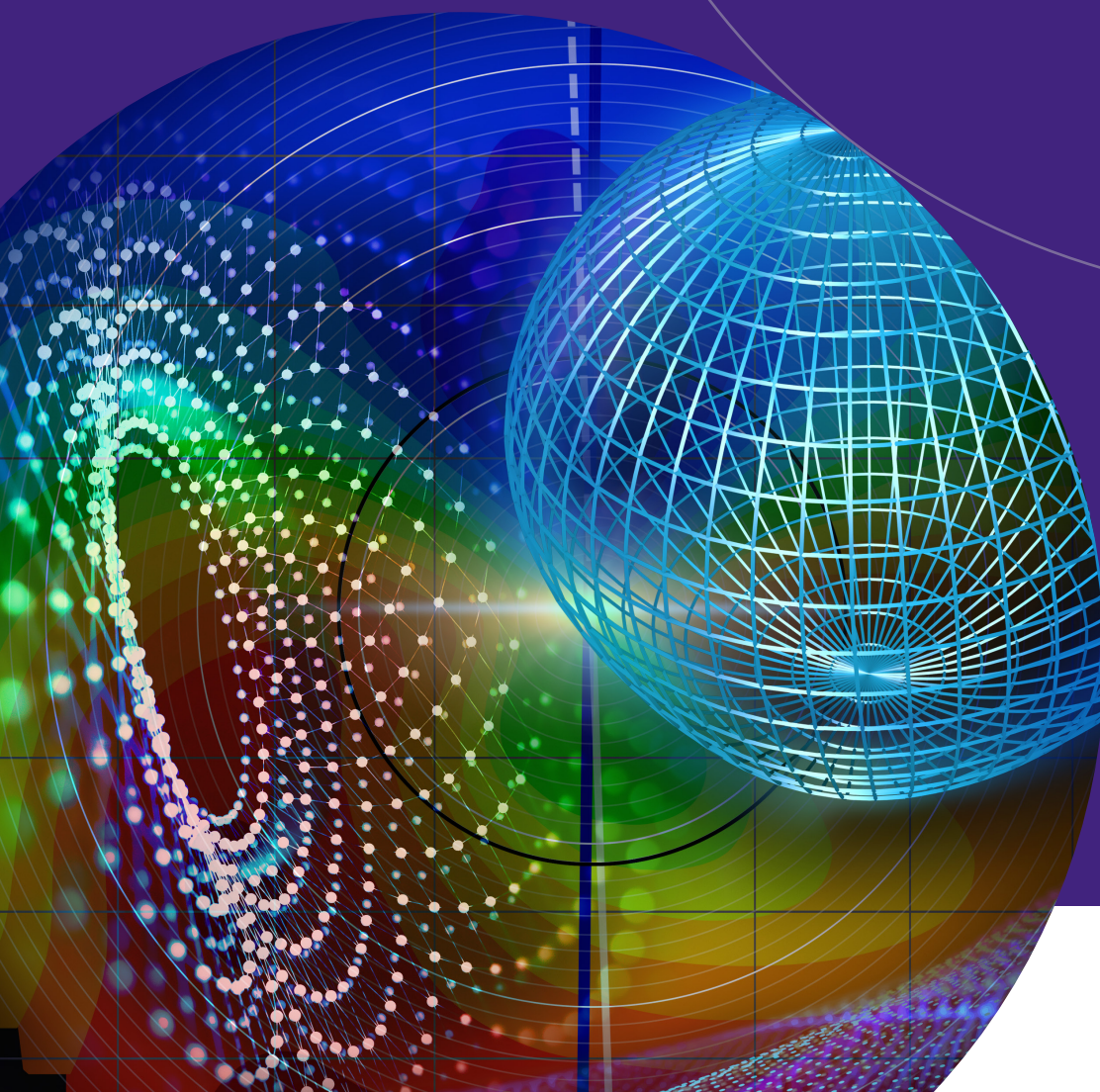


AMERICAN ACADEMY
OF OPHTHALMOLOGY®
Protecting Sight. Empowering Lives.

