

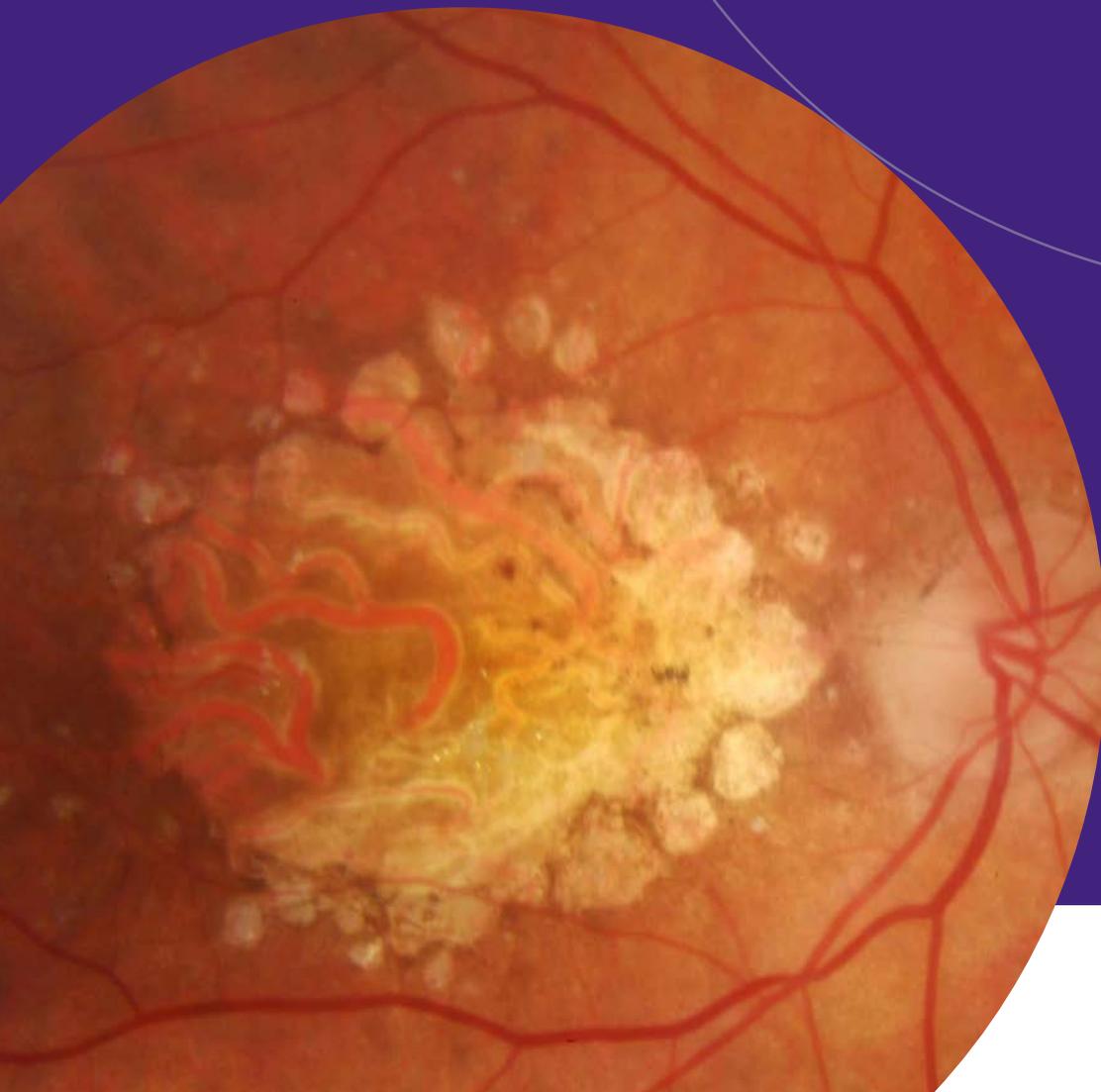


AMERICAN ACADEMY  
OF OPHTHALMOLOGY®  
Protecting Sight. Empowering Lives.

# EyeNet<sup>®</sup>

MAGAZINE

**2024  
Media  
Kit**



Protecting Sight. Empowering Lives.®

# EyeNet<sup>®</sup>

MAGAZINE



*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

*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 92% of practicing U.S. ophthalmologists and 99% of in-training ophthalmologists currently enrolled in an ophthalmology residency program or fellowship.

