

Reinforce Your Media Plan

In addition to advertising in *EyeNet's* monthly issues, utilize the following Annual Meeting publications and year-round opportunities to bolster your advertising plan. Contact M.J. Mrvica Associates at 856.768.9360 for more information.

Web Opportunities



EYENET HOME PAGE ADVERTISING.

With over 35,000 views per month, *EyeNet's* website provides all the clinical content readers have come to rely on in the printed magazine. Your online advertisement will increase traffic to your products and services, linking visitors directly to your company site.

DEADLINES

Ad Close: 1st of the issue month

Materials Close: 5th of the issue month

Advertisement will appear on *EyeNet* home page from the 15th of the issue month to the 15th of the next month.

MECHANICAL REQUIREMENTS

Unit Size: 124 pixels wide x 169 pixels tall

Resolution: 72 dpi

File Format: GIF or JPEG

File Size: 72 KB max

Animation: Maximum of three loops of animation

RATES: Varied based on position.

EYENET ONLINE EXCLUSIVES. These supplemental stories are posted on the *EyeNet* website throughout the year for both U.S. and international members.

EYENET E-NEWSLETTERS. *EyeNet's* monthly e-mail blasts provide both U.S. and international members with on-the-go highlights of *EyeNet's* print content.

Annual Meeting Opportunities



EyeNet's Academy News. The Academy's convention tabloid provides Meeting attendees with extensive Meeting news and information. Two editions—one distributed on Friday, the other on Sunday—are available throughout the hall. The Friday edition features guaranteed distribution to meeting attendees. Both editions offer cover advertising.

EyeNet Best Of. Each edition is a quick reference to the important discoveries, issues and trends in a subspecialty, as reported in *EyeNet* during the year.

EyeNet's Guide to Academy Exhibitors. A handy reference with location and contact information for all Annual Meeting exhibitors. Several affordable levels of advertising are available to exhibitors, including cover advertising.

EyeNet's Academy Live. A daily, clinical e-newsletter reported over four days in Chicago, *Academy Live* allows ophthalmologists to stay on top of news from the Academy's Subspecialty Day and Annual Meeting. It is e-mailed to over 40,000 recipients.

EyeNet's Destination Chicago. Annual Meeting attendees read this six-part series of *EyeNet* for a heads-up on Meeting deadlines and updates on Chicago.

EyeNet's Original Papers & Posters. This pull-out booklet provides a listing of free papers and posters at the Annual Meeting. It mails with the November *EyeNet*.



EyeNet's Ophthalmic Photography Calendar. A display of ophthalmic photography, the *Calendar* features guaranteed distribution to Meeting attendees.

Year-Round Opportunities

EyeNet Reprints. Take advantage of *EyeNet's* credibility to meet your marketing objectives. Paper and electronic reprints of *EyeNet* articles can be effective sales tools.

EyeNet Extra. *EyeNet's* supplements examine topics of clinical interest while creating valuable advertising space. *EyeNet* can suggest topics, and welcomes your ideas.