EyeNet[®]

MAGAZINE

2023
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 in-training ophthalmologists currently enrolled in medical school, an ophthalmology residency program, or fellowship.

AAOE membership includes approximately 5,600 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 opposite for details)

Advertising

ACCEPTANCE AND COPY RESTRICTIONS: Subject to approval by the Academy

PLACEMENT POLICY: Interspersed

Circulation Profile

INTERNATIONAL CLINICAL UPDATE

3 Ukrainian Young Ophthalmologists Share Their War Experiences

With Russia invading Ukraine, the lives and safety of patients were placed at risk. The resulting humanitarian crisis has placed a major burden on Ukrainian medical care, including ophthalmology, as well as the connection between patient and physician.

Three Ukrainian young ophthalmologists, general ophthalmologists Oksana Harkusha, MD, and Yevgeny Khokhlov, MD, and Yevgeny Khokhlov, MD, as well as a pediatric ophthalmologist, Dr. Yevgeny Khokhlov, MD, spoke with JGIM about how they're coping with the crisis, how their patients are handling the emergency, and what life is like inside their war-torn nation.

How have military operations disrupted medical care for Ukrainians?

Dr. Perkhomchuk: The military invasion by Russia has really disrupted the lives of Ukrainians. It's not just the military operations, but the loss of infrastructure, the destruction of hospitals, and the displacement of patients. It's a very difficult situation.

What are the biggest challenges you're facing?

Dr. Harkusha: One of the biggest challenges is the lack of medical supplies. We're running out of everything, from basic supplies like gloves and masks to more specialized equipment like ultrasound machines. It's a very difficult situation.

How are you coping with the crisis?

Dr. Khokhlov: We're trying to do our best. We're trying to provide the best care we can, but it's a very difficult situation. We're trying to do our best, but it's a very difficult situation.

What advice do you have for other ophthalmologists in similar situations?

Dr. Harkusha: I would advise them to stay calm and to do their best. I would advise them to stay calm and to do their best. I would advise them to stay calm and to do their best.

EyeNet Circulation Profile*

Active U.S. Academy Members18,562

U.S. Academy Members in Training2,724

U.S. AAOE Members (nonphysician).....2,379

American Academy of Ophthalmology Members

Self-Reported Subspecialty Focus*

(primary and secondary)

Administration/Organization Leadership.....145

Cataract/Anterior Segment6,226

Comprehensive Ophthalmology7,487

Cornea/External Disease2,140

Glaucoma2,358

International Ophthalmology63

Medical Education75

Neuro-Ophthalmology439

Ocular Oncology183

Oculofacial Plastics/Reconstructive.....1,277

Ophthalmic Genetics67

Ophthalmic Pathology83

Other322

Pediatric Ophthalmology

and Strabismus.....1,195

Refractive Surgery1,926

Retina: Medical Only768

Retina/Vitreous: Medical and Surgery3,072

Unknown7,660

Uveitis/Immunology509

Vision Rehab27

Journal Highlights

NEW FINDINGS FROM THE PEER-REVIEWED LITERATURE

Ophthalmology

Selected by Russell N. Van Gelder, MD, PhD

Neurocognitive Measurements in Students

July 2022

Measuring cognitive function in school settings can provide important information about cognitive function and help identify students who may be at risk for cognitive impairment. This study found that cognitive function was significantly lower in students with a history of cognitive impairment compared to those without a history of cognitive impairment.

Ophthalmology

Selected by Russell N. Van Gelder, MD, PhD

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July 2022

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CODED & RECOGNIZED BY SAVVY CODER

How Well Do You Know ICD-10? Test Your Coding Competency

Remember that ICD-10 is a complex system. It's not just a list of codes, it's a system of codes. It's a system of codes that is used to describe medical conditions. It's a system of codes that is used to describe medical conditions. It's a system of codes that is used to describe medical conditions.

A Patient With Chronic Obstructive Pulmonary Disease (COPD) and Asthma

A 65-year-old male patient with a history of COPD and asthma. He was brought to the emergency department with shortness of breath and wheezing. The patient was diagnosed with COPD and asthma. The patient was treated with inhalers and steroids. The patient was discharged home with a follow-up appointment in 2 weeks.