AAOE membership includes approximately 5,400 office administrators, managers, physicians in training, 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:** 23,500 (see opposite for details)

## Advertising

**ACCEPTANCE AND COPY RESTRICTIONS:** Subject to approval by the Academy

**PLACEMENT POLICY:** Interspersed

# Circulation Profile

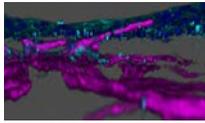
## News in Review

COMMENTARY AND PERSPECTIVE

### RESEARCH

#### Bioprinted 3D Model Uncovers Drivers of AMD

RESEARCHERS FROM THE NIH BIOPRINTED A 3D MODEL OF THE HUMAN MACULA TO UNCOVER DRIVERS OF AMD. THE MODEL REVEALS THAT 10 GENES ARE PHENOTYPICALLY ENRICHED IN AMD AND THAT THESE GENES ARE ENRICHED IN THE MACULA.



Researcher from the NIH Bioprinted a 3D model of the human macula to uncover drivers of AMD. The model reveals that 10 genes are phenotypically enriched in AMD and that these genes are enriched in the macula. The researchers found that these genes are enriched in the macula, which is the part of the eye that is most affected by AMD. The researchers also found that these genes are enriched in the macula, which is the part of the eye that is most affected by AMD. The researchers also found that these genes are enriched in the macula, which is the part of the eye that is most affected by AMD.

AMD as an in vitro model to study macular and choroidal changes during their formation and progression. They also used human AMD tissue to study the interaction between RPE and choroid. The bioprinting process deposited human endothelial cells, pericytes, and fibroblasts onto a biodegradable scaffold containing an RPE monolayer. The bioprinting process deposited human endothelial cells, pericytes, and fibroblasts onto a biodegradable scaffold containing an RPE monolayer. The bioprinting process deposited human endothelial cells, pericytes, and fibroblasts onto a biodegradable scaffold containing an RPE monolayer.

These findings suggest that the model can be used to study the interaction between RPE and choroid. The researchers also found that these genes are enriched in the macula, which is the part of the eye that is most affected by AMD. The researchers also found that these genes are enriched in the macula, which is the part of the eye that is most affected by AMD. The researchers also found that these genes are enriched in the macula, which is the part of the eye that is most affected by AMD.

## Journal Highlights

NEW FINDINGS FROM THE PEER-REVIEWED LITERATURE

### Ophthalmology

Edited by Steven D. Finkelstein, MD, PhD

#### A Short Low-Fat Diet May Raise Cataract Risk

June 2023

A study from the Women's Health Initiative (WHI) Dietary Modification Trial found that women who followed a low-fat diet had a higher risk of cataracts. The researchers found that women who followed a low-fat diet had a higher risk of cataracts. The researchers found that women who followed a low-fat diet had a higher risk of cataracts.

### Journal of Ophthalmology

Edited by Steven D. Finkelstein, MD, PhD

#### Global Trends in Childhood Vision Loss

June 2023

A study from the Global Burden of Disease (GBD) 2019 found that the number of children with vision loss has increased globally. The researchers found that the number of children with vision loss has increased globally. The researchers found that the number of children with vision loss has increased globally.

### Retina-Biosimilars, Dual Inhibitors, and Coding for New Drugs

June 2023

A study from the American Society of Retina Specialists (ASRS) found that the use of retina-biosimilars is increasing. The researchers found that the use of retina-biosimilars is increasing. The researchers found that the use of retina-biosimilars is increasing.

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## EyeNet Circulation Profile\*

Active U.S. Academy Members .....	18,748
U.S. Academy Members in Training .....	2,864
U.S. AAOE Members (nonphysician) .....	2,316

## American Academy of Ophthalmology Members

Self-Reported Subspecialty Focus\*  
(primary and secondary)

Cataract/Anterior Segment .....	6,285
Comprehensive Ophthalmology .....	7,513
Cornea/External Disease .....	2,201
Glaucoma .....	2,406
International Ophthalmology .....	64
Medical Education .....	82
Neuro-Ophthalmology .....	437
Ocular Oncology .....	189
Oculofacial Plastics/Reconstructive .....	1,291
Ophthalmic Genetics .....	71
Ophthalmic Pathology .....	80
Other .....	492
Pediatric Ophthalmology and Strabismus .....	1,193
Refractive Surgery .....	1,910
Retina: Medical Only .....	773
Retina/Vitreous: Medical and Surgery .....	3,127
Unknown .....	7,701
Uveitis/Immunology .....	534
Vision Rehab .....	24

\* SOURCE: American Academy of Ophthalmology Membership Data, August 2023.

