



AMERICAN ACADEMY
OF OPHTHALMOLOGY

Protecting Sight. Empowering Lives.™

www.eyenet.org

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, 155,000 unique visitors stop by www.eyenet.org. Each month, we serve 210,000 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.

METRICS

210,000 impressions and 155,000 unique visitors per month.

PRODUCTION SPECS

Dimensions: Leaderboard 728 x 90; skyscraper 1 160 x 600; skyscraper 2 160 x 600; button 263 x 100; 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	Button:	\$ 800
Skyscraper 1:	\$3,000	Banner:	\$2,860
Skyscraper 2:	\$3,000		

DEADLINES

Ad Close: 2 weeks before the issue month

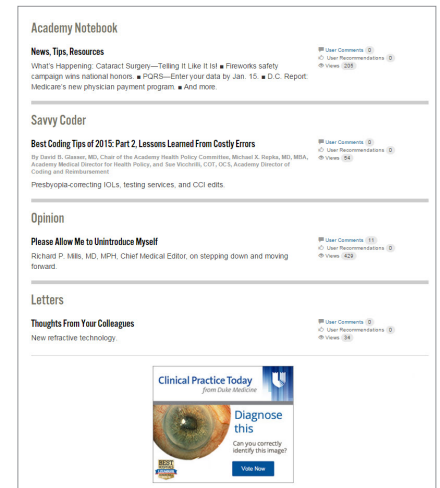
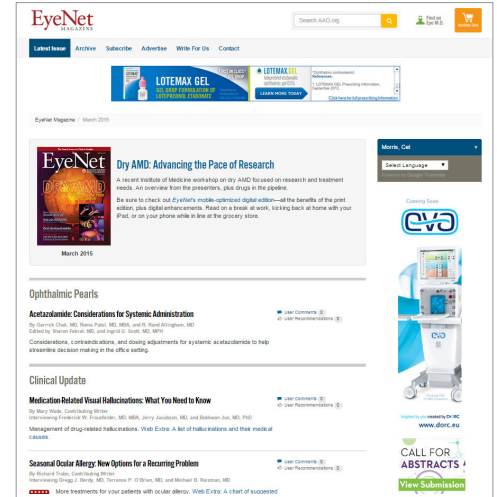
Materials Close: 5 business days before the issue month

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.



RESERVE YOUR SPACE

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