



AMERICAN ACADEMY
OF OPHTHALMOLOGY

Protecting Sight. Empowering Lives.™

eTOC: Monthly Clinical Highlights

This monthly e-blast provides all Academy members with on-the-go highlights of *EyeNet* print content. With approximately 26,000 recipients, a 32% open rate, and 7% clickthrough rate, the blast features prominent and flexible ad positioning that stands out in both horizontal and vertical preview panes.

RATES

Placement 1 + **Placement 2** : \$2,750 per issue

DEADLINES

Ad Close: 1 week before the issue month
Materials Close: 3 business days before the issue month

PRODUCTION SPECS

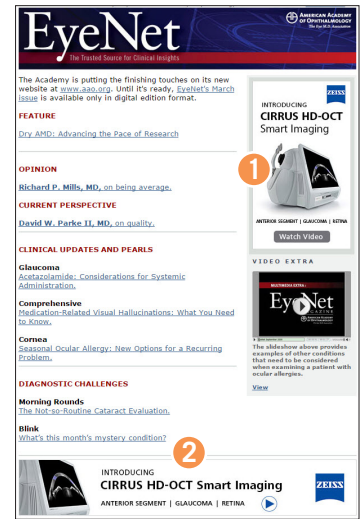
Placement 1 : 175 x 300
Placement 2 : 600 x 100
Resolution: 72 dpi
File Format: GIF or JPEG
File Size: 72 KB max

NEW! E-TOC ADD-ON. Add a text-only native ad to the e-TOC to complement your print advertisement.

Specs: No more than 75 words (header and text combined).

Pricing: \$750 with a print advertisement purchase.

Please send ad files to Catherine Morris at cmorris@aao.org.



RESERVE YOUR SPACE

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