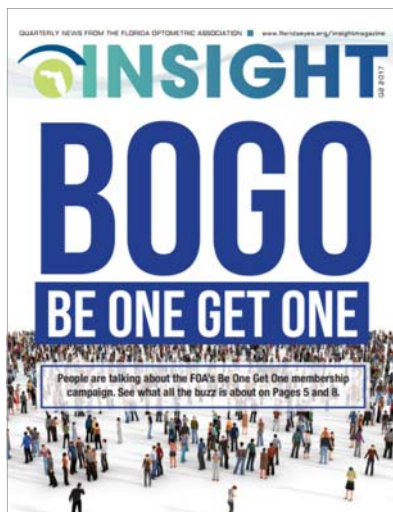


FLO^{OR}IDA

OPTOMETRIC ASSOCIATION

2018 INSIGHT ADVERTISING INFORMATION



INSIGHT MAGAZINE

About The *Insight*

The Florida Optometric Association's *Insight* publication was established in 1928. The *Insight* reports on legislation, third party issues, legal issues, practice management information, and other current issues impacting the profession of optometry.

Circulation

Insight is published four times per year. Print distribution reaches 1,500 member optometrists and students of optometry. The digital version is distributed to 2,400 Florida licensed optometrists.

2018 Rate Card

Ad Sizes and Specifications

	1 issue	2 issues	3 issues	4 issues
Full Page	\$900	\$1,700	\$2,400	\$3,000
1/2 Page	\$700	\$1,300	\$1,800	\$2,200
1/4 Page	\$500	\$900	\$1,200	\$1,400
Inside Front/Inside Back Cover	\$1,300	\$2,500	\$3,600	\$4,600
Back Cover	\$1,600	\$3,100	\$4,500	\$5,800
Centerfold	\$2,500	\$4,800	\$6,900	\$8,800



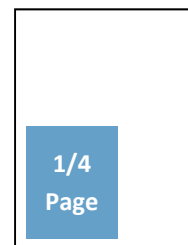
Full Page
With Bleed



Full Page
No Bleed



1/2 Page



1/4
Page

Full Page Without Bleed: 8" x 10.5"
Full Page With Bleed: 8.75" x 11.25"

1/2 Page: 8" x 5"

1/4 Page: 4" x 5"

Trim Size: 8.5" x 11"

High resolution PDFs are preferred. Please embed all fonts before saving.

Image resolution must be at least 300 DPI. Please convert all images to CMYK.

Please email your artwork to maria@floridaeyes.org

Deadlines

Issue	Ad Materials Due
First Quarter January - March 2018	December 1, 2017
Second Quarter April - June 2018	March 1, 2018
Third Quarter July - September 2018	June 1, 2018
Fourth Quarter October - December 2018	September 1, 2018

The Insight will be deployed within the selected quarter.

Placement

All efforts will be made to place ads in a requested position.

Copy Acceptance

Publisher reserves the right to reject any advertisements. Responsibility for claims and actions based on ad content is borne by the advertiser. Advertising that resembles editorial space may be marked “advertisement” by publisher.

Copy Responsibility

Submission of copy is the responsibility of the advertiser. Last insertion will run if the new copy is not received by the specified closing date.

Terms

All first-time ads must be pre-paid. All other payments are due within 30 days after date of invoice. Any advertising account that becomes 60 days past due will automatically forfeit further advertising until account is brought up to date.

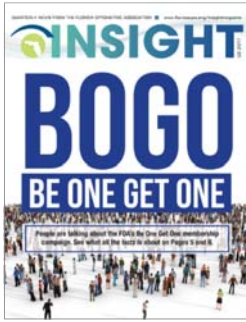
Cancellation Policy

No cancellations accepted after closing date for material. In the event advertising copy is not received by closing date, advertiser will be responsible for cost of contracted space.

For questions about advertising, please contact:

Maria Crume | Communications Coordinator

Email: maria@floridaeyes.org | Phone: (850) 877-4697



Advertising Insertion Order Form

Florida Optometric Association
120 S Monroe Street
Tallahassee, FL 32301
Phone: (850) 877-4697
Fax: (850) 878-0933
www.floridaeyes.org



Advertiser Information

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____

Phone: _____ Fax: _____

Email: _____

Conditions for Advertising

1. FOA as publisher reserves the right to reject any advertisements. Responsibility for claims and actions based on ad content is borne by the advertiser. Advertising that resembles editorial space may be marked "advertisement" by publisher. 2. Submission of copy is the responsibility of the advertiser. Last insertion will run if the new copy is not received by the specified closing date. 3. All first-time ads must be pre-paid. All other payments are due within 30 days after date of invoice. Any advertising account that becomes 60 days past due will automatically forfeit further advertising until account is brought up to date. 4. No cancellations will be accepted after closing date for material. In the event advertising copy is not received by closing date, advertiser will be responsible for cost of contracted space. 5. Advertiser represents and warrants to that the Advertisement is Advertiser's own original work; that Advertiser is the sole owner of the work and all of the rights herein granted; that the content of the Advertisement does not violate any copyright, trademark, proprietary or personal rights of others; and that the Advertisement is factually accurate and contains no matter defamatory or otherwise unlawful. 6. Advertiser shall comply with any and all state or federal laws governing solicitations and individual privacy information in promoting Advertiser's products and services in the execution of this Agreement. 7. Advertiser shall indemnify and hold harmless FOA, its officers, directors, affiliates, agents and employees for any third-party claims arising out of alleged violations of such laws including but not limited to damages, liabilities, losses, costs and attorneys fees and legal expenses. 8. Advertiser agrees to indemnify FOA and its affiliates, employees, officers, directors, and agents from and against all liability, including attorneys' fees, for any loss or damage or claims that arise from or are related to the use or publication of the Advertisement, including but not limited to claims for copyright or trademark infringement, unfair competition, defamation, breach of contract, Lanham Act violations, or breach of the representations and warranties provided herein..

Signature

Advertiser agrees to the selected ad size and frequency and agrees to the conditions for advertising.

Company Name: _____

Authorized Representative (please print): _____

Signature: _____ Date: _____

Ad Size and Frequency

- Full Page
- Half Page
- Quarter Page
- Inside Front Cover
- Inside Back Cover
- Back Cover
- Centerfold

Number of Issues

- 1
- 2
- 3
- 4

Place Ad in the Following Issue(s)

- First Quarter
Jan/Feb/Mar
- Second Quarter
April/May/June
- Third Quarter
July/Aug/Sept
- Fourth Quarter
Oct/Nov/Dec

Special Instructions:
