



Industry-Written Supplements

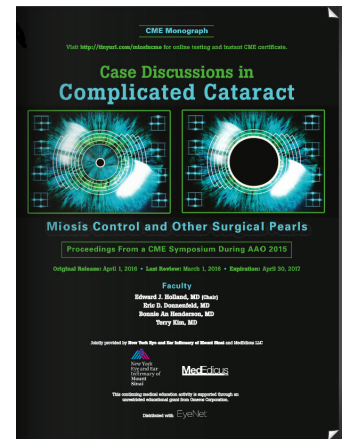
With a committed audience that reads each issue regularly and thoroughly, *EyeNet*—the official newsmagazine of the American Academy of Ophthalmology—delivers unparalleled reach and prestige. Take advantage of this positioning to get your message out with a supplement, polybagged with the monthly issue. Design your own cover and layout, or use the modified *EyeNet* design template provided by the Academy.

Average circulation: 22,000

TWO TYPES OF SUPPLEMENTS

Advertising supplements. An advertising supplement gives you the expanded space you need to tell the full story of your products or services to ophthalmologists. This high-visibility vehicle gives you the opportunity to deliver your message straight to *EyeNet*'s loyal readers—make sure they get the latest news from you!

CME supplements. Your company's unrestricted educational grant to an accredited CME provider distinguishes you as a leader in supporting the advancement of ophthalmic knowledge. The ability to earn CME credits conveniently is attractive to physicians and encourages their sustained and attentive reading.



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RATES

8 pages:	\$21,000
12 pages:	\$23,150
16 pages:	\$25,350
24 pages:	\$27,550

2017 DEADLINES

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
PDF Review	12/2	12/23	1/27	3/3	3/31	4/28	5/26	6/30	7/28	9/1	9/29	10/27	12/1	12/22
Digital	12/9	1/6	2/3	3/10	4/7	5/5	6/2	7/7	8/4	9/8	10/6	11/3	12/8	1/5
Preprinted	12/14	1/11	2/9	3/15	4/13	5/11	6/8	7/12	8/9	9/13	10/12	11/7	12/13	1/11

Note: Supplement content and design are subject to review and approval by the American Academy of Ophthalmology and must comply with applicable regulatory and CME requirements.