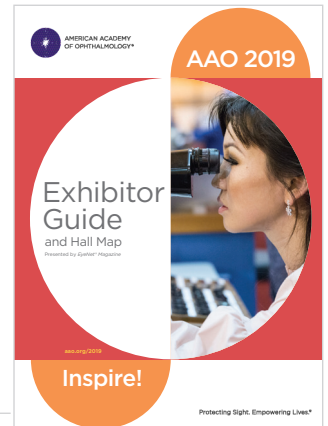




## EyeNet's Exhibitor Guide

**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.

<b>DISTRIBUTION</b>	Mailed to all U.S. Academy members, plus a bonus distribution on the convention hall floor.	
<b>RATES</b>	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
<b>RUN-OF-BOOK ADS</b>	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>	
<b>DEADLINES</b>	AD CLOSE:	<b>September 7</b>
	MATERIALS CLOSE:	<b>September 9</b>
<b>NOW AVAILABLE: COVER ADVERTISING!</b>	<b>DEADLINES</b>	Digital Materials: <b>September 27</b> Preprinted Materials: <b>September 30</b>



### BASIC LISTING

*EyeNet Magazine* Booth 3671  
415-447-0325, [aao.org/eyenet](http://aao.org/eyenet)

### UPGRADE #1

*EyeNet Magazine* Booth 3671  
*EyeNet Magazine* 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](http://aao.org/eyenet)

### UPGRADE #2

*EyeNet Magazine* Booth 3671  
*EyeNet* is the Academy's official newsmagazine and the premier source among the ophthalmic trade press of credible information for ophthalmologists. *EyeNet* 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](http://aao.org/eyenet)

### UPGRADE #3

*EyeNet Magazine* Booth 3671  
*EyeNet* is the Academy's official newsmagazine and the premier source among the ophthalmic trade press of credible information for ophthalmologists. *EyeNet* 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](http://aao.org/eyenet)



## RESERVE YOUR SPACE

**Kelly Miller · Mark Mrvica**  
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**M.J. Mrvica Associates**  
2 West Taunton Avenue  
Berlin, New Jersey 08009  
Phone: 856-768-9360  
Fax: 856-753-0064



## EyeNet's Exhibitor Guide

### INSERTION ORDER

Due September 7

### 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](mailto:eyenetads@aao.org) by **September 9**. 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](mailto: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](http://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](mailto:markmrvica@mrvica.com)  
Kelly Miller: [kmiller@mrvica.com](mailto:kmiller@mrvica.com)

### MATERIALS TO EYENET

*EyeNet Magazine, Exhibitor Guide*  
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