



EyeNet's Exhibitor Guide

NEW PRODUCT TO PROMOTE? Showcase your new products in the *Exhibitor Guide*. Choose from a variety of affordable marketing options, including listing upgrades with product shots, run-of-book advertising, and cover advertising.

DISTRIBUTION	Mailed to all U.S. Academy members, plus a bonus distribution on the convention hall floor.	
RATES	BASIC LISTINGS:	Free of charge to all AAO 2021 exhibitors
	UPGRADE #1:	\$295 (net), 25-word profile
	UPGRADE #2:	\$605 (net), 60-word profile
	UPGRADE #3:	\$1,215 (net), 60-word profile plus color image
	UPGRADE #4:	\$1,825 (net), 60-word profile plus color image on Cover 2
RUN-OF-BOOK ADS	COLOR RATES:	\$7,280 (net), full page; \$3,650 (net), half page.
	BW RATES:	\$4,055 (net), full page; \$2,025 (net), half page.
	<i>Run-of-book advertising includes free Upgrade #3.</i>	
DEADLINES	AD CLOSE: September TBD	MATERIALS CLOSE: September TBD
NOW AVAILABLE: COVER ADVERTISING!	DEADLINES	Digital Materials: September TBD Preprinted Materials: October TBD



BASIC LISTING

<i>EyeNet Magazine</i>	Booth 3671
415-447-0325, aao.org/eyenet	

UPGRADE #1

<i>EyeNet Magazine</i>	Booth 3671
<i>EyeNet Magazine</i> is the Academy's official newsmagazine. It is the premier source among the ophthalmic trade press of credible information for ophthalmologists and their practices.	
415-447-0325, aao.org/eyenet	

UPGRADE #2

<i>EyeNet Magazine</i>	Booth 3671
<i>EyeNet</i> is the Academy's official newsmagazine and the premier source among the ophthalmic trade press of credible information for ophthalmologists. <i>EyeNet</i> delivers a variety of 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.	
415-447-0325, aao.org/eyenet	

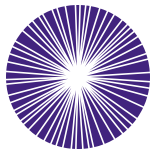
UPGRADE #3

<i>EyeNet Magazine</i>	Booth 3671
<p><i>EyeNet</i> is the Academy's official newsmagazine and the premier source among the ophthalmic trade press of credible information for ophthalmologists. <i>EyeNet</i> delivers a variety of 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.</p> <p>415-447-0325, aao.org/eyenet</p>	

RESERVE YOUR SPACE

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Berlin, New Jersey 08009
Phone: 856-768-9360
Fax: 856-753-0064



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INSERTION ORDER

Due **September TBD**

CONTACT INFORMATION

Company:

Contact Name:

Fax:

Phone:

E-mail:

Billing Address:

Authorized Signature:

Date:

UPGRADE(S)

- _____ BASIC LISTING (Insertion order not required.)
- _____ UPGRADE #1: 25-word profile = \$295 (net)
- _____ UPGRADE #2: 60-word profile = \$605 (net)
- _____ UPGRADE #3: 60-word profile PLUS color image = \$1,215 (net)
- _____ UPGRADE #4: 60-word profile PLUS color image on Cover 2 = \$1,825 (net)

RUN-OF-BOOK ADVERTISING

(Includes free Upgrade #3)

- _____ FULL PAGE (Color) = \$7,280 (net)
- _____ HALF PAGE (Color) = \$3,650 (net)
- _____ FULL PAGE (BW) = \$4,055 (net)
- _____ HALF PAGE (BW) = \$2,025 (net)

For cover advertising, please contact M.J. Mrvica Associates (see below).

EXHIBITOR'S PROFILE INFORMATION

Profile text must be submitted electronically to *EyeNet* at eyenetads@aao.org by **September TBD**. If profile information is not submitted, data from the Academy's permanent exhibitor file will be used.

Company Name:

Booth Number:

URL:

Main Customer Service Phone:

MATERIALS CHECKLIST

- _____ Profile text (Submit electronically to eyenetads@aao.org.)
- _____ Profile image (If applicable, see upgrade notes below.)
- _____ Copy of insertion order
- _____ Run-of-book materials (For mechanical requirements, see the *EyeNet* Media Kit at aao.org/eyenet/advertise.)

UPGRADE NOTES

- Copy and images to be supplied by exhibitor.
- If copy exceeds word count limit, *EyeNet* will edit it accordingly. All copy is subject to the Academy's approval.
- Images must be supplied electronically by e-mail or CD-ROM. Digital images must be supplied at 266 dots-per-inch (dpi) resolution and at least 2 x 3" in any of the following formats: *.tif, *.jpg, *.bmp or *.eps. Images will run approximately 1.75 x 3" vertically and 3.75 x 1.30" horizontally.

INSERTION ORDER TO MRVICA

M.J. Mrvica Associates
 Phone: 856-768-9360
 Fax: 856-753-0064
 Mark Mrvica: markmrvica@mrvica.com
 Kelly Miller: kmiller@mrvica.com

MATERIALS TO EYENET

EyeNet Magazine, Exhibitor Guide
 E-mail: eyenetads@aao.org