid	\$6,610	\$359
<i>Ophthalmology Management</i>	12x	None	18,059 non-paid	\$7,690	\$426
<i>EyeWorld</i>	12x	ASCRS	14,919 paid	\$7,015	\$470

*Source: 2019 Media Kits and SRDS

2. IMPROVE ANNUAL MEETING BOOTH PRIORITY.

New this year: By advertising with *EyeNet* or any of its related publications, you will gain Academy priority points. Overall points ultimately determine placement in the booth selection process at the Academy’s annual meeting. Learn more at aao.org/annual-meeting/exhibitor/priority-points.

3. DRAW ON THE ACADEMY’S REPUTATION. As the official newsmagazine of the American Academy of Ophthalmology—the premier association for ophthalmologists—*EyeNet* content is highly regarded as a source of reliable, nonbiased information.

4. HIT EVERY MEDIUM. With *EyeNet*, you’ll get packages tailored to your budget, target audience, and timeline. Take advantage of multiple channels to reinforce your brand, including video, print cover tips, e-mail blasts, website advertising, and more.



The Best in Clinical Insights

January

The Myopia Epidemic.

Myopia has reached epidemic levels worldwide, with a much higher prevalence among East Asians than other populations. A look at factors that may be contributing to this phenomenon, and a review of treatments, some of which are controversial.

Clinical Updates

Comprehensive • Retina

February

Cataract Spotlight. Revisiting the Spotlight on Cataract session during AAO 2019, *EyeNet* presents a variety of surgical cases, along with audience poll questions and answers, and fresh commentary from the experts.

Clinical Updates

Cornea • Oncology

March

Diabetes Treatment. Is it time to drop your laser? Once front-line treatment for diabetic retinopathy (DR), laser may be overtaken by anti-VEGF drugs. A look at the expanding use of anti-VEGF drugs for DR, the latest study results and emerging protocols. Plus, how to manage your anti-VEGF inventory.

Clinical Updates

Glaucoma • Refractive

April

Keeping Up With Glaucoma.

Will LiGHT and ZAP change how glaucoma specialists practice? *EyeNet* delves into several important studies from the last two years to examine the state of evidence-based medicine in this fast-paced subspecialty.

Clinical Updates

Neuro • Pediatrics

Distributed at ASCRS

May

Corneal Infections. From atypical keratitis, and herpes zoster ophthalmicus, to viral endotheliitis, corneal infections run the gamut. What you need to know to stem infection in your patients. And a look at corneal cross-linking as treatment for some infections.

Clinical Updates

Cataract • Glaucoma

June

Astigmatism Management.

This case-based article, focused on astigmatism management, will present several challenging scenarios accompanied by expert discussion of the latest techniques for achieving the best outcomes for these patients.

Clinical Updates

Trauma • Uveitis

July

Oncology.

New cancer medications—and patients' increased life expectancy—present new challenges for ophthalmologists everywhere, as more and more cancer survivors present in our practices. What are the keys to optimal care of these complex patients? A summary of what we know to date.

Clinical Updates

Glaucoma • Retina

August

Quality of Life.

PREMs (patient-reported experience measures), PROMs (patient-reported outcome measures), PROs (patient-reported outcomes), and more! *EyeNet* makes sense of them all. What impact will this multitude of tools have on your clinic and—more important—your patients?

Clinical Updates

Cataract • Refractive

September

Systemic Health.

Given that everything is connected, what do ophthalmologists need to know about systemic health? How does illness affect the eye? And how can overall health affect ocular health?

Clinical Updates

Cornea • Oculoplastic

October

Focus on Artificial Intelligence.

With the pace of technological advance ever quickening, it can be challenging to keep apace of the realm of artificial intelligence. *EyeNet* reviews the latest trends and developments. We answer the question: How can ophthalmologists prepare for physician-independent screening?

Clinical Updates

Comprehensive • Oncology • Retina

Distributed at AAO 2020, Las Vegas

November

Big Data/IRIS Registry. The Intelligent Research in Sight (IRIS) Registry is useful for reporting to the Merit-Based Incentive Payment System, but how can it help ophthalmology collect data on patient care and outcomes?

Clinical Updates

Cornea • Neuro

December

A Look Ahead. *EyeNet* invites experts to discuss the news and trends within their subspecialties from 2020 and to examine these events for their likelihood to affect the profession of ophthalmology.