A Patient With Diabetes Mellitus (DM) and Hypertension (HTN)

A 55-year-old male patient with a history of DM and HTN. He was brought to the emergency department with chest pain and shortness of breath. The patient was diagnosed with DM and HTN. The patient was treated with aspirin, nitroglycerin, and oxygen. The patient was discharged home with a follow-up appointment in 1 week.

A Patient With Acute Myocardial Infarction (AMI)

A 60-year-old male patient with a history of AMI. He was brought to the emergency department with chest pain and shortness of breath. The patient was diagnosed with AMI. The patient was treated with aspirin, nitroglycerin, and oxygen. The patient was discharged home with a follow-up appointment in 1 week.

* SOURCE: American Academy of Ophthalmology Membership Data, August 2022.

The Best in Clinical Insights

January

Functional Botox for the Ocular Surface. Add to Botox's myriad uses the treatment of ocular surface disease. Experts discuss the benefits and risks of using the neurotoxin in the treatment of epiphora, entropion, and more.

Clinical Updates

Comprehensive • Retina

February

Geographic Atrophy. After years of clinicians feeling that there was nothing they could do for GA, advances are occurring on both the diagnostic and treatment fronts. SS-OCTA, gene therapy, and more.

Clinical Updates

Cornea • Oncology

March

Cataract Spotlight. Revisiting the Spotlight on Cataract session during AAO 2022, *EyeNet* presents a summary of each challenging case—and includes fresh commentary from the presenting experts.

Clinical Updates

Glaucoma • Refractive

April

Workforce Shortages. Three subspecialties, neuro-ophthalmology, pediatric ophthalmology, and uveitis are experiencing workforce shortages. A look at the magnitude and repercussions of the problem. Plus, what does the future hold for each subspecialty?

Clinical Updates

Neuro • Pediatrics

Distributed at ASCRS

May

Glaucoma Challenges. How AI may be able to help clinicians manage glaucoma care, from arriving at a confirmatory diagnosis earlier to guiding treatment.

Clinical Updates

Cataract • Glaucoma

June

Untangling Dry Eye Treatments. It can be a challenge to keep current with the myriad dry eye therapies on the market—and to stay on top of which products might be best for patients' disparate needs.

Clinical Updates

Trauma • Uveitis

July

Waste. The move to "green" ophthalmology is catching traction. How leading ophthalmic organizations are coming together to take steps to reduce topical drug waste, including a look at regulatory efforts.

Clinical Updates

Glaucoma • Retina

August

Ophthalmology Partnerships With Community Health Centers. To reduce disparities and help improve health equity, some ophthalmologists are using remote imaging and monitoring technology to identify eye disease in rural and underserved communities. A look at several successful partnerships with community health centers.

Clinical Updates

Cataract • Refractive

September

IOLs for Various Cornea Diseases. Selection of an intraocular lens in the setting of corneal disease can be complicated, nevermind that there are a number of

different corneal diseases to be considered. *EyeNet* talks to the experts.

Clinical Updates

Comprehensive • Oncology

October

(Annual Meeting issue)

Nanotechnology. From targeted drug delivery to tissue engineering, nano-based technologies are poised to reshape the diagnosis and treatment of many ophthalmic conditions.

Clinical Updates

Cornea • Neuro • Retina

Distributed at AAO 2023, San Francisco

November

Avoid These 8 PE Pitfalls.

Ophthalmologists discuss common problems that private equity practices run into, and how to avoid them.

Clinical Updates

Cornea • Oculoplastic

December

A Look Ahead. *EyeNet* invites experts to discuss the news and trends within their subspecialties from 2023.

