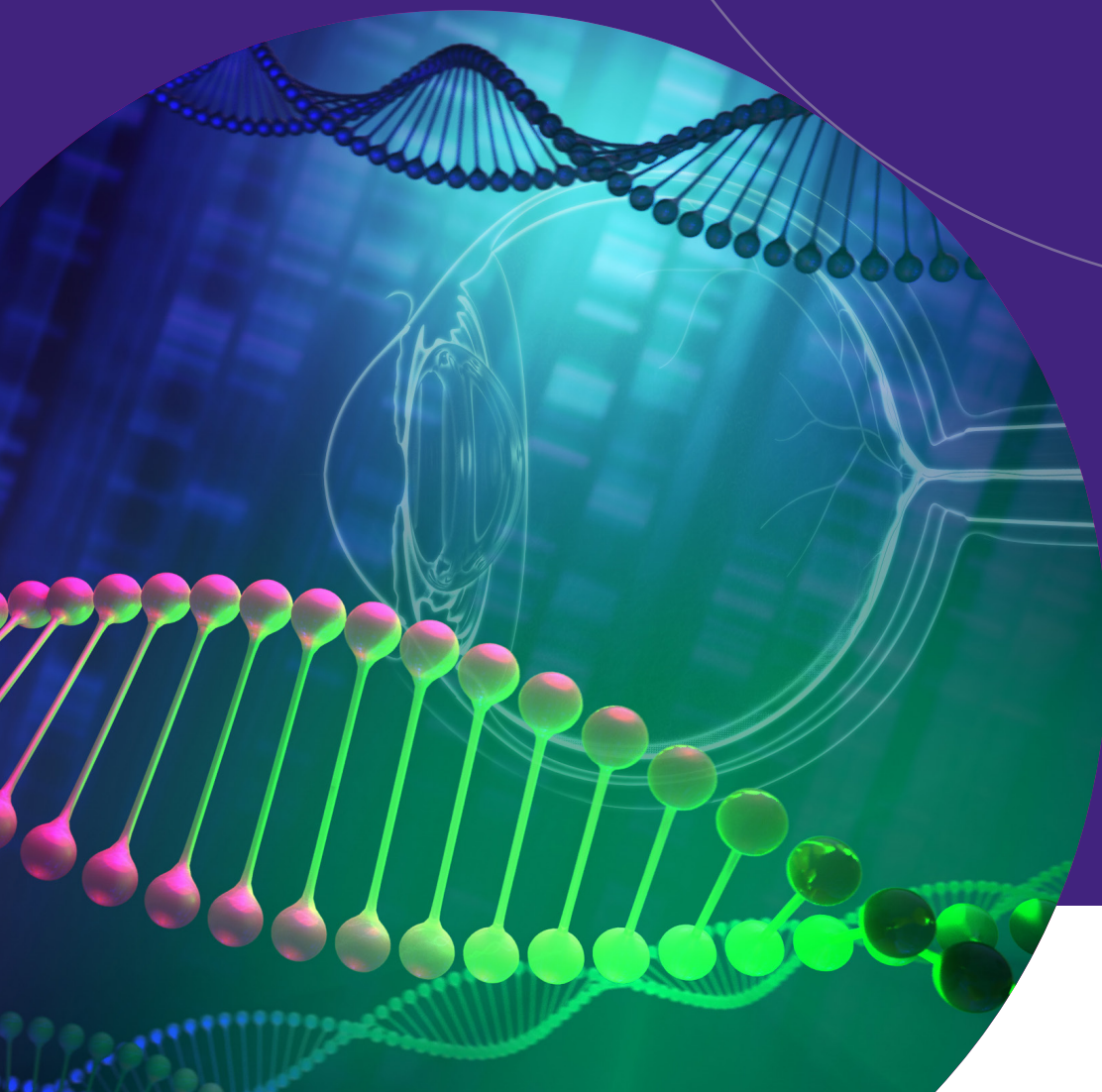


AMERICAN ACADEMY
OF OPHTHALMOLOGY®

EyeNet[®]