# The Best in Clinical Insights

## January

**Diabetes.** As diabetes continues to rise in the United States and globally, rates of diabetic retinopathy have increased, too. Experts discuss the prevalence of DR, populations especially at risk, and the latest prevention and treatment strategies.

### Clinical Updates

Comprehensive • Retina

## February

**PROMS.** Patient reported outcome measures (PROMs) are making their way into the outcomes measures of randomized controlled trials from glaucoma to retina.

### Clinical Updates

Cornea • Oncology

## March

**Cataract Spotlight.** Revisiting the Spotlight on Cataract session during AAO 2023, *EyeNet* presents a summary of each challenging case—and includes fresh commentary from the presenting experts.

### Clinical Updates

Glaucoma • Refractive  
*Distributed at ASCRS*

## April

### What's In Your Refrigerator?

The expanded selection of treatments for wet age-related macular degeneration make the retina specialist's refrigerator fuller than ever before. How to manage it all.

### Clinical Updates

Neuro • Pediatrics

## May

### DEIA in Ophthalmology.

A look at how ophthalmologists can broaden their understanding of diversity, equity, inclusion, and accessibility in order to chart a new, more equitable future for patient care and professional collaboration.

### Clinical Updates

Cataract • Glaucoma

## June

### IOLs for Various Cornea

**Diseases.** Selection of an intraocular lens in the setting of corneal disease can be complicated, nevermind that there are numerous corneal diseases to be considered.

### Clinical Updates

Trauma • Uveitis

## July

### Collaborating With Other Medical Specialties.

Ophthalmologists are increasingly working—in clinical practice and research—with endocrinologists, rheumatologists, pediatricians, and stroke experts. *EyeNet* explores how are those partnerships are benefiting patients.

### Clinical Updates

Glaucoma • Retina

## August

### Treatments for Geographic Atrophy.

Now that the breakthrough drugs for dry age-related macular degeneration have been on the market for a year, how are they being incorporated into practice?

### Clinical Updates

Cataract • Refractive

## September

**Trauma.** Traumatic ocular injury goes underreported. *EyeNet* talks with trauma surgeons on the ground to learn about their experiences and the outcomes.

### Clinical Updates

Comprehensive • Oncology

## October

### (Annual Meeting issue) Artificial Intelligence.

*EyeNet* reports on the state of the technology and how it is affecting the profession.

### Clinical Updates

Cornea • Neuro • Retina  
*Distributed at AAO 2024, Chicago*

## November

### Ophthalmic Zebras.

In medical school, everyone learns the saying, “When you hear hoofbeats, think of horses, not zebras.” But those who’ve practiced long enough know that eventually, a “zebra” crosses your path. A look at six patients whose presentation was initially mysterious and how experts got to the bottom of the diagnosis.

### Clinical Updates

Cornea • Oculoplastic

## December

**A Look Ahead.** *EyeNet* invites experts to discuss the news and trends within their subspecialties from 2024.

### Clinical Updates

Comprehensive • Uveitis

## 2024 Ad and Materials Deadlines

### January

Ad close: December 4  
Materials close: December 8

### February

Ad close: January 8  
Materials close: January 12

### March

Ad close: February 5  
Materials close: February 9

### April

Ad close: March 4  
Materials close: March 8

### May

Ad close: April 1  
Materials close: April 5

### June

Ad close: May 6  
Materials close: May 10

### July

Ad close: June 3  
Materials close: June 7

### August

Ad close: July 8  
Materials close: July 12

### September

Ad close: August 5  
Materials close: August 9

### October (AAO 2024 issue)

Ad close: September 3  
Materials close: September 6

### November

Ad close: October 1  
Materials close: October 4

### December

Ad close: November 4  
Materials close: November 8

# EyeNet Tops the Charts

## High Visibility, Broad Reach, and Loyal Readers

Kantar Media Healthcare Research, an independent, third-party market research firm, conducts annual readership surveys. 2023's findings show the following rankings.