Clinical Updates

Comprehensive • Uveitis

2023 Ad and Materials Deadlines

January

Ad close: December 5

Materials close: December 9

February

Ad close: January 3

Materials close: January 6

March

Ad close: February 6

Materials close: February 10

April

Ad close: March 6

Materials close: March 10

May

Ad close: April 3

Materials close: April 7

June

Ad close: May 1

Materials close: May 5

July

Ad close: June 5

Materials close: June 9

August

Ad close: July 5

Materials close: July 7

September

Ad close: July 31

Materials close: August 4

October (AAO 2023 issue)

Ad close: September 4

Materials close: September 8

November

Ad close: October 2

Materials close: October 6

December

Ad close: October 31

Materials close: November 3

EyeNet Tops the Charts

EyeNet Delivers!

KANTAR®, an independent, third-party market research firm, conducts annual readership surveys to study the reading habits of U.S. ophthalmologists. 2022's findings show the following rankings.

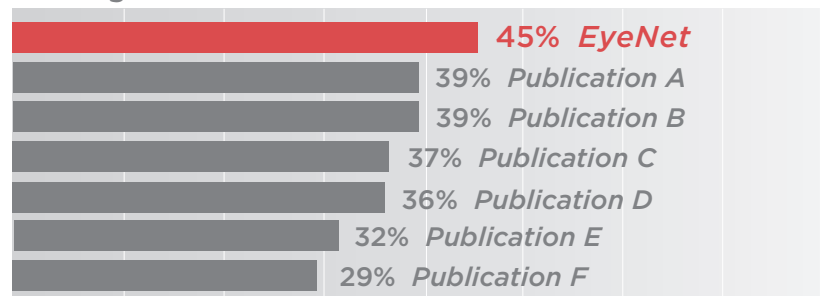
Among monthly comprehensive ophthalmic trade publications, *EyeNet* is:

#1 in High Readers. *EyeNet* has the most dedicated readers for the 12th year in a row.

#1 in Total Readers. *EyeNet* has broad reach! 72% of U.S. ophthalmologists say that they read *EyeNet*.

#1 in Average Page Exposures. In *EyeNet*, your ad pages will have greater visibility than in any other ophthalmic publication.

#1 in High Readers



#1 in Average Issue Readers. More ophthalmologists are likely to read *EyeNet* than its competitors.

SOURCE: KANTAR® 2022 Eyecare Readership Study.

The Newsmagazine With the Most Receptive Readers

Among monthly comprehensive ophthalmic trade publications, *EyeNet* delivers the readers you most want to reach.

EyeNet is #1 in High Readers, #1 in Total Readers, #1 in Average Page Exposures, and #1 in Average Issue Readers among the following groups:

Cataract, Refractive/Cornea, and Glaucoma specialists.

Capture the attention of subspecialty audiences you most want to view your ad.

Key opinion leaders. Reach the ophthalmologists whose colleagues admire them and look to them for guidance.

Those who write more than 50 prescriptions per week.

Get your message in front of the most prolific prescribers in the ophthalmology community.

Early majority drug adopters. Reach the ophthalmologists who are most likely to update their prescription patterns.

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 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.

SOURCE: KANTAR® 2022 Eyecare Readership Study.

DEFINITIONS OF TERMS

Average issue readers: Percent of ophthalmologists who read any given issue of the publication—weighted by frequency with which they read.

Average page exposures: Percent of ophthalmologists likely to see a page in an average issue of the publication—weighted by frequency and thoroughness of reading habits.

High readers: Percent of ophthalmologists who report reading the magazine both frequently and thoroughly.

Total readers: Percent of ophthalmologists who report reading the publication.

LET US CREATE YOUR CAMPAIGN NOW.

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

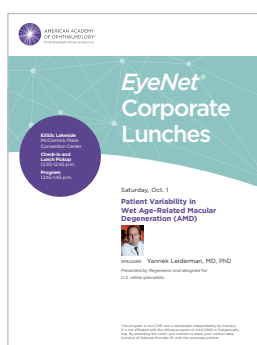
YOUR 2023 MARKETING PLAN

Create an All-Encompassing, Multiplatform Campaign

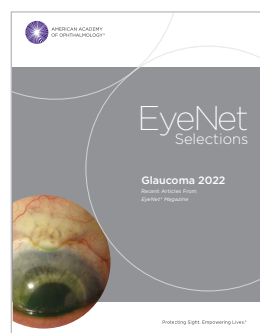
With *EyeNet Magazine* at the center of your marketing plan, you are guaranteed a loyal and avid reader base. Build out from that core with *EyeNet's* satellite offerings: AAO 2023 print and electronic publications, custom supplements offered throughout the year, educational events, and digital opportunities to engage your audience whenever and however they choose to read the magazine.