MAGAZINE

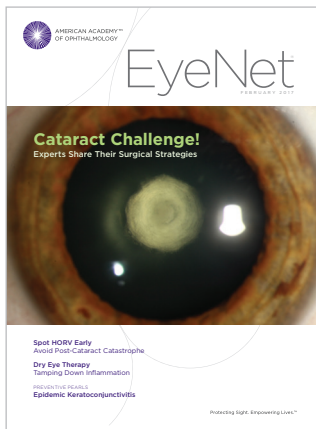
2018 Media Kit



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, 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: 22,000 (see page 10 for details)

Advertising

ACCEPTANCE AND COPY RESTRICTIONS: Subject to approval by the Academy

PLACEMENT POLICY: Interspersed

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The Best in Clinical Insights

January

Effective Humanitarian Ophthalmology. What to plan in the year ahead? International volunteering! There are ways to do it well. Get guidance from those who have been there. Plus, domestic volunteer opportunities abound—consider working in a medically underserved community near you.

Clinical Updates

Comprehensive • Refractive

February

Minimally Invasive Glaucoma Surgery. Join the discussion about the latest FDA approved MIGS devices. Which device to use and when? How do they fit into the larger glaucoma treatment picture? What do you need to know about reimbursement?

Clinical Updates

Cornea • Retina

Distributed at APO

March

Cataract Spotlight Session. Revisiting the Spotlight on Cataract session during AAO 2017, *EyeNet* presents a variety of surgical cases, along with audience poll questions and answers, and fresh expert commentary.

Clinical Updates

Glaucoma • Oncology

April

Practice Models for the Ophthalmology-led Team.

Will the ophthalmology-led eye care team become increasingly common? *EyeNet* examines several models to compare the advantages and drawbacks of each, as well as the ophthalmologist's changing role.

Clinical Updates

Cataract • Pediatrics

Distributed at ASCRS

May

Retinal Detachment. While retinal detachment may seem like a straightforward diagnosis, it can sometimes be missed or not referred as urgently as it should be. A review of the facts.

Clinical Updates

Glaucoma • Neuro

June

Aesthetics in Practice. Ever-increasing consumer demand for anti-aging treatment combined with a bounty of aesthetics tools and treatments—from the intense pulse light laser to classic Botox—put this business-building option within reach.

Clinical Updates

Trauma • Uveitis

Distributed at SOE

July

Vision Rehab: The Ophthalmologist's Responsibility.

Vision rehabilitation is an entire comprehensive approach to rethinking an individual's life. But it's not as overwhelming as it sounds. What the ophthalmologist needs to know.

Clinical Updates

Glaucoma • Retina

Distributed at ASRS

August

Roundup of Dry Eye Treatments. As new diagnostics and therapeutics join the swelling ranks of dry eye products, experts report on their in-clinic experiences with these tools, answering the question: Which ones are most valuable for optimal patient care?

Clinical Updates

Cataract • Refractive

September

Innovative Ideas in Cataract.

From dropless cataract surgery to refractive index shaping and innovations beyond. What are the most disruptive technologies in—or on their way to—the cataract suite? A look at the lineup.

Clinical Updates

Comprehensive • Oculoplastic

Distributed at ESCRS

October

Technology Report. A look at where ophthalmology stands with respect to new and emerging technologies—from apps to big data, imaging, and beyond. How will ophthalmologists use these advances to move patient care and the profession forward?

Clinical Updates

Cornea • Oncology • Retina

Distributed at AAO 2018

November

OCT-A in the Clinic. Is OCT angiography ready for mainstream use? Subspecialty experts talk about when and how to use it in the clinic.

Clinical Updates

Cornea • Neuro

December

A Look Ahead. *EyeNet* invites three experts to discuss the news and trends within their subspecialties from 2018 and to examine these events for their likelihood to affect the profession of ophthalmology into the coming years.

Clinical Updates

Comprehensive • International

2018 Ad and Materials Deadlines

January

Ad close: December 4

Materials close: December 8

February

Ad close: January 3

Materials close: January 5

March

Ad close: January 29

Materials close: February 2

April

Ad close: March 5

Materials close: March 9

May

Ad close: April 2

Materials close: April 6

June

Ad close: May 2

Materials close: May 4

July

Ad close: May 31

Materials close: June 1

August

Ad close: July 2

Materials close: July 6

September

Ad close: August 1

Materials close: August 3

October

Ad close: September 4

Materials close: September 7

November

Ad close: October 1

Materials close: October 5

December

Ad close: November 5

Materials close: November 9

YOUR 2018 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. 2017's findings show the following rankings.

