



AMERICAN ACADEMY
OF OPHTHALMOLOGY®

Protecting Sight. Empowering Lives.®

AAO 2021 News

AAO 2021 will be held in New Orleans from Nov. 12-15, with Subspecialty Day Nov. 12-13. The Academy's convention tabloid, *AAO 2021 News*, will be distributed onsite on Friday, Nov. 12, and Sunday, Nov. 14. Both editions will contain the information attendees need to stay on top of meeting news and events.

RATES

Rates are for a combined run in both editions.

	B/W	4/C
Full page	\$8,145	\$10,210
Junior page	\$6,615	\$8,715
1/2 page	\$5,210	\$7,275
1/3 page	\$3,310	\$5,380
1/4 page	\$3,150	\$5,230

PREMIUMS

Back cover: 50% over b/w rate

Inside front cover: 35% over b/w rate

Cover: \$15,000

DEADLINES

Ad close: September 8

Materials close: September 10

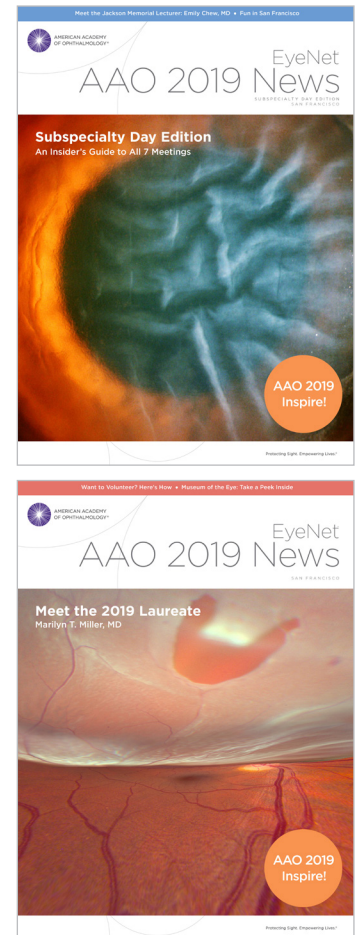
COVER ADVERTISING AND INSERTS

Materials close: September 14

ADVERTISING ACCEPTANCE AND COPY RESTRICTIONS

Subject to approval by the Academy. Advertisers must be official exhibitors.

DID YOU KNOW? Advertising in any *EyeNet* publication this year can earn your company points toward its exhibit booth space location during AAO 2022 in Chicago. Learn more at aao.org/annual-meeting/exhibitor/priority-points.



RESERVE YOUR SPACE

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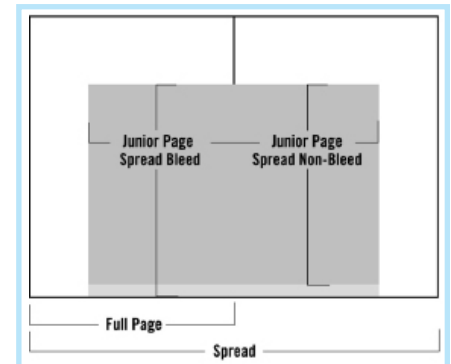
AD SPECIFICATIONS

NON-BLEED

Spread	20 1/2 x 13 3/4"
Full Page	9 3/4 x 13 1/2"
Junior Spread	15 9/16 x 10"
Junior Page	7 3/8 x 10"
1/2 Horizontal	9 7/8 x 6 5/8"
1/2 Vertical	4 3/4 x 13 5/8"
1/3 Vertical	4 7/8 x 10"
1/4 Vertical	4 7/8 x 6 3/4"
1/4 Horizontal	7 1/4 x 5 1/2"

BLEED

Spread	22 1/4 x 15 1/4"
Full Page	11 3/8 x 15 1/4"
Junior Spread	15 9/16 x 11"
Junior Page	8 1/8 x 10 7/8"
1/2 Horizontal	11 3/8 x 7 3/4"
1/2 Vertical	6 x 15 1/4"
1/3 Vertical	5 5/8 x 11"
1/4 Vertical	n.a.
1/4 Horizontal	n.a.



MECHANICAL REQUIREMENTS

TRIM SIZE

- 10 7/8 x 14 3/4"
- Bleed sizes include 1/4" trim from outside, bottom, top, and gutter.
- Keep live matter 1/2" from trim size of page.

DIGITAL REQUIREMENTS

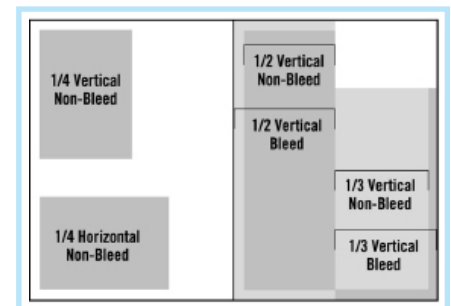
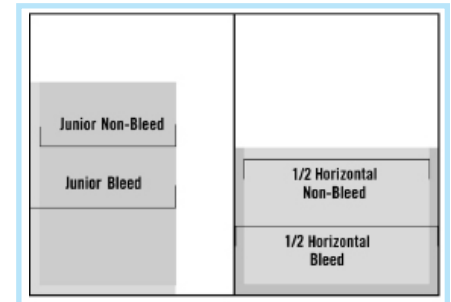
High-resolution PDF is the preferred file format. These files (PDF/X-1a:2001) should be created using Adobe Acrobat Distiller 4.05 (or greater) or exported from Quark XPress or InDesign using the PDF/X-1a:2001 setting. All graphics and fonts must be embedded. Spot colors and RGB color should be converted to CMYK before creating the PDF. All trim and registration marks must appear outside the bleed area (1/8 inch from trim). Scanned images must be saved as high resolution (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.

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 reserves the right to reject materials that do not comply with mechanical requirements.



EMAIL MATERIALS TO

Carey Ballard
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EyeNet Magazine
Art Director/Program Manager