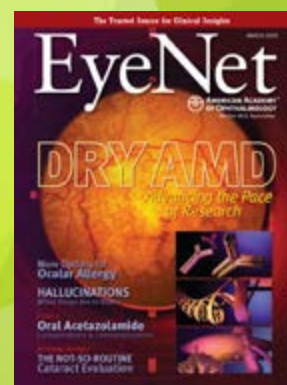


# EyeNet

M A G A Z I N E

THE TRUSTED SOURCE FOR CLINICAL INSIGHTS



# EyeNet



**AMERICAN ACADEMY  
OF OPHTHALMOLOGY**

*The Eye M.D. Association*

*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



**AMERICAN ACADEMY  
OF OPHTHALMOLOGY**  
*The Eye M.D. Association*



**AMERICAN ACADEMY  
OF OPHTHALMIC EXECUTIVES™**  
Solutions for Practice Management

*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.

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

### Clinical Update

#### RETINA Imaging of Peripheral Lesions May Reshape Diabetic Retinopathy Care

BY JAMES HANSEN, MD, PhD, AND JAMES HANSEN, MD, PhD  
FROM THE UNIVERSITY OF TEXAS AT AUSTIN, AUSTIN, TEXAS

It's a major advance in the field of diabetic retinopathy care, and it's one that has been a long time in the making. In a new study, researchers have found that imaging of peripheral lesions in the retina can help predict the progression of diabetic retinopathy. The study, published in the *Journal of Clinical Investigation*, shows that imaging of peripheral lesions can help predict the progression of diabetic retinopathy. The study, published in the *Journal of Clinical Investigation*, shows that imaging of peripheral lesions can help predict the progression of diabetic retinopathy.



**Figure 1.** OCT images showing peripheral lesions in the retina. The images show the retina and the lesions. The lesions are located in the peripheral retina. The images show the retina and the lesions. The lesions are located in the peripheral retina.

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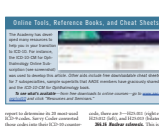
### SAVVY CODER

EDITING & REIMBURSEMENT

#### Making an ICD-10 Superbill—a Practice Converts Its 20 Most-Used ICD-9 Codes

BY JAMES HANSEN, MD, PhD, AND JAMES HANSEN, MD, PhD  
FROM THE UNIVERSITY OF TEXAS AT AUSTIN, AUSTIN, TEXAS

It's a major advance in the field of diabetic retinopathy care, and it's one that has been a long time in the making. In a new study, researchers have found that imaging of peripheral lesions in the retina can help predict the progression of diabetic retinopathy. The study, published in the *Journal of Clinical Investigation*, shows that imaging of peripheral lesions can help predict the progression of diabetic retinopathy. The study, published in the *Journal of Clinical Investigation*, shows that imaging of peripheral lesions can help predict the progression of diabetic retinopathy.



**Figure 1.** OCT images showing peripheral lesions in the retina. The images show the retina and the lesions. The lesions are located in the peripheral retina. The images show the retina and the lesions. The lesions are located in the peripheral retina.

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Continued from page 10

### Opinion

#### Career Disruption: Can You Reinvent Yourself?

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**Figure 1.** OCT images showing peripheral lesions in the retina. The images show the retina and the lesions. The lesions are located in the peripheral retina. The images show the retina and the lesions. The lesions are located in the peripheral retina.

## Destination AAO 2015

GET READY FOR LAS VEGAS! PART 1

### BEAT THE CLOCK

In *Register Your AAO*, you'll find everything you need to know to get ready for the AAO. The AAO is the largest and most important event in the ophthalmic community. It's a chance to meet with other ophthalmologists, learn about the latest in ophthalmology, and network with other professionals in the field.



**Figure 1.** AAO 2015 logo.

### PROGRAM

The AAO 2015 program is a comprehensive overview of the latest in ophthalmology. It includes sessions on the latest in ophthalmology, as well as sessions on the latest in ophthalmology. The AAO 2015 program is a comprehensive overview of the latest in ophthalmology.