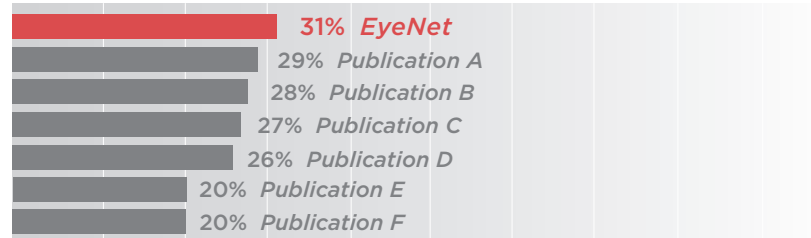
#1 in High Readers. *EyeNet* has the most dedicated readers for the 8th year in a row.

SOURCE: Kantar Media, 2017 Eyecare Readership Study.

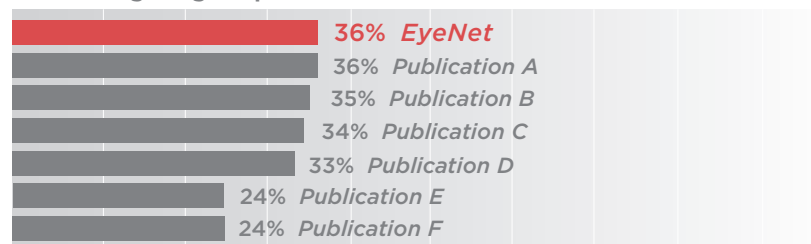
#1 in Average Page Exposures. More ophthalmologists are likely to see a page in *EyeNet* than any other ophthalmic publication for the 5th year in a row.

SOURCE: Kantar Media, 2017 Eyecare Readership Study.

#1 in High Readers



#1 in Average Page Exposures



The Newsmagazine With The Most Receptive Readers

EyeNet leads the pack among ophthalmologists you want to reach: **#1 in high readers and #2 in ad page exposures in all of the categories below.**

Those who do not see sales representatives. How else are these physicians going to hear about your product? Get your foot in the door with them via *EyeNet*.

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

Those who intend to purchase diagnostic equipment in next year. These are the physicians who are in the frame of mind to make purchases—target them when they're in the market to buy.

Ophthalmologists under the age of 45. Doctors in this demographic are still forming their prescribing habits—take advantage of this by marketing to as many as you can via *EyeNet*.

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

Write more than 50 prescriptions per week. Highly productive prescribers, prolific rx writers.

SOURCE: Kantar Media, 2017 Eyecare Readership Study.

DEFINITIONS OF TERMS

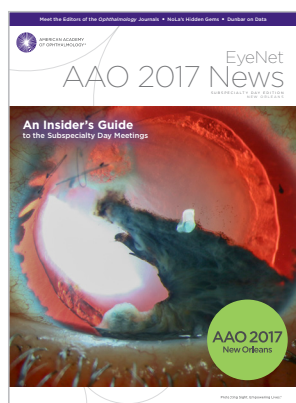
High readers: Those who read with high frequency in high numbers (3/4 and 4/4 issues and high percentage of pages).

Ad page exposures: Combines how thoroughly the publication is read with the number of pages and ad locations to predict the probability that a reader will be exposed to an advertisement.

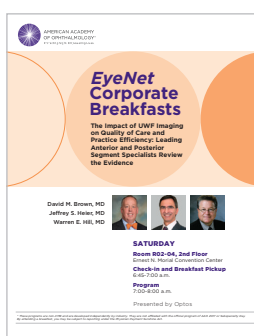
Average page exposures: Factors how frequently and thoroughly a reader goes through an issue to project the likelihood of exposure to any page in the publication.