AAO 2022 NEWS



CORPORATE LUNCHES



BEST OF GLAUCOMA



EXHIBITOR GUIDE

AAO 2023 Opportunities

AAO 2023 DAILY. *EyeNet's* clinical e-newsletter, emailed nightly from AAO 2023 in San Francisco, includes a preview edition and reporting from all four days of the meeting to keep ophthalmologists on top of news from Subspecialty Day and AAO 2023. It is sent to all Academy members, American Academy of Ophthalmic Executives members, and Subspecialty Day and AAO 2023 attendees. Additionally, it is posted to aao.org/eyenet for double exposure.

EXHIBITOR VIDEOS. Showcase your products in the Exhibitor Video section of *AAO 2023 Daily*. Available only to AAO 2023 exhibitors, this special section features your video still, with a link to the video on your website. Basic placements and upgraded packages available.

AAO 2023 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.

EXHIBITOR GUIDE. The ONLY printed exhibitor list for AAO 2023. Showcase your product with an upgraded listing.

DESTINATION SERIES. AAO 2023 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 lunch in Chicago. You develop the program, *EyeNet* handles the marketing and logistics.

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.

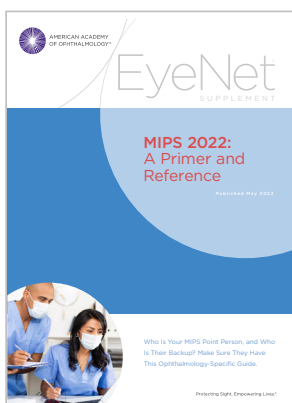
INDUSTRY-SPONSORED SUPPLEMENTS. Tell the full story of your products or services to ophthalmologists through a supplement polybagged with the monthly issue. Develop your own content and design your own cover and layout—or use the modified *EyeNet* design template provided by the Academy.

MIPS MANUAL 2023: A PRIMER AND REFERENCE.

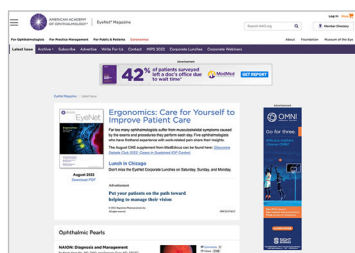
This booklet opens with a quick overview before taking a detailed, deeper dive into the regulations. It includes listings for scores of MIPS measures and activities, making it a valued reference. (Posted online ahead of print.)

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

WEBINARS. An *EyeNet* Corporate Webinar is your ticket to providing one hour of non-CME programming of current interest to your desired audience. You develop the program, and *EyeNet* handles the logistics.



MIPS Supplement



aao.org/eyenet

Spotlight on Digital

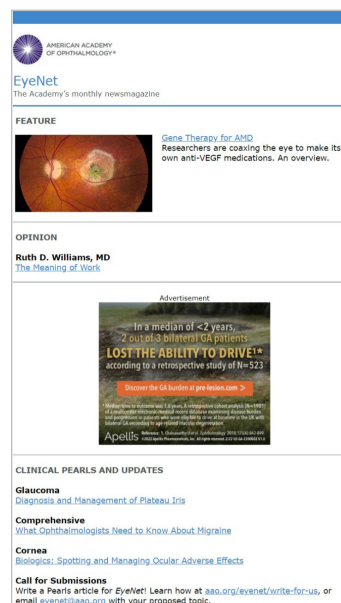
eTOC. This monthly email blast provides all Academy members with on-the-go highlights of *EyeNet* print content. With approximately 22,800 recipients and 7% overall click rate, it offers prime positioning.

RETINA EXPRESS. This monthly email blast for retina specialists and comprehensive ophthalmologists (8,600 circulation) contains links to retina-related content from around the Academy. With a 7% overall click rate, you will effectively deliver content straight to your target audience.

