

To guarantee ad space in the 2016 *Retina Times* Annual Meeting issue, a signed insertion order with full payment must be received no later than **April 8, 2016**.

ADVERTISER INFORMATION Please print clearly

Company name _____

Complete mailing address _____

City _____ State or Province _____ ZIP or postal code _____ Country _____

Agency (if applicable) _____

Is the company an exhibitor at the ASRS 2016 Annual Meeting? ☐ Yes ☐ No

If yes, first and last name of company contact assigned to this meeting _____

Title _____ Email _____

Phone _____ Fax _____

Ad size	Non-exhibitors	Exhibitors	Premium positions	Non-exhibitors	Exhibitors
1/2 page (horizontal)	\$ 5,450 <input type="checkbox"/>	\$ 4,680 <input type="checkbox"/>	Inside front cover and facing page	\$15,080 <input type="checkbox"/>	\$13,520 <input type="checkbox"/>
Full page	6,760 <input type="checkbox"/>	6,240 <input type="checkbox"/>	Page facing masthead	7,825 <input type="checkbox"/>	6,760 <input type="checkbox"/>
2-page spread	11,440 <input type="checkbox"/>	10,400 <input type="checkbox"/>	Page facing table of contents	7,825 <input type="checkbox"/>	6,760 <input type="checkbox"/>
2-page insert*	9,360 <input type="checkbox"/>	8,320 <input type="checkbox"/>	Inside back cover	8,320 <input type="checkbox"/>	7,280 <input type="checkbox"/>
4-page insert*	10,400 <input type="checkbox"/>	9,360 <input type="checkbox"/>	Outside back cover	9,880 <input type="checkbox"/>	8,840 <input type="checkbox"/>
Cover tip or bellyband**	11,440 <input type="checkbox"/>	10,400 <input type="checkbox"/>			
Furnished outsert (exhibitors only)	2-, 4-, and 8-page outserts available. Email susan.raef@asrs.org for details.				

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

*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.

**Cover-tip pricing is based on *Retina Times*' printing a 7" x 5-1/2", 4-color, 2-sided advertising piece or a 4" x 17-1/4" bellyband. Advertiser must supply a high-resolution PDF.

PAYMENT METHOD All fees MUST be paid in US dollars

I have enclosed the following amount \$_____ in the form of:

☐ CHECK payable to American Society of Retina Specialists

☐ AmEx ☐ MasterCard ☐ VISA

Account Number _____

3- or 4-digit printed code _____

Expiration date _____

on back of VISA and MasterCard/on front of AmEx

Cardholder's name as it appears on the credit card _____

Credit card billing address if different from that stated above _____

Street _____ City _____ State/Province _____ ZIP/Postal code _____ Country _____

Cardholder's signature _____

CANCELLATION POLICY Advertising space may be cancelled, in writing, on or before April 14, 2016 with a full refund minus a \$200 handling fee. Cancellations received from April 15, 2016 to April 21, 2016 will be honored, minus a handling fee equal to 50% of the total fee. There will be no refunds for cancellations after April 21, 2016 regardless of cause, except in the instance of force majeure. All cancellation requests must be in writing and sent to: American Society of Retina Specialists, 20 N Wacker Drive, Suite 2030, Chicago, IL 60606 USA. Phone 312.578.8760. Fax 312.578.8763. Email susan.raef@asrs.org.

Retina Times 2016 Annual Meeting Issue
Advertising Insertion Order & Agreement

Standard Terms and Conditions

The American Society of Retina Specialists, with its headquarters at 20 N. Wacker Drive, Suite 2030, Chicago, IL 60606 (hereinafter called the Publisher), reserves the right to approve all advertising copy and the right to reject any advertisement proposed for placement in *Retina Times*.

All *Retina Times* 2016 Annual Meeting Issue Advertising Insertion Order & Agreements are subject to acceptance by the Publisher, and upon such acceptance, without further notice to the client, the *Retina Times* 2016 Annual Meeting Issue Advertising Insertion Order & Agreement becomes valid and is governed by the laws of Illinois.

Advertising Policy

All advertisement instructions must be submitted on the *Retina Times* 2016 Annual Meeting Issue Advertising Insertion Order & Agreement. The publisher reserves the right to amend or revise rates, terms and conditions of this agreement upon 60 days' written notice.

If said amendments are not acceptable to the advertiser, the advertiser may, by written notice to the Publisher prior to the effective date of the amendments, cancel its advertising contract.

Ad Materials Responsibility

In the event the advertiser fails to supply ad materials by the closing date, the Publisher reserves the right to repeat a previous advertisement. Advertisers who reserve space and fail to supply ad material are still liable for all costs, regardless of what material is substituted in its place.

