

# Eye2Eye

# Advertising Rates



## About

**Eye2Eye** is the magazine of RANZCO, the leaders in collaborative eye care.

**Eye2Eye** offers advertisers a unique opportunity to reach a niche affluent market of ophthalmologists (eye specialists).

The magazine is primarily read by Australian and New Zealand ophthalmologists. It is also sent to practice managers, orthoptists and ophthalmic nurses.

**Eye2Eye** is sent quarterly to over 1,750 individuals and tends to be between 72-84 pages. It contains information on RANZCO member activities, eye care programs and general news of interest to eye care professionals.

## How to place an advertising booking

Please fill out the booking form located on the back of this flyer and press the submit button or send to [fdutton@ranzco.edu](mailto:fdutton@ranzco.edu).

**Artwork to be sent to:** [fdutton@ranzco.edu](mailto:fdutton@ranzco.edu)

For all advertising enquiries please contact our communications department, details as follows:

**Alex Arancibia**  
General Manager, Memberships  
Email: [aarancibia@ranzco.edu](mailto:aarancibia@ranzco.edu)

**Francine Dutton**  
Graphic Designer  
Email: [fdutton@ranzco.edu](mailto:fdutton@ranzco.edu)

## Advertising Specifications

### Full page advertisement IFC, IBC, OBC

Trim size: 297mm deep x 210mm wide (portrait)

Type area: 265mm deep x 185mm wide (portrait)

Bleed area: 5mm

File: High Resolution - Print Ready PDF

### Full page advertisement

Trim size: 297mm deep x 210mm wide (portrait)

Type area: 265mm deep x 185mm wide (portrait)

Bleed area: 5mm

File: High Resolution - Print Ready PDF

### Half page horizontal advertisement

130mm deep x 185mm wide

Bleed area: 5mm

File: High Resolution - Print Ready PDF

**Please note:** All ad designs are subject to editorial approval to adhere with magazine design style

## Booking terms and conditions

All advertisers are required to fill out the Eye2Eye the booking form to confirm their ad placements. Bookings must be made using this form and are confirmed via return email.

- All advertisers are required to fill out this booking form to confirm their ad placements in *Eye2Eye*.
- If this form is not received your booking will not be confirmed and placement will not proceed.
- Ads to be in full colour—CMYK print ready high resolution pdf.
- Loose inserts by application.
- Artwork must be received by the material deadline.
- Invoices are issued after the material deadline and before distribution. Invoices can be issued upfront by request.
- All advertising costs must be paid in full. They include 10% GST. **There are NO agency fees included.**
- Invoices are subject to seven-day payment terms.
- Cancellation of any ads can only be made two weeks prior to the material deadline, otherwise **full charges will apply.**

## Eye2Eye Advertising Tracking

Please note that website URLs and email addresses within the online PDF version of Eye2Eye are live and clickable. Advertisers are advised to track clickthrough traffic to their websites or email addresses by setting up campaign pages or ad specific custom email addresses.

# Booking Form

COMPANY NAME: .....

ADDRESS: .....

CONTACT PERSON: .....

EMAIL: .....



## PUBLICATION DATES (please tick issue/s)

<input type="checkbox"/>	<b>QUARTER 1 2021</b> - Material deadline - 12 February 2021 (Distribution end 29 March -2 April 2021)
<input type="checkbox"/>	<b>QUARTER 2 2021</b> - Material deadline - 30 April 2021 (Distribution at 14-18 June 2021)
<input type="checkbox"/>	<b>QUARTER 3 2021</b> - Material deadline - 23 July 2021 (Distribution in early 6-10 September 2021)
<input type="checkbox"/>	<b>QUARTER 4 2021</b> - Material deadline - 24 September 2021 (Distribution in early 8-12 November 2021)

**IMPORTANT :** Please note *Eye2Eye* is available online to the public. Please tick box to indicate if you wish for your ad to appear in both print and online versions.

Yes                  No

## RATES AND PLACEMENT

The amounts listed below are costs per issue and include GST. (please tick the box provided)

**Note:** Advertorials are limited to one advertorial per issue, allocation on first come, first served basis.

PLACEMENT AND SIZE	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES
Back cover (full page)	\$5,099	\$4,935	\$4,770	\$4,499
Inside front cover (full page)	\$3,784	\$3,619	\$3,454	\$3,213
Inside back cover (full page)	\$3,345	\$3,235	\$3,071	\$2,839
Double page ad or advertorial	\$5,049	\$4,947	\$4,845	\$4,692
Full page ad or advertorial	\$2,796	\$2,687	\$2,523	\$2,304
Half page (horizontal)	\$1,316	\$1,261	\$1,207	\$1,126
Special request				

## TERMS AND CONDITIONS

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- Cancellation of any ads can only be made two weeks prior to the material deadline, otherwise **full charges will apply.**
- Failure to comply to these conditions will cause your ads in future editions to be put on review.

I agree to the terms and conditions as written above

NAME: ..... SIGNATURE: ..... DATE: .....