

eTOC: Monthly Clinical Highlights

RESERVE YOUR SPACE

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RATES

Placement **A** + Placement **B** :
\$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 **A** : 175 x 300
Placement **B** : 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.

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.

AMERICAN ACADEMY OF OPHTHALMOLOGY
The Eye M.D. Association

The Academy is putting the finishing touches on its new website at www.aao.org. Until it's ready, [EyeNet's March issue](#) is available only in digital edition format.

FEATURE
[Dry AMD: Advancing the Pace of Research](#)

OPINION
[Richard P. Mills, MD, on being average.](#)

CURRENT PERSPECTIVE
[David W. Parke II, MD, on quality.](#)

CLINICAL UPDATES AND PEARLS
Glaucoma
[Acetazolamide: Considerations for Systemic Administration.](#)
Comprehensive
[Medication-Related Visual Hallucinations: What You Need to Know.](#)
Cornea
[Seasonal Ocular Allergy: New Options for a Recurring Problem.](#)

DIAGNOSTIC CHALLENGES
Morning Rounds
[The Not-so-Routine Cataract Evaluation.](#)
Blink
[What's this month's mystery condition?](#)

INTRODUCING
CIRRUS HD-OCT Smart Imaging
ANTERIOR SEGMENT | GLAUCOMA | RETINA

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The slideshow above provides examples of other conditions that need to be considered when examining a patient with ocular allergies.

[View](#)

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