**Figure 1.** AAO 2015 logo.

### PROCEEDINGS

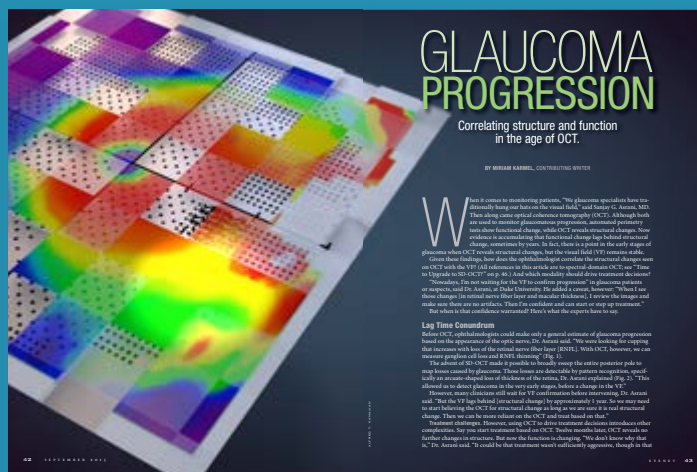
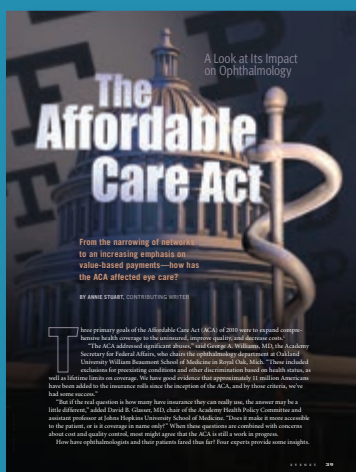
The AAO 2015 proceedings are a comprehensive overview of the latest in ophthalmology. It includes sessions on the latest in ophthalmology, as well as sessions on the latest in ophthalmology. The AAO 2015 proceedings are a comprehensive overview of the latest in ophthalmology.



**Figure 1.** AAO 2015 logo.



**AMERICAN ACADEMY  
OF OPHTHALMOLOGY**  
*The Eye M.D. Association*



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SECTION EDITOR

H. Nida Sen, MD  
Steven Yeh, MD



# 2016 Editorial Calendar

*The Best in Clinical Insights, 12 Times a Year*

## January

### **Cardiovascular and Eye Diseases**

Some cardiovascular and eye diseases share underlying risk factors and mechanisms. Recognizing and responding to these associations may have far-reaching implications for your patients.

#### CLINICAL UPDATES

Cataract • Glaucoma • Refractive

DISTRIBUTED AT WOC

## February

### **Glaucoma Faces Pressure**

Although high intraocular pressure is a common culprit in primary open-angle glaucoma, several other mechanisms are being explored. An in-depth look at the dynamics that may be at work in your glaucoma suspect and glaucoma patients.

#### CLINICAL UPDATES

Cornea • Neuro • Retina

## March

### **Spotlight on Cataract**

Revisiting the excitement from the Spotlight on Cataract session during AAO 2015, *EyeNet* presents a variety of surgical cases, along with audience poll questions and answers, and expert commentary.

#### CLINICAL UPDATES

Cornea • Oncology • Pediatrics

DISTRIBUTED AT APAO

## April

### **A Report on Interoperability**

An ophthalmic office's diagnostic devices, image management software, and medical records are supposed to integrate seamlessly to improve efficiency—yet some doctors tell a different story.

#### CLINICAL UPDATES

Neuro • Trauma • Uveitis

DISTRIBUTED AT ASCRS AND MEACO

## May

### **Macular Edema: Steroids vs. Anti-VEGF Agents**

New research has come to light about when to treat macular edema with steroids—instead of, or in addition to—anti-VEGF drugs. Experts discuss their experiences with the effectiveness and trade-offs of each approach.

#### CLINICAL UPDATES

Glaucoma • Pediatrics • Refractive

DESTINATION AAO 2016, PART 1

## June

### **Tele-ophthalmology**

Telemedicine is a growing trend, with public and private insurance coverage now available in most states. Given the expansion of smartphone apps for ocular imaging—and the shortage of specialists in some areas—how will remote diagnosis and management affect ophthalmology?

#### CLINICAL UPDATES

Comprehensive • Oculoplastics • Retina

DESTINATION AAO 2016, PART 2

## July

### **Good Enough?**

Are you practicing substandard medicine if you don't offer your patients the latest technology and procedures? A look at your responsibility to patients from both ethical and practical standpoints, with discussion of femto-cataract surgery, multifocal lenses, and more.

#### CLINICAL UPDATES

Cornea • Glaucoma • Oncology

DESTINATION AAO 2016, PART 3

## August

### **Bionic Eye**

Several recent studies are bringing into focus the picture of where we are with retinal implants and how they are changing patients' lives. An overview of the current status and future prospects for this technology.

