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: Skyscraper 2: 160 x 600 Button: Box:

72 dpi

Resolution:

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.

160 x 600

263 x 100

300 x 250

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.

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Bupropion use associated with lower risk of glaucoma.	C User Recommendations (E) (E Views (283)
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A closer look at risk factors for pseudophakic retinal detachment.	O Views (BM)
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News, Tips, Resources	W User Comments (3)
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Destination AAO	
Get Ready for Chicago	# user comments (2)
In each issue leading up to AAO 2016, EyeNer will provide you with the information you'll need to hit the ground running when you arrive in Chicago—including a heads- up on deadlines, event previews, interviews, sneak peeks, and more.	 d) user Recommendations (B) d) views (1821)
Opinion	
Learning From the Millennials	H Lan Converta (3) O Lan Recommendations (1)
Ruth D. Williams, MD. Chief Medical Editor, on how your youngest colleagues and employees are changing ophthalmology	e ven (H)
Current Perspective	
Beer and Health Care	# Leer Comments (5)
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David W. Parke II, MD, CEO, on consolidation and its impact on medicine.	
David W Parke IL MD, CEO, on consolidation and its impact on medicine.	
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RESERVE YOUR SPACE

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