Among all ophthalmic publications, *EyeNet* is:

**#1 in Average Page Exposures.** In *EyeNet*, your ad pages will have greater visibility than in any other ophthalmic publication.

Among comprehensive ophthalmic trade publications, *EyeNet* is:

**#1 in High Readers.** *EyeNet* has the most dedicated readers for the 13th year in a row.

## EyeNet Readers Are Receptive

Among monthly comprehensive ophthalmic trade publications, *EyeNet* delivers the readers you most want to reach.

**EyeNet is #1 in Total Readers, #1 in Average Page Exposures, and #1 in Average Issue Readers among the following groups:**

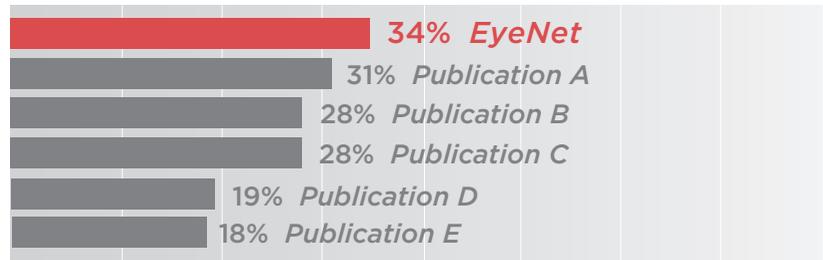
**Key opinion leaders.** Reach the ophthalmologists whose colleagues admire them and look to them for guidance.

**Cataract, Glaucoma, and Retina specialists.** Capture the attention of subspecialty audiences you most want to view your ad.

**Those whose annual revenue exceeds \$500,000.** Get a cut of high revenue practices by putting your products in front of the doctors who are best positioned to spend.

**Those who see medical sales representatives at least 1x week.** Extend your messaging and improve its "effective frequency" by putting your product on *EyeNet*'s pages.

### #1 in Average Page Exposures



**#1 in Total Readers.** *EyeNet* has broad reach! More than 12,500 U.S. ophthalmologists say that they read *EyeNet*.

**#1 in Average Issue Readers.** More ophthalmologists are likely to read *EyeNet* than its competitors.

SOURCE: Kantar Media Healthcare Research 2023 Eyecare Readership Study.

### Those for whom ophthalmic surgery is at least

**26% of practice.** Develop a loyal customer base of those doctors who need to purchase more equipment more often.

### Early drug adopter and early majority drug adopters.

Reach the ophthalmologists who are most likely to update their prescription patterns.

**High volume practices.** Align with physicians who see 126+ patients per week, many of whom need your products to get proper diagnosis and management.

SOURCE: Kantar Media Healthcare Research 2023 Eyecare Readership Study.

## DEFINITIONS OF TERMS

**Average issue readers:** Percent of ophthalmologists who read any given issue of the publication—weighted by frequency with which they read.

**Average page exposures:** Percent of ophthalmologists likely to see a page in an average issue of the publication—weighted by frequency and thoroughness of reading habits.

**High readers:** Percent of ophthalmologists who report reading the magazine both frequently and thoroughly.

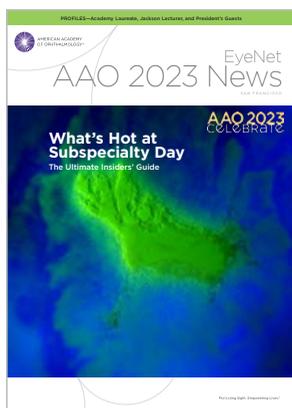
**Total readers:** Percent of ophthalmologists who report reading the publication.

## LET US CREATE YOUR CAMPAIGN NOW.

Contact M.J. Mrvica Associates  
856-768-9360  
mjmrvica@mrvica.com

# Create an All-Encompassing, Multiplatform Campaign

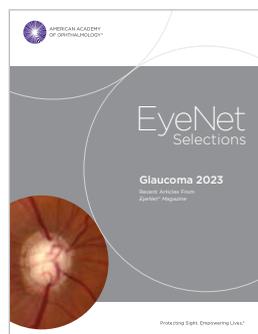
With *EyeNet Magazine* at the center of your marketing plan, you are guaranteed a loyal and avid reader base. Build out from that core with *EyeNet's* satellite offerings: AAO 2024 print and electronic publications, custom supplements offered throughout the year, educational events, and digital opportunities to engage your audience whenever and however they choose to read the magazine.