#### CLINICAL UPDATES

Cataract • Comprehensive • Neuro

DESTINATION AAO 2016, PART 4

DISTRIBUTED AT ASRS AND ESCRS

## September

### **Glaucoma in Children**

A practical overview of pediatric glaucoma—from etiology and risk factors to examination techniques and beyond, including medical and surgical management. Experts discuss current best practices. Plus news on genetic testing and counseling.

#### CLINICAL UPDATES

Comprehensive • Cornea • Oncology

DESTINATION AAO 2016, PART 5

## October: AAO 2016 issue

### **Caring for the Elderly Patient**

Aging patients often have complex comorbidities that affect ophthalmic care and adherence to treatment. And with people living longer than ever, ophthalmologists need to ensure their therapies can last a lifetime.

#### CLINICAL UPDATES

Cataract • Refractive • Retina

DESTINATION AAO 2016, PART 6

DISTRIBUTED AT AAO 2016

## November

### **Neuroimaging 101 for Ophthalmologists**

From MRI and MRA to CT and PET, you are familiar with the acronyms, but do you know which scan to order when, and how to interpret the results? A review of the basics for the comprehensive ophthalmologist.

#### CLINICAL UPDATES

Glaucoma • Oculoplastics • Retina

## December

### **No Evidence**

A number of common clinical practices lack a strong evidence base—is it time to reexamine their role? Experts discuss how to assess the usefulness of some of these practices if clinical trial data are absent or conflicting.

#### CLINICAL UPDATES

Comprehensive • International •

Uveitis

## 2016 CALENDAR FOR AD AND MATERIALS CLOSE

### JANUARY

Ad Close: **November 30**

Materials Close: **December 4**

### FEBRUARY

Ad Close: **January 4**

Materials Close: **January 8**

### MARCH

Ad Close: **February 1**

Materials Close: **February 5**

### APRIL

Ad Close: **February 29**

Materials Close: **March 4**

### MAY

Ad Close: **March 28**

Materials Close: **April 1**

### JUNE

Ad Close: **May 2**

Materials Close: **May 6**

### JULY

Ad Close: **May 31**

Materials Close: **June 3**

### AUGUST

Ad Close: **July 1**

Materials Close: **July 8**

### SEPTEMBER

Ad Close: **August 1**

Materials Close: **August 5**

### OCTOBER

Ad Close: **September 2**

Materials Close: **September 9**

### NOVEMBER

Ad Close: **September 26**

Materials Close: **September 30**

### DECEMBER

Ad Close: **October 31**

Materials Close: **November 4**

# Engaged Ophthalmologists on Every Continent

Doctors all over the world value *EyeNet's* balanced approach and subsequent status as the premier newsmagazine for ophthalmologists. Ensure that your brand profits by partnering with *EyeNet*, a publication of the American Academy of Ophthalmology. Run an advertisement each month to make a powerful impression on *EyeNet's* loyal readers. In addition, take advantage of multiple channels to reinforce your brand, including video, cover tips, email blasts, website banner advertising, and more. *EyeNet* can also create a customized, all-encompassing solution to suit your marketing objectives.

*So much of the reading materials I receive are of little value. I typically thumb through them, looking for clinically useful information that might help my patient care, but rarely find much. However, every month in EyeNet I find relevant information to either stimulate my interest for additional study or directly impact my patient care. I appreciate the effort and time it takes to do this on a regular basis. Please keep up the excellent work.*

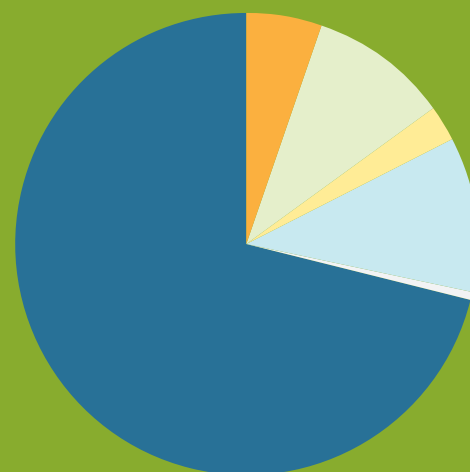
David E. Cink, MD  
Crescent City, Calif.

