

EyeNet

MAGAZINE

The Heart of Your Multimedia Marketing Plan



ACADEMY LIVE, an e-mail blast, is also posted to www.eyenet.org for double exposure



GUIDE TO ACADEMY EXHIBITORS offers several affordable advertising options



EHR SUPPLEMENT comes with a digital version that links to advertisers' websites

With *EyeNet Magazine* at the center of your marketing plan, you are guaranteed a loyal and avid reader base. Build out from that core with *EyeNet's* satellite offerings: AAO 2015 print and electronic publications, custom supplements offered throughout the year, and digital opportunities to engage your audience when and how they choose to read the magazine.

Year-Round Opportunities

COVER TIP ADVERTISING

INDUSTRY-SPONSORED SUPPLEMENTS

CUSTOMIZED AD PACKAGES

EHR SUPPLEMENT

CUSTOMIZED SUPPLEMENTS

REPRINTS

AAO 2015 Opportunities

ACADEMY LIVE. Capture the attention of ophthalmologists worldwide with *Academy Live*, EyeNet's clinical e-newsletter reported over four days in Las Vegas. *Academy Live* keeps ophthalmologists on top of news from Subspecialty Day and AAO 2015 and is e-mailed to more than 72,000 recipients.

DESTINATION SERIES. AAO 2015 attendees turn to this six-part series in *EyeNet* for deadlines, event previews, interviews, sneak peeks, and more (June to November).

ACADEMY NEWS. The Academy's convention tabloid provides extensive meeting news and information. There are two editions—one distributed on Friday, the other on Sunday—displayed in high-visibility locations throughout the hall. The Friday edition guarantees distribution via a door drop to 11,000+ attendees.

GUIDE TO ACADEMY EXHIBITORS. The ONLY printed exhibitor list for AAO 2015! Various levels of advertising are available. Its distribution is guaranteed to meeting attendees.

EYENET "BEST OF" COLLECTIONS. Each edition recaps the important discoveries, issues, and trends in a subspecialty. Cornea, Glaucoma, and Retina editions are distributed at Subspecialty Day, while Refractive-Cataract is distributed at both Subspecialty Day and the Spotlight on Cataract Surgery session.

ORIGINAL PAPERS & POSTERS. This pull-out booklet lists free papers and posters to enhance attendees' experience at AAO 2015 and mails with the November *EyeNet*.

OPHTHALMIC PHOTOGRAPHY CALENDAR. An eye-catching collection of striking ophthalmic images, the Calendar is distributed to meeting attendees via registration bags, and your corporate logo is displayed on each page.



Spotlight on Digital



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

LEADING INTO THE MULTIMEDIA EXTRA. The Multimedia Extra is front and center on the home page. 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 in the e-TOC.

e-TOC. This monthly e-newsletter provides all members with on-the-go highlights of each issue. The blast features two prominent ad positions that stand out in both horizontal and vertical preview panes.

Metrics: More than 27,000 recipients, 30 percent open rate, and 6 percent click-through rate.

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

DIGITAL EDITION. This version of the magazine combines the content of the print publication with multimedia and other extras. Amplify your campaign with digitally enhanced advertising, ranging from toolbar branding and skyscrapers to premium-placement, digital stand-alone ads, video, and more.

Metrics: Averages 475 unique visitors, 595 visits, and 11,720 page views per month.

www.eyenet.org. Multiple advertising opportunities are available: leaderboards (run-of-site ads), skyscrapers, buttons, and banner spaces.

Metrics: 225,000 page views and 165,000 unique visitors per month.

COMING SOON!
New Website
New Ad Opps



THE eTOC goes to a highly engaged and targeted audience.



THE DIGITAL EDITION has all the benefits of print, plus digital enhancements.



THE WEBSITE gets 165,000 visitors and 225,000 page views per month.