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## AMERICAN EYE STUDY CLUB

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### **AESC Annual Meeting Program Book Display Advertising Opportunities**

The American Eye Study Club – founded in 1956 – is dedicated to advancing the profession of ophthalmology and ophthalmic scientific development through education and open discussion. Its 200 members come from all subspecialties and represent the top-tier in the profession, including nine past-presidents of the American Academy of Ophthalmology, directors of the American Board of Ophthalmology, numerous department chairs and faculty in academic centers, and leaders of large practices throughout the country. Members – who must be invited to join – also are active in ophthalmic research and business.

For nearly six decades, AESC members have gathered annually for a week-long conference of lectures and discussion focusing on critical issues and new developments in ophthalmology. The program book – a centerpiece of the meeting which also is distributed to *all* members – offers interested companies an unparalleled opportunity to gain visibility for themselves and their products.

**Publication Facts** – The program book typically is about 40 pages, plus a 50-page member directory and index which adds to the “shelf-life” of the publication. The book includes details about the annual conference program and background about the Club. It especially is “must reading” for new members.

#### ***Advertising Opportunities***

- Premium Locations (full page only) – \$3,000
  - *Opposite the Table of Contents*
  - *Section Dividers*
- Ad Section – A special section with company ads will be placed immediately before the member directory with a variety of sizes available.
  - Full page – \$2,000
  - Half-page – \$1,000
  - Quarter page – \$500
- Technical Requirements
  - The book itself is 8.5" x 11"
  - All ads must be “camera ready” in either PDF or JPG format
  - Sizes:
    - Full-page – 6 ½ x 9
    - Half-page – 6 ½ x 4
    - Quarter-page – 3 x 4

Half-page Display  
6 ½ x 4 inches

Quarter-page Display  
3 x 4 inches