Copy Acceptance

Advertising copy furnished by the advertiser shall be in high-resolution PDF format as set forth in the *Retina Times* 2016 Rate Card and Specifications. Publisher reserves the right to edit or reject any advertising it finds, in its sole discretion, to be inappropriate, misleading, or objectionable.

Advertiser's Responsibility

All advertisements are accepted and published by the Publisher upon the representation that the advertiser and/or agency is authorized to publish the entire contents and subject matter thereof. The advertiser agrees to indemnify and hold the Publisher harmless from and against any loss resulting from claims or suits of defamation, libel, violation of privacy, plagiarism, copyright infringement or any other cause.

Advertising Design and Production

All ad material shall be submitted in accordance with the Publisher's Advertising and Production Specifications as set forth on the Publisher's current Rate Card and Specifications. The publisher reserves the right to adjust the size of ads that do not conform to required dimensions, exclude advertisements from certain pages, and control position of all ads.

Upon acceptance and approval of the ad materials and advertisement copy, Publisher agrees to publish the ad as set forth in the insertion order, including but not limited to any special position requests regarding ad proximity to competitor advertisements.

Payment

Prepayment is required for all advertisements in the *Retina Times* 2016 Annual Meeting Issue. A signed *Retina Times* 2016 Annual Meeting Issue Advertising Insertion Order & Agreement and payment are due April 8, 2016; ad materials are due June 20, 2016.

Cancellations

Advertising space may be cancelled, in writing, on or before April 14, 2016 with a full refund minus a \$200 handling fee. Cancellations received from April 15, 2016

to April 21, 2016 will be honored, minus a handling fee equal to 50% of the total fee. There will be no refunds for cancellations after April 21, 2016 regardless of cause, except in the instance of force majeure. All cancellation requests must be in writing and sent to: American Society of Retina Specialists, 20 N Wacker Drive, Suite 2030, Chicago, IL 60606 USA. Phone 312.578.8760. Fax 312.578.8763. Email susan.raef@asrs.org.

Errors and Omissions

In the event of an error or omission of advertising copy or an advertisement for any reason, it is the advertiser's responsibility to notify the Publisher, in writing and within seven days after delivery of first-bound copies/tear sheets. Publisher's liability will not exceed the return of revenue for the ad space. Any adjustments will be based on percentage of ad or message affected.

Publisher is not responsible for errors in material terms or conditions of the ad. In no event shall Publisher be liable for incidental or consequential damages incurred by advertiser in the event of any error or omission by Publisher.

Performance

Publisher shall not be held responsible for damages for failure to print or circulate any issue, or for delays in printing said issue. The advertiser shall be entitled to a complete refund of monies paid if the Publisher fails to print the issue covered by this Agreement. No discount of advertiser's monies shall be paid for delays beyond the Publisher's control, including delays caused by production and printing.

Publisher's performance under this Agreement is contingent upon availability of materials and labor, act of God, war, government regulation, disaster, strikes, civil disorder, curtailment of transportation facilities, or any other emergency beyond the publisher's control, making it inadvisable, illegal, or impossible to perform under this Agreement. In no event shall Publisher be liable for incidental or consequential damages incurred by advertiser for failure to print/circulate or any delay in printing/circulating an issue.

Miscellaneous

The Publisher may assign its rights, duties, and other obligations under this agreement to any corporation or other entity that becomes the publisher of the contracted publication. This Agreement shall be binding upon and shall inure to the benefit of the successors and assigns of the advertiser.

In the event that the advertiser ceases to exist or operate, this Agreement will terminate as of said date, except that in the event the principal(s) of the advertiser thereafter continue to engage in the commerce in substantially the same form as before dissolution, this Agreement shall remain in effect and shall be binding upon the successor to the advertiser.

This Agreement shall terminate after the last insertion as set forth in this Agreement is published; provided, however, that the Publisher may terminate this Agreement at any time if it ceases to publish the contracted publication.

This Agreement sets forth the entire agreement between the parties hereto and shall be construed under the laws of the State of Illinois. Any waiver by the Publisher of any breach of this Agreement by the advertiser, or any default in payment by the advertiser, shall not be construed as a waiver of any prior or subsequent breach or default of the same or any other provision of this Agreement.

Severability

In case any one or more of the provisions of this Agreement or any application thereof shall be invalid, illegal or unenforceable in any respect, the validity, legality and enforceability of the remaining provisions contained herein and any other application thereof shall not in any way be affected or impaired thereby.