



AMERICAN ACADEMY  
OF OPHTHALMOLOGY

Protecting Sight. Empowering Lives.™

## Cover Tips

With a committed audience that reads each issue regularly and thoroughly, *EyeNet* delivers unparalleled reach and prestige. Take advantage of this positioning to showcase your brand front and center on *EyeNet*'s newly designed cover.

## PRODUCTION SPECS

### If sending preprinted tips, ship to:

Dartmouth Printing Company  
Attn: Lisa George  
69 Lyme Road  
Hanover, NH 03755

Include information about the piece and on what issue it will appear (i.e., "*EyeNet* July 2017 cover tip").

Count: 25,500 (full run of magazine)

Trim: 8 1/8 x 5 1/8"

Stock: 70lb #3 Gloss or similar

If you would like *EyeNet* to print the tips, email hi-res, press-ready pdf to Catherine Morris (cmorris@aao.org).

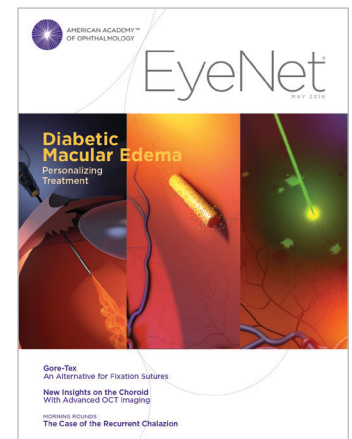
## RATE

Preprinted cover tips: \$18,000

Additional cost for *EyeNet* to print: \$2,760

## DEADLINES

	PDF	Preprinted
January 2017	12/9	12/14
February 2017	1/6	1/11
March 2017	2/3	2/9
April 2017	3/10	3/15
May 2017	4/7	4/13
June 2017	5/5	5/11
July 2017	6/2	6/8
August 2017	7/7	7/12
September 2017	8/4	8/10
October 2017	9/8	9/13
November 2017	10/6	10/12
December 2017	11/3	11/7
January 2018	12/8	12/13
February 2018	1/5	1/11



## RESERVE YOUR SPACE

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