



Partner with the Academy to increase your organization’s visibility in the ophthalmic community.

ACADEMY MAILING LISTS

The American Academy of Ophthalmology is the world’s largest association of eye physicians and surgeons. With a membership of more than 32,000, the Academy offers the most extensive database in ophthalmology.

Renting the Academy’s mailing list is an effective direct marketing tool you can use to promote products and services, increase your organization’s visibility and engage ophthalmologists in the U.S. and abroad.

The Academy’s mailing list does not contain members who have opted out of receiving unsolicited mail from third-party organizations and companies.

2023 MEMBERS

TARGET GROUP	USA	CANADA	INTL*	TOTAL
Practicing Ophthalmologists	15,750	572	4,218	20,540
Ophthalmologists In-Training	2,288	223	366	2,877
Retired Ophthalmologists	3,150	90	352	3,592
Practice Management Staff (AAOE Members)**	2,129	0	0	2,129
Technicians/Clinical Staff (AAOP Members)**	997	0	0	997
Total***	24,314	885	4,936	30,135

* Counts do not include Canada

** Non-physician employees of medical facilities, government agencies and educational institutions.

*** Count as of 11/29/2023

The mailing list consists of names and physical addresses. You may rent the complete list or segmented versions (by target audience or geographic location). To protect the privacy of our members, email addresses and phone numbers are not available for rental. Labels are rented on a per-mailing basis, and their release is governed by Academy guidelines.

FREQUENTLY ASKED QUESTIONS

Q: What audience segments are included in the Academy mailing list?

A: The Academy’s mailing list comprises of all members who have opted into receiving communications from third-party organizations and companies. 30,135 records are available based on November 2023 membership data. The list includes practicing ophthalmologists, retired ophthalmologists, members in training as well as practice management and clinical staff members.

Q: What is a mailing piece?

A: A mailing piece is the advertisement that you are sending out. Your mailing piece will be approved according to the policies governing the rental of Academy mailing lists.

Q: Are your lists certified?

A: No, our lists are rented as-is and are not certified and are not National Change of Address (NCOA) compliant. However, you are receiving the same exact list used by the Academy for daily correspondence. Data is regularly updated.

Q: How will I find out if my mailing piece is approved?

A: If your mailing piece is approved, your order is processed automatically. If there is a problem with your order, we will contact you directly.

Q: How will you ship my order?

A: By default, all printed mailing label orders are shipped via FedEx regular shipping or 2-Day if regular is not available in your area. You may select an alternate method on the order form.

Q: How soon after ordering will I receive the list?

A: All orders are processed within 2-3 weeks. A rush may be placed on your order, for an additional fee of \$100. All rush orders are processed within 7 business days.

Q: I have a mailing house that will do my mailing. Will I still need to sign the Confidentiality Agreement for Mail List (Licensee) form?

A: Yes. If a mailing house will be doing your mailing, then the Academy will require them to sign our mailing house confidentiality agreement form. This form is NOT included in this information packet. We will contact your mailing house and send the appropriate agreement form to them to complete. No list will be released until all forms are completed, signed and returned.

Q: How do I rent the list?

A: Make your request by completing both the List Rental Agreement and the order form. An exact, final copy of the item to be mailed (e.g., brochure, flyer, pamphlet) must accompany your request for approval. All requests will be reviewed to ensure they meet Academy guidelines. Questions about the Academy’s mailing list rental should be directed to member_services@aao.org.



POLICIES GOVERNING THE RENTAL OF ACADEMY MAILING LIST

TERMS OF USE

- Academy mailing lists are available only for the communications germane to the scientific or practical aspects of medicine.
- Academy mailing lists will not be made available for any communication on drugs, medical equipment or devices involving the offer of a rebate, discount or other remuneration, which in the sole discretion of the Academy, may be illegal or unethical.
- Academy mailing lists will not be made available for any fundraising or survey mailing purposes.
- Academy mailing lists will not be made available for any communications that would tend to mislead, misinform or deceive.
- Mailings are subject to advance approval by the Academy.
- The Academy will review the content of all proposed mailings, and the Academy retains complete, sole, and independent discretion to approve or deny any proposed mailing.
- Rental of the Academy’s mailing list does not imply Academy endorsement. No implication of endorsement, approval, co-sponsorship or cooperation will be made in any mailings.
- Academy mailing lists may not be used to create or update any database. The mailing list is the property of the Academy and may not be duplicated.
- Each set of Academy labels or mailing lists may be used only once and only for the purpose approved by the Academy.

CANCELLATION POLICY

No cancellations or refunds after the list has been mailed.

TO ORDER

Return your completed order form, agreement page and final mailing piece by one of the following methods to:

Mail: American Academy of Ophthalmology, PO Box 7424, San Francisco, CA 94120-7424

Fax: +1 415.561.8575, Attn: Member Services

Email: member_services@aao.org; Subject line: Academy Mailing List Rental Request

Following approval of your mailing piece by the Academy, the Academy will send you one set of labels, or if requested, a one-time use digital data file containing the mailing list will be sent to your 3rd party mailing house. The Academy requires that your mailing house sign a copy of the Academy’s Confidentiality Agreement for Mailing List (mailing house) form, which we will send to them after we receive your complete order and are ready to process it. Your mailing house will be bound by the Confidentiality Agreement for Mailing List (mailing house) that will be sent with the data file.