Clinical Updates

Comprehensive • International

2020 Ad and Materials Deadlines

January

Ad close: December 2

Materials close: December 6

February

Ad close: January 6

Materials close: January 10

March

Ad close: February 3

Materials close: February 7

April

Ad close: March 2

Materials close: March 6

May

Ad close: April 6

Materials close: April 10

June

Ad close: May 4

Materials close: May 8

July

Ad close: June 1

Materials close: June 5

August

Ad close: July 6

Materials close: July 10

September

Ad close: August 3

Materials close: August 7

October (AAO 2020 issue)

Ad close: September 1

Materials close: September 4

November

Ad close: October 5

Materials close: October 9

December

Ad close: November 2

Materials close: November 6

YOUR 2020 MARKETING PLAN

EyeNet Tops the Charts

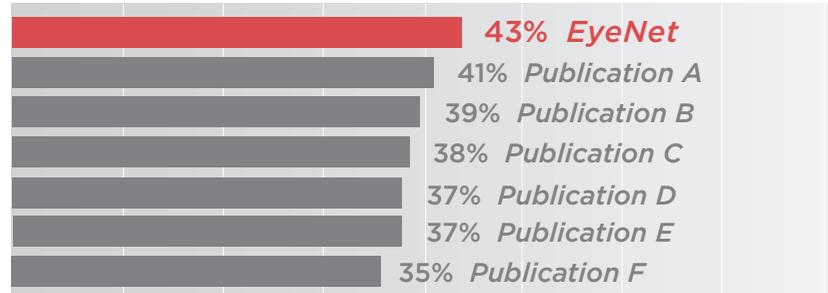
What Ophthalmologists Think About EyeNet

Kantar Media, an independent, third party market research firm, conducts annual readership surveys to study the reading habits of U.S. ophthalmologists. 2019's findings show the following rankings.

#1 in High Readers. When it comes to comprehensive ophthalmic trade publications, *EyeNet* has the most dedicated readers for the 9th year in a row.

SOURCE: Kantar Media, 2019 Eyecare Readership Study.

#1 in High Readers



The Newsmagazine With the Most Receptive Readers

Among comprehensive ophthalmic trade publications, *EyeNet* delivers the readers you most want to reach. ***EyeNet* is #1 in high readers and in the top 3 in average page exposures in these categories:**

Early drug adopters. Reach the ophthalmologists who prescribe as soon as they see a new drug.

Those who see medical sales representatives at least 1x week. Extend your messaging and improve its “effective frequency” by putting your product on *EyeNet*'s pages.

Those whose annual revenue exceeds \$500,000. Get a cut of high revenue practices by putting your products in front of the doctors who are best positioned to spend.

Those for whom ophthalmic surgery is at least 26% of practice. Develop a loyal customer base of those doctors who need to purchase more equipment more often.

Those who write more than 50 prescriptions per week. Highly productive prescribers, prolific Rx writers.

SOURCE: Kantar Media, 2019 Eyecare Readership Study.

DEFINITIONS OF TERMS

High readers: Those who read in depth and with high frequency (high percentage of pages and 3/4 and 4/4 issues).

Average page exposures: Factors how frequently and thoroughly a reader goes through an issue to project the likelihood of exposure to any page in the publication.

LET US CREATE YOUR CAMPAIGN NOW.

Contact M.J. Mrvica Associates
856-768-9360
mjmrsvica@mrvica.com

Create an All-Encompassing, Multi-Platform Campaign

With *EyeNet Magazine* at the center of your marketing plan, you are guaranteed a loyal and avid reader base. Build out from that core with *EyeNet's* satellite offerings: AAO 2020 print and electronic publications, custom supplements offered throughout the year, educational events, and digital opportunities to engage your audience whenever and however they choose to read the magazine.

AAO 2020 Opportunities

AAO 2020 DAILY. *EyeNet's* clinical e-newsletter is reported for four days in Las Vegas to keep ophthalmologists on top of news from Subspecialty Day and AAO 2020. It is emailed nightly to more than 75,000 recipients and posted to aao.org/eyenet for double exposure.

AAO 2020 NEWS. The Academy's convention tabloid provides extensive meeting news and information. There are two editions—one distributed on Friday, the other on Sunday—displayed in high-visibility locations throughout the hall. Your ad will appear in both editions.