AAO 2023 NEWS



CORPORATE LUNCHES



BEST OF GLAUCOMA



EXHIBITOR GUIDE

## AAO 2024 Opportunities

**AAO 2024 DAILY.** *EyeNet's* clinical e-newsletter, emailed nightly from AAO 2024 in Chicago, includes a preview edition and reporting from all four days of the meeting to keep ophthalmologists on top of news from Subspecialty Day and AAO 2024. It is sent to all Academy members, American Academy of Ophthalmic Executives members, and Subspecialty Day and AAO 2024 attendees. Additionally, it is posted to [aao.org/eyenet](http://aao.org/eyenet) for double exposure.

**EXHIBITOR VIDEOS.** Showcase your products in the Exhibitor Video section of *AAO 2024 Daily*. Available only to AAO 2024 exhibitors, this special section features your video still, with a link to the video on your website. Basic placements and upgraded packages available.

**AAO 2024 NEWS.** The Academy's convention tabloid provides extensive meeting news and is distributed in high-visibility locations throughout the hall.

**"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.

**EXHIBITOR GUIDE.** The ONLY printed exhibitor list for AAO 2024. Showcase your product with an upgraded listing.

**DESTINATION SERIES.** AAO 2024 attendees turn to this six-part series in *EyeNet* for deadlines, event previews, interviews, sneak peeks, and more (May through October).

**EYENET CORPORATE EVENTS.** Take your hour-long message directly to ophthalmologists during lunch in Chicago. You develop the program, *EyeNet* handles the marketing and logistics.

## Year-Round Opportunities

**COVER TIP ADVERTISING.** Showcase your brand front and center on *EyeNet*'s cover. Ship preprinted tips or send a high-resolution, press-ready PDF for *EyeNet* to print.

**INDUSTRY-SPONSORED SUPPLEMENTS.** Tell the full story of your products or services to ophthalmologists through a supplement polybagged with the monthly issue. Develop your own content and design your own cover and layout—or use the modified *EyeNet* design template provided by the Academy.

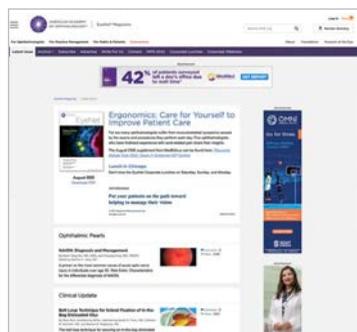
**MIPS MANUAL 2024: A PRIMER AND REFERENCE.** This booklet opens with a quick overview before taking a detailed, deeper dive into the regulations. It includes listings for scores of MIPS measures and activities, making it a valued reference. (Posted online ahead of print.)

**OTHER SUPPLEMENTS.** Got a topic in mind? *EyeNet* can work with your team to develop supplements in your area of interest.

**WEBINARS.** An *EyeNet* Corporate Webinar is your ticket to providing one hour of non-CME programming of current interest to your desired audience. You develop the program, and *EyeNet* handles the logistics.



MIPS Supplement



aao.org/eyenet

## Spotlight on Digital

**eTOC.** This monthly email blast provides all Academy members with on-the-go highlights of *EyeNet* print content. With approximately 23,200 recipients, it offers prime positioning.

**RETINA EXPRESS.** This monthly email blast for retina specialists and comprehensive ophthalmologists (8,600 circulation) contains links to retina-related content from around the Academy. You will effectively deliver content straight to your target audience.

