



## eTOC: Monthly Clinical Highlights

This monthly e-blast provides all Academy members with on-the-go highlights of *EyeNet* print content linking to the full articles at [aao.org/eyenet](http://aao.org/eyenet).

### METRICS

**Recipients:** 23,200

### RATES\*

- 1 **Top Placement:** \$3,620 net per month
- 2 **Middle Placement:** \$3,340 net per month
- 3 **Bottom Placement:** \$3,090 net per month

### DEADLINES

**Ad Close:** 1 week before the issue month  
**Materials Close:** 5 business days before the issue month

### PRODUCTION SPECS

**Dimensions:** 300 x 250  
**Resolution:** 72 dpi\*\*  
**File Format:** PNG or JPEG

**Note:** The Academy does not include impression pixels in its blasts.

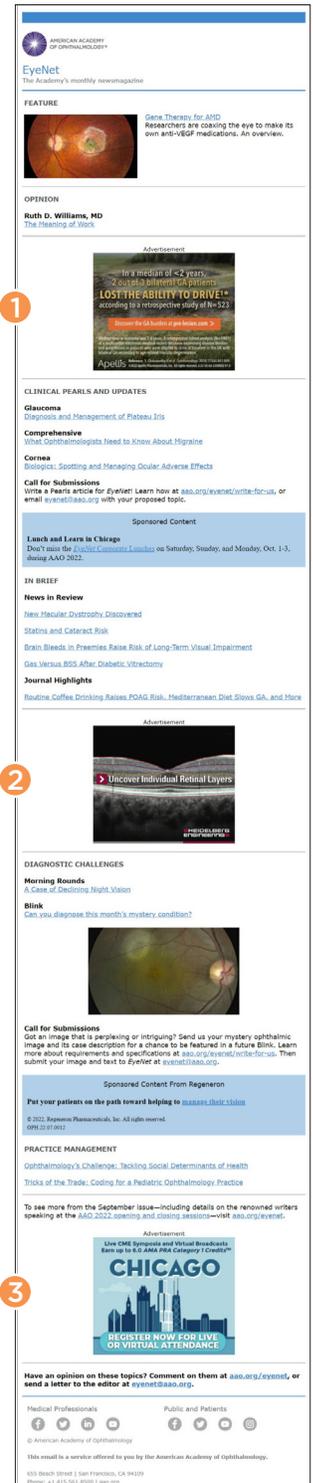
Please send ad files to [mjmrsvica@mrsvica.com](mailto:mjmrsvica@mrsvica.com).

- \* All rates are net.
- \*\* Banner art must be clear and text within the banner must be legible; minimal text is recommended. Any ads featuring a white background are required to have a 1 px border of a distinguishing color around the perimeter of the ad in order to separate it from blast content.

### RESERVE YOUR SPACE

**Kelly Miller · Mark Mrsvica**  
[mjmrsvica@mrsvica.com](mailto:mjmrsvica@mrsvica.com)

**M.J. Mrsvica Associates**  
2 West Taunton Avenue  
Berlin, New Jersey 08009  
Phone: 856-768-9360  
Fax: 856-753-0064



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