



AMERICAN ACADEMY  
OF OPHTHALMOLOGY

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## AAO 2018 Daily

Capture the attention of ophthalmologists worldwide with an ad in *AAO 2018 Daily*, a daily clinical e-newsletter from *EyeNet*. Reported over 4 days in Chicago, *AAO 2018 Daily* allows ophthalmologists at the convention and at home to stay on top of news from the Academy's Subspecialty Day and AAO 2018.

### DISTRIBUTION

*AAO 2018 Daily* is emailed daily during the meeting, Friday through Monday, to all ophthalmologists and ophthalmic executives (domestic and international) in the Academy's database, including AAO 2018 and Subspecialty Day attendees. *AAO 2018 Daily* is also posted online at [aao.org/eyenet](http://aao.org/eyenet). Approximate circulation: 85,000.


### RATES

Two banner spaces available in each issue.  
\$12,500 per day or \$40,000 for all four days


### PRODUCTION SPECS

- 300 x 250 pixels
- gif or jpg format (static)
- Send one url for the banner to link to

**VIDEOS**



Dr. Philip Rosenfeld discusses the latest trial results on geographic atrophy.  
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Dr. Louis Pasquale makes the case for redefining primary open-angle glaucoma.  
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**Cataract Spotlight: Selected Pearls**  
Monday's Cataract Spotlight Session focused on complicated phacemulsification cases, with speakers offering their top 5 pearls derived from hard-won clinical experience.

**Combined Therapy Appears Superior in Polypoidal Choroidal Vasculopathy**  
Adrian H. Koh, MD, reporting the 12-month data from the EVEREST II trial, said that ranibizumab in combination with verteporfin photodynamic therapy (vPDT) appears superior to ranibizumab monotherapy in patients with symptomatic macular polypoidal choroidal vasculopathy.

**Gene Therapy's Potential for a Single Lasting Treatment of Retinal Disease**  
Robert E. McLaren, PhD, discussed the promise that adeno-associated viral (AAV) vectors have shown in the treatment of inherited retinal diseases.

**Are Topical Antibiotics Necessary for Intravitreal Injections?**  
Routine use of topical antibiotics for intravitreal injections may select for drug-resistant bacterial strains of ocular and nasopharyngeal flora, said Stephen J. Kim, MD.

**Tips for Patient Safety**  
The World Health Organization (WHO) estimates that 1 in 10 patients is affected by medical errors. A panel of experts shared what they have been doing to eliminate mistakes.

**Protocol T and More for DR/DME IMPLICATIONS FOR PRACTICE**  
Click here for a free CME activity | [EE AMA PRA Category 1 Credit™](#)

**Next-Generation Treatments for Uveitis Secondary to Rheumatological Diseases**  
Ashvini K. Reddy, MD, presented a look at new and emerging treatments for managing the ocular inflammation associated with systemic rheumatological diseases.

## RESERVE YOUR SPACE

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