

RESERVE YOUR SPACE

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METRICS

237,000 impressions and 170,000 unique visitors per month.

PRODUCTION SPECS

Dimensions: Leaderboard 728 x 90; skyscraper 160 x 600; button 150 x 120; banner 300 x 250.
Resolution: 72 dpi
File Format: GIF or JPEG File Size: 72 KB max
Animation: Maximum of three loops of animation

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

RATES

Leaderboard: \$3,500
Skyscraper: \$3,000
Button: \$ 800
Banner: \$2,860

DEADLINES

Ad Close: 2 weeks before the issue month
Materials Close: 5 days before the issue month

NEW! VIDEO. EyeNet offers two options for video advertising on www.eyenet.org.

Leading into the Multimedia Extra. Placing a 7-second video spot at the beginning guarantees undivided attention from ophthalmologists, as they must watch the ad before viewing the clinical content.

Freestanding. Create a stand-alone video about your product for placement on www.eyenet.org. We will drive traffic to the video by mentioning it in a native ad on the e-TOC.

Specs: .flv format; max size 1.2 MB; gif required for backup.

INCREASE YOUR ONLINE EXPOSURE. Your advertisement on the EyeNet website links visitors directly to your company site, increasing traffic to your products and services. Multiple advertising opportunities are available: leaderboards (run of site), skyscrapers (run of site), buttons, and banner spaces. EyeNet accepts animated ads and some forms of native advertising.

Each month, 170,000 unique visitors stop by eyenet.org. Each month, we serve 237,000 impressions to these unique users as well. This means our website offers you excellent exposure as you look to reach new customers continuously across various platforms.

