



AMERICAN ACADEMY
OF OPHTHALMOLOGY®

Protecting Sight. Empowering Lives.®

aao.org/eyenet

Increase your online exposure. Your advertisement on the *EyeNet* website links visitors directly to your company site, increasing traffic to your products and services.

METRICS

212,000 impressions and 197,000 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
Box:	300 x 250

Resolution: 72 dpi

File Format: GIF or JPEG, 150 KB max. 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 page content. All external files must be referenced using the full URL rather than a relative URL.

RATES

Leaderboard: \$4,095
Skyscraper 1: \$3,675
Skyscraper 2: \$3,675
Button: \$ 945
Banner: \$3,150

DEADLINES

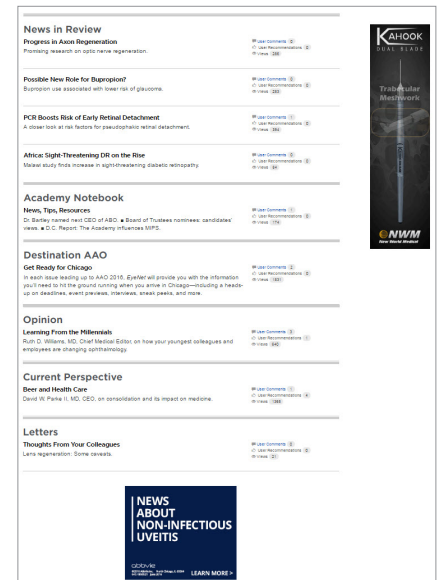
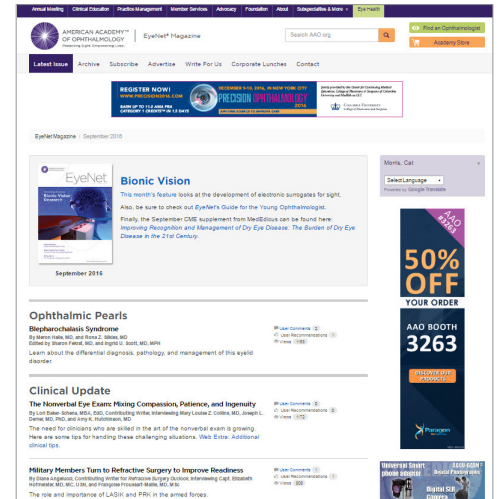
Ad Close: 2 weeks before the issue month
Materials Close: 5 business days before the issue month

NEW! VIDEO. *EyeNet* offers two options for video advertising on aao.org/eyenet.

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 aao.org/eyenet.

Specs: .flv format; max size 1.2 MB; gif required for backup.



RESERVE YOUR SPACE

Kelly Miller · Mark Mrvica
 mjmrsvica@mrsvica.com

M.J. Mrvica Associates
 2 West Taunton Avenue
 Berlin, New Jersey 08009
 Phone: 856-768-9360
 Fax: 856-753-0064

EyeNet®
 MAGAZINE