Create an All-Encompassing, Multi-Platform Campaign

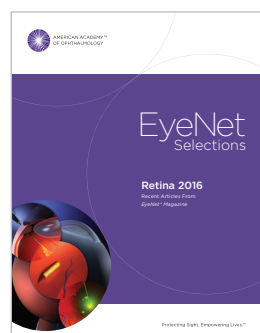
With *EyeNet Magazine* at the center of your marketing plan, you are guaranteed a loyal and avid reader base. Build out from that core with *EyeNet*'s satellite offerings: AAO 2018 print and electronic publications, custom supplements offered throughout the year, educational events, and digital opportunities to engage your audience when and how they choose to read the magazine.



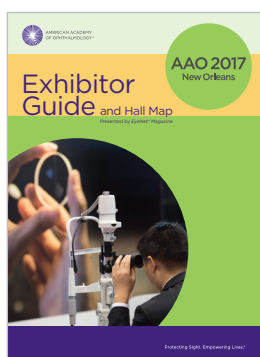
AAO 2017 NEWS



CORPORATE EVENTS



BEST OF RETINA



EXHIBITOR GUIDE

AAO 2018 Opportunities

AAO 2018 DAILY. *EyeNet*'s clinical e-newsletter is reported over 4 days in Chicago to keep ophthalmologists on top of news from Subspecialty Day and AAO 2018. It is emailed nightly to more than 72,000 recipients and posted to aao.org/eyenet for double exposure.

AAO 2018 NEWS. The Academy's convention tabloid provides extensive meeting news and information. There are 2 editions—1 distributed on Friday, the other on Sunday—displayed in high-visibility locations throughout the hall. The Friday edition guarantees distribution via a door drop to 11,000 attendees. Your ad will appear in both editions.

AAO 2018 NEWS DISTRIBUTION BINS. Includes advertising on 2 publication bins on the top, side, and kick panels, located in high-profile locations in the convention center.

"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 2018 attendees turn to this 6-part series in *EyeNet* for deadlines, event previews, interviews, sneak peeks, and more (May to October).

EYENET CORPORATE EVENTS. Take your hour-long message directly to ophthalmologists during AAO 2018 at a convenient onsite location. You develop the program, *EyeNet* handles the marketing and logistics.

EXHIBITOR GUIDE. The ONLY printed exhibitor list for AAO 2018, delivered straight to attendees in their registration bags! Showcase your product with an upgraded listing.

OPHTHALMIC PHOTOGRAPHY CALENDAR. An eye-catching collection of striking ophthalmic images, the *Calendar* is distributed to meeting attendees via registration bags, and your corporate logo is displayed on each page.

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.

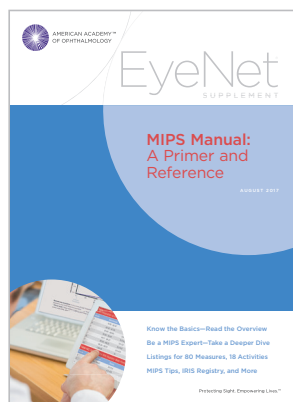
INDUSTRY-SPONSORED SUPPLEMENTS. Tell the full story of your products or services to ophthalmologists with a supplement polybagged with the monthly issue. Develop your own content, and design your own cover and layout—or use the modified *EyeNet* design template provided by the Academy.

MIPS MANUAL 2018: A PRIMER AND REFERENCE.

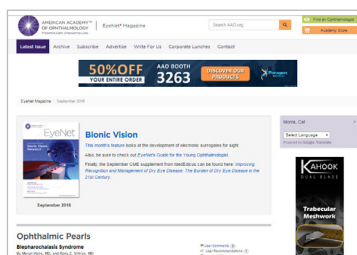
This booklet opens with a quick overview before taking a detailed, deeper dive into the regulations. It includes listings for scores of MIPS measures and activities, making it a valued reference. (Posted online ahead of print.)

YO SUPPLEMENT. Read by 4,000 ophthalmologists at the start of their careers, this supplement gets young ophthalmologists up to speed on key topics that aren't covered during residency and gives them a firm grounding in the business aspects of ophthalmic practice.

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 e-blast provides all Academy members with on-the-go highlights of *EyeNet* print content. With approximately 27,000 recipients, a 32% open rate, and 7% clickthrough rate, the blast features prominent ad positioning.

SPOTLIGHT IMAGE. Your image and case description is rotated in every month onto a dedicated page on aao.org/eyenet. Callouts and links provide extra exposure.

