

# FLORIDA 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.

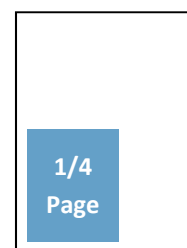
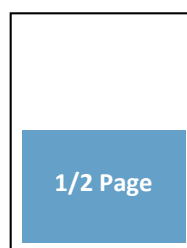
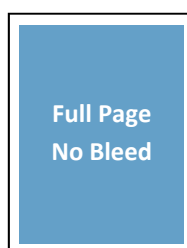
## Circulation

*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 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](mailto:maria@floridaeyes.org)

## Deadlines

Issue	Ad Materials Due
First Quarter 2018	December 1, 2017
Second Quarter 2018	March 1, 2018
Third Quarter 2018	June 1, 2018
Fourth Quarter 2018	September 1, 2018

## 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](mailto:maria@floridaeyes.org) | Phone: (850) 877-4697