"BEST OF" SELECTIONS. Each edition recaps the important discoveries, issues, and trends in a subspecialty. Cornea, Glaucoma, and Retina editions are distributed at Subspecialty Day, while Refractive-Cataract is distributed at both Subspecialty Day and the Spotlight on Cataract Surgery session.

DESTINATION SERIES. AAO 2020 attendees turn to this six-part series in *EyeNet* for deadlines, event previews, interviews, sneak peeks, and more (May through October).

EYENET CORPORATE EVENTS. Take your hour-long message directly to ophthalmologists during breakfast or lunch in Las Vegas. You develop the program, *EyeNet* handles the marketing and logistics.

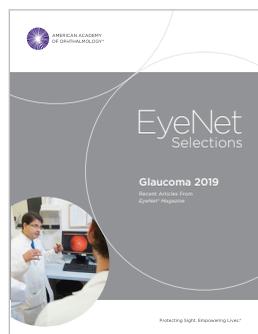
EXHIBITOR GUIDE. The ONLY printed exhibitor list for AAO 2020. Showcase your product with an upgraded listing.



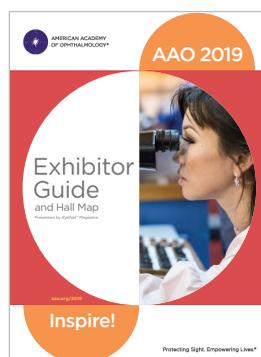
AAO 2019 NEWS



CORPORATE LUNCHES



BEST OF GLAUCOMA



EXHIBITOR GUIDE

Year-Round Opportunities

COVER TIP ADVERTISING. Showcase your brand front and center on *EyeNet*'s cover. Ship preprinted tips or send a high-resolution, press-ready PDF for *EyeNet* to print.

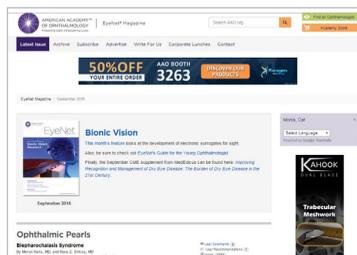
INDUSTRY-SPONSORED SUPPLEMENTS. Tell the full story of your products or services to ophthalmologists through a supplement polybagged with the monthly issue. Develop your own content and design your own cover and layout—or use the modified *EyeNet* design template provided by the Academy.

MIPS MANUAL 2020: A PRIMER AND REFERENCE. This booklet opens with a quick overview before taking a detailed, deeper dive into the regulations. It includes listings for scores of MIPS measures and activities, making it a valued reference. (Posted online ahead of print.)

OTHER SUPPLEMENTS. Got a topic in mind? *EyeNet* can work with your team to develop supplements in your area of interest.



MIPS Supplement



aao.org/eyenet

Spotlight on Digital

eTOC. This monthly email blast provides all Academy members with on-the-go highlights of *EyeNet* print content. With approximately 25,500 recipients and a 34% open rate, it offers prime positioning.

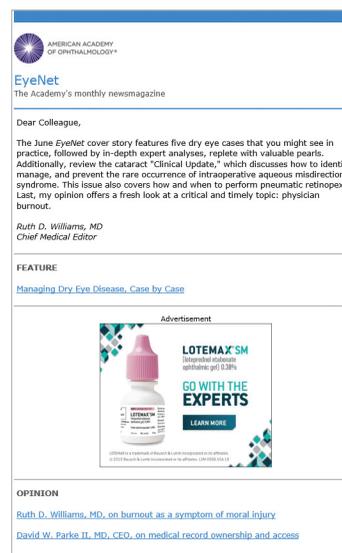
RETINA EXPRESS. This monthly email blast for retina specialists and comprehensive ophthalmologists (9,500 circulation) contains links to retina-related content from around the Academy. With a 36% open rate, you will effectively deliver content straight to your target audience.

WEBSITE BANNERS. Multiple sizes are available (all are run-of-site): leaderboards, skyscrapers, boxes, and buttons. The website averages 260,000 views monthly, with readers spending an average of eight minutes on each page.

SPOTLIGHT ADVERTORIAL. Your image and copy is featured on a dedicated page on aao.org/eyenet. Callouts and links provide extra exposure. This page averages 319 visits per month, with each guest staying for five or more minutes, indicating a high level of engagement with advertorial content.