*As an international member of the Academy, I would like to thank the EyeNet staff for their effort and work dedicated to the EyeNet Magazine. This interesting magazine has become a very important tool for us because it facilitates our constant updating in all fields of ophthalmology with a wide variety of clinical cases, scientific papers, and news, allowing us to be better prepared to meet the needs of our patients.*

Andres F. Lasave, MD  
Mar del Plata, Argentina

*There are so many new developments in our field, and it is not easy to decide what to follow. EyeNet helps in orienting ophthalmologists by focusing on the most important achievements in ophthalmology and highlighting the practically relevant developments that ophthalmologists may use immediately in their practice. I greatly appreciate this effort and plan to continue reading EyeNet for a long time on a regular basis.*

Zoltan Z. Nagy, MD  
Budapest, Hungary



**LET US CREATE  
YOUR CAMPAIGN NOW.**

Contact M.J. Mrvica Associates at  
856-768-9360 or [mjmrvica@mrvica.com](mailto:mjmrvica@mrvica.com).



## YOUR 2016 MARKETING PLAN

# Create an All-Encompassing, *Multi-Platform Campaign*



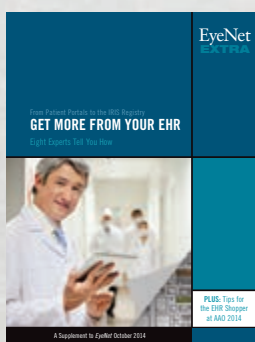
### LUNCH SYMPOSIUM



### ACADEMY LIVE



### GUIDE TO ACADEMY EXHIBITORS



### EHR SUPPLEMENT

## AAO 2016 Opportunities

**NEW! EYENET CORPORATE LUNCHES.** *EyeNet* now offers educational program corporate lunches. An *EyeNet* Lunch Symposium is your ticket to providing programming of current interest to your desired audience. Take advantage of this highly coveted lunch time-slot and convenient location onsite at AAO 2016 to attract the ophthalmologists you want to target. *EyeNet* will handle the logistics, including marketing, audience recruitment and registration, food and beverage, and coordinating with the convention center and other vendors.

**Your role:** Develop the program—from selection of topic and faculty to setting the agenda and producing program materials (subject to review and approval by the Academy).

**ACADEMY LIVE.** Capture the attention of ophthalmologists worldwide with *Academy Live*, *EyeNet*'s clinical e-newsletter reported over four days in Chicago. *Academy Live* keeps ophthalmologists on top of news from Subspecialty Day and AAO 2016 and is emailed to more than 80,000 recipients—it is also posted to [www.eyenet.org](http://www.eyenet.org) for double exposure.

**DESTINATION SERIES.** AAO 2016 attendees turn to this six-part series in *EyeNet* for deadlines, event previews, interviews, sneak peeks, and more (May to October).

**ACADEMY 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. The Friday edition guarantees distribution via a door drop to 11,000+ attendees.

**GUIDE TO ACADEMY EXHIBITORS.** The ONLY printed exhibitor list for AAO 2016! Showcase your product with an expanded listing. Delivered straight to attendees in their reg bags!

**EYENET "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.

**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

INDUSTRY-SPONSORED SUPPLEMENTS

CUSTOMIZED AD PACKAGES

EHR SUPPLEMENT

YO SUPPLEMENT

REPRINTS



## 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 2016 print and electronic publications, custom supplements offered throughout the year, and digital opportunities to engage your audience when and how they choose to read the magazine.

## Spotlight on Digital



**NEW! VIDEO.** *EyeNet* offers two options for video advertising on [www.eyenet.org](http://www.eyenet.org).

- **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 for placement on [www.eyenet.org](http://www.eyenet.org). We will drive traffic to the video by mentioning it in a native ad in the e-TOC.

**e-TOC.** This monthly e-newsletter provides all members with on-the-go highlights of each issue. The blast features two prominent ad positions that stand out in both horizontal and vertical preview panes.

**Metrics:** More than 25,000 recipients, 31 percent open rate, and 6 percent click-through rate.

**e-TOC ADD-ON.** Add a text-only native ad to the e-TOC to complement your print ad.

**DIGITAL EDITION.** This version of the magazine combines the content of the print publication with multimedia and other extras. Amplify your campaign with digitally enhanced advertising, ranging from toolbar branding and skyscrapers to premium-placement, digital stand-alone ads, video, and more.

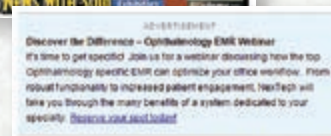
**Metrics:** Averages 786 unique visitors, 977 visits, and 16,101 page views per month.

**[www.eyenet.org](http://www.eyenet.org).** Multiple advertising opportunities are available: leaderboards (run-of-site ads), skyscrapers, buttons, and banner spaces.