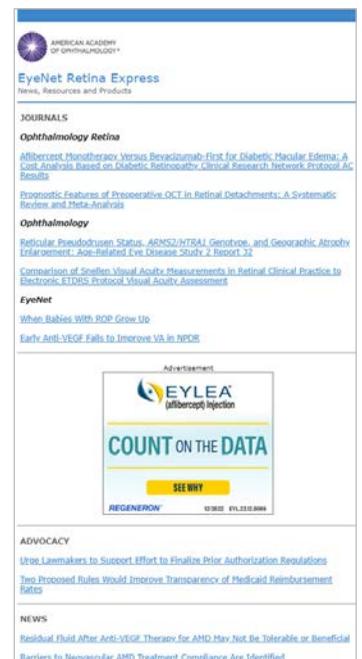
**GLAUCOMA EXPRESS.** This monthly email blast for glaucoma specialists and comprehensive ophthalmologists (6,800 circulation) contains links to glaucoma-related content from around the Academy. You will effectively deliver content straight to your target audience.

**WEBSITE BANNERS.** Multiple sizes are available (all are run-of-site): leaderboards, skyscrapers, and boxes. The website averages 219,200 views monthly, with readers spending an average of four minutes on each page.

**SPOTLIGHT ADVERTORIAL.** Your image and copy is featured on a dedicated page on [aao.org/eyenet](http://aao.org/eyenet). Callouts and links provide extra exposure. This page averages 117 visits per month, with each guest staying for approximately three minutes, indicating a high level of engagement.



eTOC



Retina Express

## MECHANICAL REQUIREMENTS

### Page Unit

Spread (two facing pages)
Full page
1/2 page (horizontal)
1/2 page (vertical)
2/3 page (vertical)
1/4 page

### Non-Bleed

15" x 10"
7" x 10"
7" x 4 3/4"
3 1/4" x 10"
4 1/2" x 10"
3 1/4" x 4 3/4"

### Bleed

16 1/2" x 11 1/8"
8 3/8" x 11 1/8"
8 3/8" x 5 1/2"
4 1/4" x 11 1/8"
5 3/8" x 11 1/8"
N/A

### Trim

EyeNet Trim Size (Page):	8 1/8" x 10 7/8"
EyeNet Trim Size (Spread):	16 1/4" x 10 7/8"
Live Matter:	Bleed sizes include 1/8" trim from outside, bottom, top, and gutter. Keep live matter 1/2" from trim size of page.

## Production Specifications

### EyeNet Magazine Trim Size

8.125" x 10.875"

### Paper Stock

Inside Pages:	50 lb. text
Cover:	70 lb. cover with varnish

### Binding

Perfect Bound

## Digital Ad Requirements

### High-resolution PDF is the preferred file format.

These flattened 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, RGB, and LAB colors 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 (at least 266 dpi) in TIFF or EPS format. Maximum ink density should not exceed 300%.

TIFF and EPS files created with Illustrator or Photoshop are also acceptable. Supply both printer and screen fonts, including fonts embed-

ded 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 is not responsible for and reserves the right to reject materials that do not comply with mechanical requirements.*

## Insert Requirements

Average run is 23,500. 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	\$3,955	\$3,285	\$2,555	\$1,575
3x	\$3,870	\$3,215	\$2,515	\$1,545
6x	\$3,760	\$3,195	\$2,440	\$1,505
12x	\$3,665	\$3,160	\$2,400	\$1,470
18x	\$3,555	\$2,945	\$2,320	\$1,420
24x	\$3,520	\$2,925	\$2,315	\$1,410
36x	\$3,440	\$2,855	\$2,235	\$1,380

**Color Rates**

Frequency	Full Page	2/3 Page	1/2 Page	1/4 Page
1x	\$7,200	\$6,230	\$5,540	\$4,500
3x	\$7,085	\$6,100	\$5,420	\$4,410
6x	\$6,580	\$5,920	\$5,265	\$4,275
12x	\$6,440	\$5,790	\$5,160	\$4,190
18x	\$6,230	\$5,615	\$4,985	\$4,050
24x	\$6,160	\$5,550	\$4,935	\$3,995
36x	\$6,025	\$5,285	\$4,820	\$3,915

**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.
- OPPOSITE JOURNAL HIGHLIGHTS:** 10% over earned black-and-white rate.
- COVER TIPS:** Call for availability and pricing.

**Inserts**

- 2-PAGE INSERT:** Two times earned black-and-white rate.
- 4-PAGE INSERT:** Four times earned black-and-white rate.
- NOTES:**
  - Split runs are not available.
  - Additional production fees may apply if a cover tip or insert is a unique trim size, has multiple pages, includes wafer seals, etc.