VIDEO. *EyeNet* offers two options for video advertising on aao.org/eyenet.

- **Leading into a clinical video.** Placing a seven-second video spot at the beginning guarantees undivided attention from ophthalmologists, as they must watch the ad before viewing the clinical content.
- **Freestanding.** Create a stand-alone video about your product. We will drive traffic to the video by mentioning it in the eTOC.



eTOC



Retina Express

MECHANICAL REQUIREMENTS

Page Unit

Spread (two facing pages)
Full page
1/2 page (horizontal)
1/2 page (vertical)
2/3 page (vertical)
1/4 page

Non-Bleed

15" x 10"
7" x 10"
7" x 4 3/4"
3 1/4" x 10"
4 1/2" x 10"
3 1/4" x 4 3/4"

Bleed

16 1/2" x 11 1/8"
8 3/8" x 11 1/8"
8 3/8" x 5 1/2"
4 1/4" x 11 1/8"
5 3/8" x 11 1/8"
N/A

Trim

<i>EyeNet</i> Trim Size (Page):	8 1/8" x 10 7/8"
<i>EyeNet</i> Trim Size (Spread):	16 1/4" x 10 7/8"
Live Matter:	Bleed sizes include 1/8" trim from outside, bottom, top, and gutter. Keep live matter 1/2" from trim size of page.

Production Specifications

EyeNet Magazine Trim Size

8.125" x 10.875"

Paper Stock

Inside Pages: 50 lb. text
Cover: 70 lb. cover with varnish

Binding

Perfect Bound

Digital Ad Requirements

High-resolution PDF is the preferred file format.

These flattened 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, RGB, and LAB colors 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 (at least 266 dpi) in TIFF or EPS format. Maximum ink density should not exceed 300%.

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.

FTP Instructions

Ads can also be submitted via FTP. Materials should be placed within a folder titled with the company name and issue date.

Email *EyeNet* at eyenet@aao.org when the ad is uploaded.

Server address: <ftp.aao.org>

Username: enm

Password: provided by eyenet@aao.org

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 is not responsible for and reserves the right to reject materials that do not comply with mechanical requirements.

Insert Requirements

Average run is 23,500. Contact M.J. Mrvica Associates for further details.

EyeNet Advertising Materials

Black-and-White Rates

Frequency	Full Page	2/3 Page	1/2 Page	1/4 Page
1x	\$3,550	\$2,945	\$2,300	\$1,420
3x	\$3,480	\$2,890	\$2,260	\$1,390
6x	\$3,375	\$2,800	\$2,190	\$1,350
12x	\$3,300	\$2,740	\$2,150	\$1,320
18x	\$3,195	\$2,650	\$2,080	\$1,280
24x	\$3,160	\$2,625	\$2,055	\$1,265
36x	\$3,090	\$2,565	\$2,010	\$1,235

Color Rates

Frequency	Full Page	2/3 Page	1/2 Page	1/4 Page
1x	\$6,215	\$5,590	\$4,970	\$4,040
3x	\$6,090	\$5,480	\$4,870	\$3,960
6x	\$5,905	\$5,315	\$4,720	\$3,840
12x	\$5,780	\$5,200	\$4,625	\$3,760
18x	\$5,595	\$5,035	\$4,475	\$3,635
24x	\$5,530	\$4,980	\$4,425	\$3,595
36x	\$5,410	\$4,865	\$4,325	\$3,515

Premium Positions and Inserts

Cover and Other Special 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:** 15% over earned black-and-white rate.
- OPPOSITE EDITORIAL BOARD:** 10% over earned black-and-white rate.
- OPPOSITE JOURNAL HIGHLIGHTS:** 10% over earned black-and-white rate.
- COVER TIPS:** Call for availability and pricing.

Inserts

- 2-PAGE INSERT:** Two times earned black-and-white rate.
- 4-PAGE INSERT:** Four times earned black-and-white rate.
- OTHER ITEMS:** Split runs available, but pricing will remain the same.