**Metrics:** 224,000 page views and 164,000 unique visitors per month.



e-TOC



e-TOC ADD-ON



DIGITAL EDITION



[www.eyenet.org](http://www.eyenet.org)

**Page Unit**

Spread (two facing pages)

Full page

 $\frac{1}{2}$  page (horizontal) $\frac{1}{2}$  page (vertical) $\frac{2}{3}$  page (vertical) $\frac{1}{4}$  page**Non-Bleed**

15" x 10"

7" x 10"

7" x 4 $\frac{3}{4}$ "3 $\frac{1}{4}$ " x 10"4 $\frac{1}{2}$ " x 10"3 $\frac{1}{4}$ " x 4 $\frac{3}{4}$ "**Bleed**16 $\frac{1}{2}$ " x 11 $\frac{1}{8}$ "8 $\frac{3}{8}$ " x 11 $\frac{1}{8}$ "8 $\frac{3}{8}$ " x 5 $\frac{1}{2}$ "4 $\frac{1}{4}$ " x 11 $\frac{1}{8}$ "5 $\frac{3}{8}$ " x 11 $\frac{1}{8}$ "

N/A

**Trim***EyeNet* Trim Size (Page):8 $\frac{1}{8}$ " x 10 $\frac{7}{8}$ "*EyeNet* Trim Size (Spread):16 $\frac{1}{4}$ " x 10 $\frac{7}{8}$ "

Live Matter:

Bleed sizes include  $\frac{1}{8}$ " trim from outside, bottom, top, and gutter. Keep live matter  $\frac{1}{2}$ " from trim size of page.**EYENET  
ADVERTISING  
MATERIALS**

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

**PRODUCTION SPECIFICATIONS***Paper Stock*

Inside Pages: 50 lb. text

Cover: 70 lb. cover with varnish

**DIGITAL AD REQUIREMENTS****High-resolution PDF is the preferred file format.**

These 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 and RGB color should be converted to CMYK before creating the PDF. All trim and registration marks must appear outside the bleed area ( $\frac{1}{8}$  inch from trim). Scanned images must be saved as high resolution (at least 266 dpi) in TIFF or EPS format.

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.

**BINDING***Perfect Bound***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

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.



**Black-and-White Rates**

Frequency	Full Page	2/3 Page	1/2 Page	1/4 Page
1x	\$3,038	\$2,521	\$1,974	\$1,215
3x	\$2,977	\$2,471	\$1,935	\$1,191
6x	\$2,885	\$2,395	\$1,876	\$1,154
12x	\$2,825	\$2,345	\$1,836	\$1,130
18x	\$2,734	\$2,269	\$1,777	\$1,093
24x	\$2,703	\$2,244	\$1,757	\$1,082
36x	\$2,643	\$2,193	\$1,718	\$1,057

**Color Rates**

Frequency	Full Page	2/3 Page	1/2 Page	1/4 Page
1x	\$5,313	\$4,782	\$4,251	\$3,454
3x	\$5,207	\$4,687	\$4,166	\$3,385
6x	\$5,048	\$4,543	\$4,038	\$3,281
12x	\$4,942	\$4,448	\$3,953	\$3,212
18x	\$4,782	\$4,304	\$3,826	\$3,108
24x	\$4,729	\$4,256	\$3,783	\$3,074
36x	\$4,623	\$4,160	\$3,698	\$3,005

**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 WEBSITE ADVERTISING**

The home page provides high visibility for your advertising message and links potential customers to your website.

**RATES**

- A Leaderboard:** \$3,500 net
- B Skyscraper:** \$3,000 net
- C Button:** \$800 net
- D Banner:** \$2,860 net

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M.J. Mrvica Associates, Inc.  
 2 West Taunton Avenue  
 Berlin, NJ 08009  
 Tel. 856.768.9360  
 Fax. 856.753.0064

**MARK MRVICA, KELLY MILLER**  
 mjmrvica@mrvica.com

**EYENET e-TOC**

EyeNet's monthly email blast provides all members with on-the-go highlights of EyeNet content.

- E Wide skyscraper plus**
- F bottom banner:** \$3,025 per issue



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### **EYENET MAGAZINE**

655 Beach Street  
San Francisco, CA 94109  
Tel. 415.561.8500  
Fax. 415.561.8575  
[eyenet@aao.org](mailto:eyenet@aao.org)

### **ADVERTISING AND REPRINT SALES FIRM**

M.J. Mrvica Associates, Inc.  
2 West Taunton Avenue  
Berlin, NJ 08009  
Tel. 856.768.9360  
Fax. 856.753.0064  
[mjmrsvica@mrsvica.com](mailto:mjmrsvica@mrsvica.com)