

# Advertise in *Retina Times*' 2016 Annual Meeting Issue

The 34th American Society of Retina Specialists (ASRS) Annual Meeting, August 10-14, 2016, in San Francisco, offers an exceptional opportunity for your company to advertise in a special issue of *Retina Times*, the ASRS 5-times-yearly member publication.

The distribution of *Retina Times* approaches that of many major retinal-interest journals—and unlike others, 100% of our readership consists of fellowship-trained retina specialists or fellows in training.

Increase awareness of your company by placing an ad. All advertising will be sold on a first-come, first-served basis.

For companies not exhibiting at the 2016 ASRS Annual Meeting, non-exhibitor ad rates will apply. See information on exhibiting: visit [www.asrs.org/annual-meeting/exhibitors](http://www.asrs.org/annual-meeting/exhibitors).



## Advertising rates (4-color process)

Ad size	Non-exhibitors	Exhibitors
1/2 page (horizontal)	\$ 5,450	\$ 4,680
Full page	6,760	6,240
2-page spread	11,440	10,400
Furnished 2-page insert*	9,360	8,320
Furnished 4-page insert*	10,400	9,360
Cover tip or bellyband**	11,440	10,400
Furnished outsert (exhibitors only)	2-, 4-, and 8-page outserts available. Email <a href="mailto:susan.raef@asrs.org">susan.raef@asrs.org</a> for details.	

\*Rates shown are for printed inserts provided by the advertiser. For pricing to have *Retina Times* print the inserts, contact Susan Raef at [susan.raef@asrs.org](mailto:susan.raef@asrs.org).

Premium positions	Non-exhibitors	Exhibitors
Inside front cover and facing page	15,080	13,520
Page facing masthead	7,825	6,760
Page facing table of contents	7,825	6,760
Inside back cover	8,320	7,280
Outside back cover	9,880	8,840

\*\*Cover-tip pricing is based on *Retina Times*' printing a 7" x 5-1/2", 4-color, 2-sided advertising piece. Advertiser must supply a high-resolution PDF.

NOTE: The 10% corporate supporter discount and 15% agency discount do not apply to the Annual Meeting Issue.

## Ad space dimensions

Page size	Non-bleed width x depth	Bleed width x depth	Publication trim size: 8-1/2" x 11-1/2. Bleed sizes include 1/8" trim from outside, bottom, and top. Keep live matter at least 1/2" from trim. Binding: Saddle-stitched <b>Closing Date: April 8, 2016</b> <b>Artwork deadline: June 20, 2016</b>
1/2 page horizontal	7-1/2" x 5-1/4"	N/A	
Full page	7-1/2" x 10-1/2"	8-3/4" x 11-3/4"	
2-page spread	16" x 10-1/2"	17-1/4" x 11-3/4"	

Ad production specs are available on the *Retina Times* 2016 rate card, available at [www.asrs.org](http://www.asrs.org).