



Ad Specs

UNIT	SIZE	BLEED	LIVE AREA
2-page spread	17.25" x 10.875"	17.5" x 11.125"	16.75" x 10.375"
Full page	8.625" x 10.875"	8.875" x 11.125"	8.375" x 10.375"
1/2 page horizontal, bleed	8.625" x 5.375"	8.875" x 5.625"	8.375" x 5.125"
1/2 page horizontal, non-bleed	7.2" x 4.5"	—	—
1/2 page vertical, bleed	4.25" x 10.875"	4.5" x 11.125"	4" x 10.625"
1/2 page vertical, non-bleed	3.5" x 9.2"	—	—
1/3 page vertical, bleed	3" x 10.875"	3.125" x 11.125"	2.75" x 10.625"
1/3 page vertical, non-bleed	2.25" x 9.2"	—	—
1/3 page square	4.75" x 4.5"	—	—
1/4 page	3.5" x 4.5"	—	—

Inserts

INSERT SIZE	FURNISHED FLAT SIZE	FURNISHED FOLDED SIZE	ADDITIONAL SPECS
2-page	8.625" x 10.875"	8.875" x 11.125"	+ .125" bleed on all 4 sides Minimum stock weight 80# text.
4-page	16.25" x 10.875"	8.375" x 11.125"	Must be provided folded. Folded size includes .125" bleed on top, bottom and outside, and .125" grind-off for spine.
Outsert	Size 8.375 x 6		An Outsert is inserted in the polybag outside of the magazine. Call for pricing.



TODAY'S STUDENTS TOMORROW'S DOCTORS OF OPTOMETRY

The publication of the American Optometric Student Association is published two times annually and distributed to all optometry school students. Foresight provides relevant, engaging articles written by optometry students on all aspects of the optometric profession and student life. Foresight is circulated to over 7,000 optometry students, future optometrists, in 25 schools and colleges of optometry in the United States, Puerto Rico, and Canada.

FULL COLOR	1X*	2X*
Full Page	\$2,500	\$2,375
Half Page	\$1,875	\$1,781
1/3 Page	\$1,688	\$1,602
1/4 Page	\$1,013	\$961

DEADLINES		
	Spring	Fall
Reservations due:	2/22	7/31
Artwork due:	3/15	8/23
Payment due:	4/30	9/30

Cover 4	Call For Pricing
Cover 2	Call For Pricing



Full Page



1/2 Page Vertical



1/2 Page Horizontal



1/3 Page Vertical



1/3 Page Square



1/4 Page

***Schools & Residency Programs will receive a 25% discount on advertisements.**

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