Advertising Incentives

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

Agency Information

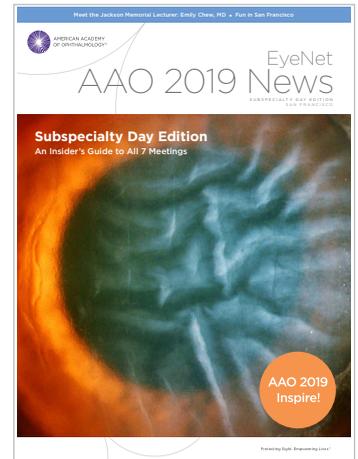
- AGENCY COMMISSION:** 15% allowed to agencies of record, with billing to the agency. In-house agencies are acceptable.
- AGENCY RESPONSIBILITY:** Payment for all advertising ordered and published.
- EARNED RATES:** Earned rates are based on the total number of insertions (full or fractional pages) placed within a 12-month period.
Space purchased by a parent company and its subsidiaries is combined.

EyeNet's Advertising Sales Firm

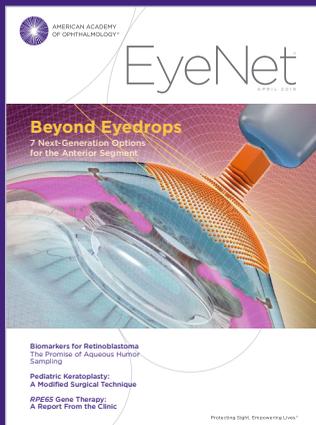
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The following terms and conditions shall be incorporated by reference into all insertion orders submitted by Advertiser or its advertising agency (collectively, “Advertiser”) to the American Academy of Ophthalmology, *EyeNet*, and/or M.J. Mrvica Associates (collectively, “Publisher”) for all *EyeNet* publications, including but not limited to *EyeNet Magazine*, *EyeNet’s AAO 2020 News*, *EyeNet Best of*, *EyeNet’s Exhibitor Guide*, *EyeNet’s AAO 2020 Daily*, *EyeNet’s Destination AAO 2020*, *EyeNet’s Home Page*, *EyeNet’s Digital Edition*, *EyeNet Supplements*, *EyeNet Online Exclusives*, *EyeNet E-Newsletters*, *EyeNet Retina Express*, and *EyeNet* reprints:



1. Only Publisher may accept advertising.
2. Invoices are rendered on the publication date of each issue and are due and payable upon receipt of invoice.
3. Publisher shall have the right to hold advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to Publisher for published advertising ordered by advertiser or its agent.
4. Publisher reserves the right to reject or cancel any advertisement that, in Publisher’s sole opinion, Publisher determines is not in keeping with the publication’s standards or for any other reason, even if advertising has been published previously by Publisher.
5. Advertiser assumes all liability for all content (including text, illustrations, representations, copyright, etc.) for published advertisements and further indemnifies and holds harmless Publisher for any claims against Publisher arising from the advertisement.
6. Any attempt to simulate the publication’s format or content is not permitted, and the Publisher reserves the right to place the word “advertisement” with any copy that, in the Publisher’s sole opinion, resembles or simulates editorial content.
7. Terms and conditions are subject to change by Publisher without notice.
8. Positioning of advertisements is at the discretion of the Publisher except where specific positions are contracted for or agreed to, in writing, between Publisher and Advertiser.
9. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement or if the advertisement is misplaced or mispositioned.
10. Publisher shall have no liability for error in the Advertiser Index.
11. Advertisements not received by the Publisher by ad close date will not be entitled to revisions or approval by Advertiser.
12. Advertiser may not make changes in orders after the ad close date.
13. Cancellations must be in writing and will not be accepted after the ad close date.
14. Advertiser will be charged for any artwork, separations, halftone, shipping, or typography provided by the Publisher.
15. Under no circumstances shall Publisher be liable to Advertiser for any indirect, special, or consequential damages (including, without limitation, loss of profit or impairment of goodwill). Under no circumstances shall the Publisher’s total liability to any Advertiser exceed the invoiced cost of the advertisement.
16. Publisher will hold Advertiser’s materials for a maximum of one year from last issue date. Advertiser must arrange for the disposition of artwork, proofs, or digital materials prior to that time; otherwise, materials will be destroyed. All requests regarding disposition of Advertiser’s materials shall be in writing.
17. No conditions other than those set forth in this Media Kit shall be binding on the Publisher unless specifically agreed to, in writing, between Publisher and Advertiser. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this Media Kit.



EyeNet Magazine

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