



Reinforce Your Media Plan

In addition to advertising in *EyeNet's* monthly issues, utilize the following Annual Meeting publications and year-round opportunities to bolster your advertising plan. Contact M.J. Mrvica Associates at 856.768.9360 for more information.



Annual Meeting Opportunities

EyeNet's Academy News. The Academy's convention tabloid provides Meeting attendees with extensive Meeting news and information. Two editions—one distributed on Friday, the other on Sunday—are available throughout the hall and provide a high-profile venue for your Annual Meeting advertising. The Friday edition features guaranteed distribution to meeting attendees.

EyeNet's Guide to Academy Exhibitors. A handy reference with location and contact information for all Annual Meeting exhibitors. Several affordable levels of advertising are available to exhibitors, including cover advertising. It mails with the October issue and distribution is also guaranteed to meeting attendees.

EyeNet's Ophthalmic Photography Calendar. A display of ophthalmic photography, as well as important Academy dates and contact information, the *Calendar* is included in attendees' registration bags. It is available to a single advertiser.

EyeNet Selections. Each edition is a quick reference to the important discoveries, issues and trends in a subspecialty, as reported in *EyeNet* during the year. *Glaucoma*, *Refractive Surgery* and *Retina* editions are distributed at Subspecialty Day, while *Cataract* is distributed at the Spotlight on Cataract Surgery Session. The *Practice Management* edition is distributed during the American Academy of Ophthalmic Executives program. Each is open to a single advertiser or multiple advertisers.

EyeNet's Academy Live. A daily, clinical e-newsletter reported over four days in Chicago, *Academy Live* allows ophthalmologists throughout the world—at the convention and at home—to stay on top of news from the Academy's Subspecialty Day and Annual Meeting. It is e-mailed to over 30,000 recipients and is available to a single advertiser as a complete package or on a day-to-day basis.

EyeNet's Destination Chicago. Annual Meeting attendees read this section of *EyeNet* for a heads-up on Meeting deadlines, program highlights and updates on Chicago. This five-part series is open to a single advertiser.

EyeNet's Original Papers & Posters. This pull-out booklet provides a listing of free papers and posters at the Annual Meeting. It mails with the October *EyeNet* and is available to a single advertiser or multiple advertisers.



Year-Round Opportunities

EyeNet Home Page Advertising. *EyeNet's* Web site provides all the content readers have come to rely on in the printed magazine, plus online exclusives. The home page provides high visibility for your advertising message and links potential customers to your Web site. Multiple advertising opportunities are available per issue.

EyeNet Reprints. Take advantage of *EyeNet's* credibility to meet your marketing objectives. Reprints of *EyeNet* articles can be effective sales tools.

EyeNet Extra. *EyeNet's* special supplements examine topics of clinical interest while creating valuable advertising space. *EyeNet* can suggest topics, and welcomes your ideas. Each edition is open to a single advertiser.

All single-advertiser opportunities are available on a first-come, first-served basis.