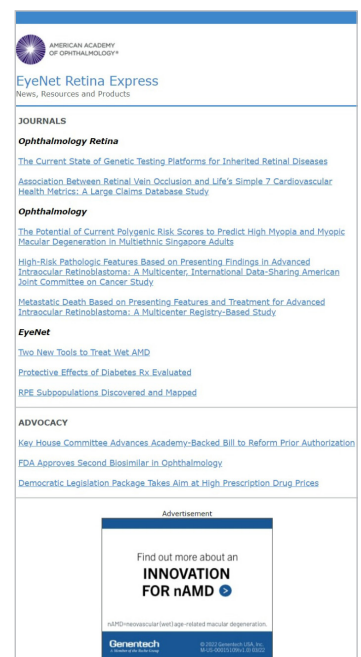
GLAUCOMA EXPRESS. This monthly email blast for glaucoma specialists and comprehensive ophthalmologists (6,800 circulation) contains links to glaucoma-related content from around the Academy. With a 6% overall click rate, you will effectively deliver content straight to your target audience.

WEBSITE BANNERS. Multiple sizes are available (all are run-of-site): leaderboards, skyscrapers, and boxes. The website averages 173,500 views monthly, with readers spending an average of four 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 101 visits per month, with each guest staying for approximately three minutes, indicating a high level of engagement.



eTOC



Retina Express

MECHANICAL REQUIREMENTS

Page Unit	Non-Bleed	Bleed
Spread (two facing pages)	15" x 10"	16 1/2" x 11 1/8"
Full page	7" x 10"	8 3/8" x 11 1/8"
1/2 page (horizontal)	7" x 4 3/4"	8 3/8" x 5 1/2"
1/2 page (vertical)	3 1/4" x 10"	4 1/4" x 11 1/8"
2/3 page (vertical)	4 1/2" x 10"	5 3/8" x 11 1/8"
1/4 page	3 1/4" x 4 3/4"	N/A
Trim		
EyeNet Trim Size (Page):	8 1/8" x 10 7/8"	
EyeNet 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 embed-

ded 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 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.

Black-and-White Rates

Frequency	Full Page	2/3 Page	1/2 Page	1/4 Page
1x	\$3,840	\$3,190	\$2,480	\$1,530
3x	\$3,760	\$3,120	\$2,440	\$1,500
6x	\$3,650	\$3,100	\$2,370	\$1,460
12x	\$3,560	\$3,070	\$2,330	\$1,430
18x	\$3,450	\$2,860	\$2,250	\$1,380
24x	\$3,420	\$2,840	\$2,220	\$1,370
36x	\$3,340	\$2,770	\$2,170	\$1,340

Color Rates

Frequency	Full Page	2/3 Page	1/2 Page	1/4 Page
1x	\$6,990	\$6,050	\$5,380	\$4,370
3x	\$6,880	\$5,920	\$5,260	\$4,280
6x	\$6,390	\$5,750	\$5,110	\$4,150
12x	\$6,250	\$5,620	\$5,010	\$4,070
18x	\$6,050	\$5,450	\$4,840	\$3,930
24x	\$5,980	\$5,390	\$4,790	\$3,880
36x	\$5,850	\$5,130	\$4,680	\$3,800

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.**NOTES:**

- Split runs are not available.
- Additional production fees may apply if a cover tip or insert is a unique trim size, has multiple pages, includes wafer seals, etc.

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****M.J. Mrvica Associates, Inc.**

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Mark Mrvica, Kelly Miller

mjmrsvica@mrsvica.com



ADVERTISING POLICY

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 2023 News*, *EyeNet Best of*, *EyeNet’s Exhibitor Guide*, *EyeNet’s AAO 2023 Daily*, *EyeNet Exhibitor Videos*, *EyeNet’s Destination AAO 2023*, *EyeNet’s Home Page*, *EyeNet Supplements*, *EyeNet eTOC*, *EyeNet Retina Express*, *EyeNet Glaucoma Express*, *EyeNet Spotlight Advertisement*, *EyeNet Webinars*, 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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