



## Glaucoma Express

This monthly e-blast provides glaucoma specialists and comprehensive ophthalmologists with the latest glaucoma news, products, and services provided by the Academy. Delivered the fourth Saturday of each month.

### METRICS

**Recipients:** 7,500

### RATES

#### Option 1

Exclusive,\* 2 placements (top and bottom): \$5,665 net per month

#### Option 2

Non-exclusive, top placement only: \$3,605 net per month

Non-exclusive, bottom placement only: \$3,090 net per month

#### Option 3

Text-only native ad of 200 characters plus a link: \$1,545 net per month

\*\$1,030 discount for exclusive advertising.

### DEADLINES

**Ad close:** First come, first served

**Materials close:** The 15th of the month

### PRODUCTION SPECS

**Dimensions:** 300 x 250

**Resolution:** 72 dpi\*

**File format:** PNG or JPEG

**Note:** The Academy does not include impression pixels in its blasts.

Please send ad files to [mjmrvcica@mrvcica.com](mailto:mjmrvcica@mrvcica.com).

\*Banner art must be clear and text within the banner must be legible; minimal text is recommended. Any ads featuring a white background are required to have a 1 px border of a distinguishing color around the perimeter of the ad in order to separate it from blast content.



### RESERVE YOUR SPACE

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