PRICING

	MEMBER*	NON-MEMBER
Setup/Admin Fee	\$90 Flat	\$160 Flat

	MEMBER*	NON-MEMBER
Base Rate	\$175/M	\$500/M

Demographic Selection

Demographic selection dependent on number of requested segmentations. Lists can be segmented with the following selections: Specialty, age, practice type, education, state/province, zip/postal code or country.

	MEMBER*	NON-MEMBER
1 Selection	\$25/M	\$45/M

2 Selections	\$50/M	\$90/M
---------------------	--------	--------

3 Selections	\$65/M	\$125/M
---------------------	--------	---------

4 Selections	\$75/M	\$155/M
---------------------	--------	---------

5 or more Selections	\$80/M	\$175/M
-----------------------------	--------	---------

Minimum (M) = 1,000 records (rounded up)
*Academy member ID is required to validate membership currency

Sample quote (member)

Data file list of all U.S. practicing ophthalmologist records (15,750) would cost \$2,890

Breakdown:

Setup fee = \$90

Base Fee = 16,000 records (15,750 rounded up) at \$175/M = \$2,800

Total = \$2,890

Sample quote (non-member)

Printed Labels of all U.S. practicing ophthalmologist records (15,750) would cost \$8,175

Breakdown:

Setup fee = \$160

Base Fee = 16,000 records (15,750 rounded up) at \$500/M = \$8,000

S&H Regular = \$15

Total = \$8,175



CONFIDENTIALITY AGREEMENT FOR MAILING LISTS (LICENSEE)

This Confidentiality Agreement is made and effective as of _____, by and between AMERICAN ACADEMY OF OPHTHALMOLOGY, INC., a Minnesota nonprofit corporation ("the Academy"), and _____ ("Licensee"). The parties hereby agree as follows:

- 1. The Academy Lists. The Academy has compiled and owns all rights in and to certain mailing lists of its members, containing names and postal addresses segmented by zip codes or reasonably selected member characteristics (the "Academy Lists").
2. Use by Licensee. Licensee is in the business of _____, and in connection with providing such services, The Academy grants Licensee a limited license to use all or a portion of the Academy Lists, provided that:
3. Confidentiality. Licensee acknowledges that the Academy Lists are and will remain the sole property of the Academy and that the Academy Lists are a trade secret of the Academy.
4. Shipping and Handling. Licensee agrees that it will be responsible for the following fees for FedEx delivery of the Academy Lists:
5. Cancellation Policy. No cancellations after the list has been mailed.
6. General Provisions. This Agreement constitutes the sole understanding of the parties about its subject matter and may not be amended or modified except in writing signed by both parties.
7. Penalties. The penalty for a first-time violation of this Agreement is \$500. A second violation will result in immediate termination of the Agreement and loss of access to the Academy Lists.

American Academy of Ophthalmology, Inc. Licensee:
Signature: Signature:
Name: Yueh Yee Thong Name:
Title: Director, Membership & Customer Service Title:
Date: Date:



MAILING LIST ORDER FORM

To rent a mailing list, complete this form along with the Confidentiality Agreement for Mailing Lists (Licensee) and return it to us with an exact, final copy of the mailing piece. Once your mailing piece has been approved, your list will be produced according to your specifications and shipped within 2-3 weeks (7 business days if you choose to rush your order for an additional charge of \$100).

TARGET GROUP:

- Practicing Ophthalmologists: Academy members Non-members
Ophthalmologists in Training: Academy members Non-members
Retired Ophthalmologists: All are Academy members
Practice Management Staff:
Technicians/Clinical Staff:

TARGET SUBSPECIALTY:

(To include all subspecialties, leave all boxes unchecked)

- Cataract/Anterior Segment (CA)
Comprehensive Ophthalmology (CO)
Cornea/External Disease (CE)
Glaucoma (GL)
Neuro-Ophthalmology (NO)
Pediatric Ophthalmology & Strabismus (PE)
Oculofacial Plastics (PL)
Refractive Surgery (RK)
Retina - medical only (MR)
Retina/Vitreous - medical & surgery (RV)
Uveitis/Immunology (UV)

Additional Information:

Empty box for additional information.

CONTACT INFORMATION:

Organization/Company, First Name, Last Name, Street Address, City, State, Zip, Country, Email Address, Telephone, Fax, Account Type, Academy Member Number

LABEL DELIVERY METHOD:

- Printed Labels
Shipping and Handling:
FedEx Regular (default)
FedEx 2-Day
FedEx Overnight
We will use our own account number
FedEx Account Number:

Ship To:
Check here if billing and shipping information is the same

Organization/Company, First Name, Last Name, Street Address, City, State, Zip, Email Address, Telephone, Fax

Digital File (A 3rd party mailing house is required for this option)

Name of Mailing House, Mailing House Street Address, City, State, Zip, Name of Representative/Contact Person, Designation, Email

*A link will be sent via email to the mailing house representative/contact person listed here to access the digital file. Please access the file within 5 business days. As outlined in the "Confidentiality Agreement For Mailing Lists (Mailing House)", the digital file cannot be sent to or be shared with the individual or company placing the order.

RUSH: Rush orders are processed in 7 business days. (an additional \$100 fee will apply).

FULL PAYMENT IS REQUIRED FOR ORDER TO BE PROCESSED:

Payment options: Visa, MC, Amex, Discover, Check #, PO #
Credit Card #, Expiration Date, Billing Address, Name on Credit Card, Signature

Return all completed required documents to: American Academy of Ophthalmology - Member Services, PO Box 7424, San Francisco, CA 94120-7424, Tel: (415) 561-8581 | Fax: (415) 561-8575, Email: member_services@aao.org