**Advertising Incentives**

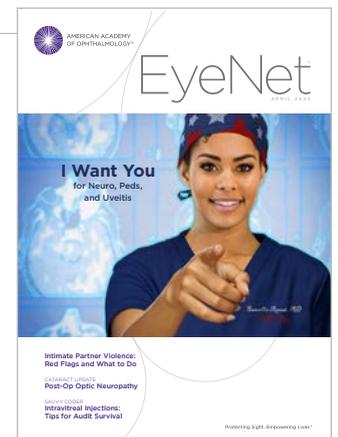
**CUSTOM ADVERTISING PACKAGE:**  
Contact M.J. Mrvica Associates for details.

**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’s Advertising Sales Firm**

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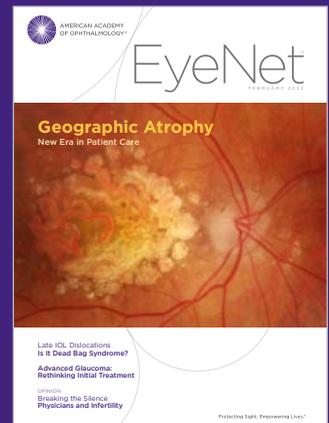


## ADVERTISING POLICY

The following terms and conditions shall be incorporated by reference into all insertion orders submitted by Advertiser or its advertising agency (collectively, “Advertiser”) to the American Academy of Ophthalmology, *EyeNet*, and/or M.J. Mrvica Associates (collectively, “Publisher”) for all *EyeNet* publications, including but not limited to *EyeNet Magazine*, *EyeNet’s AAO 2024 News*, *EyeNet Best of*, *EyeNet’s Exhibitor Guide*, *EyeNet’s AAO 2024 Daily*, *EyeNet Exhibitor Videos*, *EyeNet’s Destination AAO 2024*, *EyeNet’s Home Page*, *EyeNet Supplements*, *EyeNet eTOC*, *EyeNet Retina Express*, *EyeNet Glaucoma Express*, *EyeNet Spotlight Advertisement*, *EyeNet Webinars*, and *EyeNet* reprints:



1. Only Publisher may accept advertising.
2. Invoices are rendered on the publication date of each issue and are due and payable upon receipt of invoice.
3. Publisher shall have the right to hold advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to Publisher for published advertising ordered by advertiser or its agent.
4. Publisher reserves the right to reject or cancel any advertisement that, in Publisher’s sole opinion, Publisher determines is not in keeping with the publication’s standards or for any other reason, even if advertising has been published previously by Publisher.
5. Advertiser assumes all liability for all content (including text, illustrations, representations, copyright, etc.) for published advertisements and further indemnifies and holds harmless Publisher for any claims against Publisher arising from the advertisement.
6. Any attempt to simulate the publication’s format or content is not permitted, and the Publisher reserves the right to place the word “advertisement” with any copy that, in the Publisher’s sole opinion, resembles or simulates editorial content.
7. Terms and conditions are subject to change by Publisher without notice.
8. Positioning of advertisements is at the discretion of the Publisher except where specific positions are contracted for or agreed to, in writing, between Publisher and Advertiser.
9. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement or if the advertisement is misplaced or mispositioned.
10. Publisher shall have no liability for error in the Advertiser Index.
11. Advertisements not received by the Publisher by ad close date will not be entitled to revisions or approval by Advertiser.
12. Advertiser may not make changes in orders after the ad close date.
13. Cancellations must be in writing and will not be accepted after the ad close date.
14. Advertiser will be charged for any artwork, separations, halftone, shipping, or typography provided by the Publisher.
15. Under no circumstances shall Publisher be liable to Advertiser for any indirect, special, or consequential damages (including, without limitation, loss of profit or impairment of goodwill). Under no circumstances shall the Publisher’s total liability to any Advertiser exceed the invoiced cost of the advertisement.
16. Publisher will hold Advertiser’s materials for a maximum of one year from last issue date. Advertiser must arrange for the disposition of artwork, proofs, or digital materials prior to that time; otherwise, materials will be destroyed. All requests regarding disposition of Advertiser’s materials shall be in writing.
17. No conditions other than those set forth in this Media Kit shall be binding on the Publisher unless specifically agreed to, in writing, between Publisher and Advertiser. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this Media Kit.



## ***EyeNet Magazine***

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