

Black and White Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$2,572	\$1,680	\$1,045
5x	\$2,468	\$1,597	\$1,022
10x	\$2,338	\$1,546	\$964
20x	\$2,273	\$1,509	\$941
30x	\$2,038	\$1,428	\$928
40x	\$2,028	\$1,398	\$894
60x	\$2,015	\$1,374	\$869

Color Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$4,203	\$3,331	\$2,683
5x	\$4,112	\$3,260	\$2,663
10x	\$4,000	\$3,215	\$2,612
20x	\$3,944	\$3,184	\$2,592
30x	\$3,741	\$3,113	\$2,582
40x	\$3,731	\$3,088	\$2,551
60x	\$3,721	\$3,068	\$2,531

Two-color rate: \$715**Matched color:** \$830**Bleed:** No Charge**Classified Advertising**

\$2.25 per word. \$100 minimum.

Not agency commissionable.

Cover and Preferred Position 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:** 10% over earned black-and-white rate.**Inserts****2-PAGE INSERT:** Two times earned black-and-white rate, plus \$1,250 noncommissionable tip-in charge.**4-PAGE INSERT:** Four times earned black-and-white rate, plus \$1,250 noncommissionable tip-in charge.**OTHER ITEMS:** Consult advertising representative at M.J. Mrvica Associates.*Inserts will not be allowed in the October issue.***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.***ADVERTISING INCENTIVES****2009 RATE PROTECTION:** Receive rate protection at 2009 rates when you submit your signed reservation agreement with a minimum of three 2010 advertisement placements with one running in the January, February or March 2010 issue before February 1, 2010. Rate protection only applies to advertisements placed in the monthly issues of *EyeNet*.**ADVERTISING CONTINUITY PROGRAM:** Advertise in three issues and earn a free ad of equal size in the third issue.**ANNUAL MEETING ADVERTISING DISCOUNT:** Advertise the same product in the Annual Meeting issue of *EyeNet* (October) and *Academy News* and you will receive 10 percent off your *Academy News* advertisement.**EYENET CORPORATE DISCOUNT:** Contact M.J. Mrvica Associates for more details.**CUSTOM ADVERTISING PACKAGE:** Contact M.J. Mrvica Associates for more details.**EYENET'S
ADVERTISING
SALES FIRM**

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

KELLY MILLER
kmiller@mrvica.com

MARK MRVICA
markmrvica@mrvica.com