

# Advertise in *Retina Times*' 2020 Annual Meeting Issue

The 38th American Society of Retina Specialists (ASRS) Annual Meeting, July 24-28, 2020 in Seattle, 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 physician 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 2020 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)	\$ 5,615	\$ 4,820
Full page	6,960	6,425
2-page spread	11,785	10,700
Furnished 2-page insert*	9,640	8,570
Furnished 4-page insert*	10,710	9,640
Cover tip or bellyband*	11,785	10,710
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.	

Premium positions	Non-exhibitors	Exhibitors
Inside front cover and facing page	15,530	13,925
Page facing masthead	8,060	6,965
Page facing table of contents	8,060	6,965
Inside back cover	8,570	7,500
Outside back cover	10,175	9,105

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

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 3, 2020</b> Artwork deadline: May 15, 2020
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* 2020 rate card, available at [www.asrs.org](http://www.asrs.org).

## 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* 2020 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* 2020 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* 2020 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* 2020 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* 2020 Annual Meeting Issue. A signed *Retina Times* 2020 Annual Meeting Issue Advertising Insertion Order & Agreement and payment are due April 3, 2020; ad materials are due May 15, 2020.

### Cancellations

Advertising space may be cancelled, in writing, on or before April 10, 2020 with a full refund minus a \$200 handling fee. Cancellations received from April 11, 2020

to April 17, 2020 will be honored, minus a handling fee equal to 50% of the total fee. There will be no refunds for cancellations after April 17, 2020, 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. Email [susan.raef@asrs.org](mailto: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.