VIDEO. *EyeNet* offers 2 options for video advertising on aao.org/eyenet.

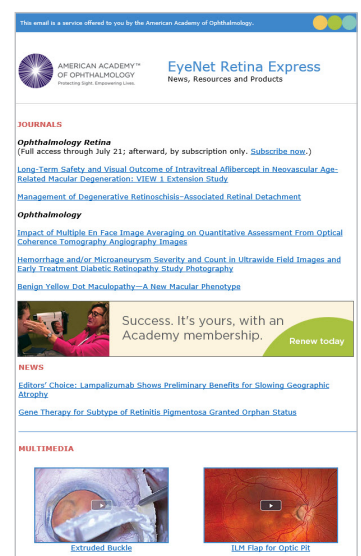
- **Leading into the multimedia extra.** Placing a 7-second video spot at the beginning guarantees undivided attention from ophthalmologists, as they must watch the ad before viewing the clinical content.
- **Freestanding.** Create a stand-alone video about your product. We will drive traffic to the video by mentioning it in the eTOC.

WEBSITE BANNERS. Multiple sizes are available (all are run-of-site): leaderboards, skyscrapers, and buttons. The website averages 150,000 unique visitors, and 207,000 views monthly.

RETINA EXPRESS. This monthly email blast for retina specialists and comprehensive ophthalmologists (9,000 circulation) contains links to retina-related content from around the Academy.



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

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 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 cmorris@aao.org when the ad is uploaded.

Server address: [ftp.aao.org](ftp:aao.org)

Username: enm

Password: provided by cmorris@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 22,000. Contact M.J. Mrvica Associates for further details.

EyeNet Advertising Materials

Catherine Morris
EyeNet Magazine
655 Beach Street
San Francisco, CA 94109
Tel. 415.447.0325
cmorris@aao.org

Black-and-White Rates

Frequency	Full Page	2/3 Page	1/2 Page	1/4 Page
1x	\$3,286	\$2,726	\$2,135	\$1,314
3x	\$3,219	\$2,672	\$2,092	\$1,288
6x	\$3,121	\$2,590	\$2,028	\$1,248
12x	\$3,055	\$2,536	\$1,986	\$1,222
18x	\$2,956	\$2,453	\$1,922	\$1,182
24x	\$2,923	\$2,427	\$1,900	\$1,170
36x	\$2,858	\$2,372	\$1,857	\$1,143

Color Rates

Frequency	Full Page	2/3 Page	1/2 Page	1/4 Page
1x	\$5,746	\$5,172	\$4,597	\$3,735
3x	\$5,632	\$5,069	\$4,505	\$3,661
6x	\$5,459	\$4,913	\$4,367	\$3,548
12x	\$5,345	\$4,810	\$4,276	\$3,474
18x	\$5,172	\$4,655	\$4,138	\$3,362
24x	\$5,114	\$4,603	\$4,091	\$3,325
36x	\$5,000	\$4,499	\$3,999	\$3,250

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.**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****ADVERTISING CONTINUITY PROGRAM:** Advertise in three issues and earn a free ad of equal size in the third issue.**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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Berlin, NJ 08009

Tel. +1.856.768.9360

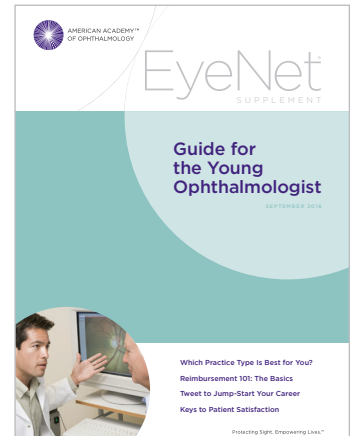
Fax +1.856.753.0064

Mark Mrvica, Kelly Miller

mjmrsvica@mrsvica.com



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 2018 News*, *EyeNet Best of*, *EyeNet’s Exhibitor Guide*, *EyeNet’s AAO 2018 Daily*, *EyeNet’s Ophthalmic Photography Calendar*, *EyeNet’s Original Papers and Posters*, *EyeNet’s Destination AAO 2018*, *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.



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