

# 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

210,000 impressions and 155,000 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

72 dpi

## **Resolution:**

**File Format:** GIF or JPEG, 72 KB max. If sending Flash banner, include .swf file as well as static image file. The Academy does not currently accept HTML5.

#### 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.



| Progress in Axon Regeneration  | Plast connerts (8)<br>O User Recommendators (8)                |
|--|--|
| Promising research on optic nerve regeneration.  | O Views (286)  |
| Possible New Role for Bupropion?   | # User Commerce (Q)  |
| Bupropion use associated with lower risk of glaucome.  | C Ger Recommendations (E<br>Crystells (282)                    |
| PCR Boosts Risk of Early Retinal Detachment  | P user commercia (1)   |
| A closer look at risk factors for pseudophakic retinal detachment.   | O can Recommendations (E<br>O Views (334)                      |
| Africa: Sight-Threatening DR on the Rise   | # User Comments (\$)   |
| Malawi study finds increase in sight-threatening diabetic retinopathy.   | O Use Recommendations (E<br>O Views (ER                        |
| Academy Notebook   |  |
| News, Tips, Resources  | W User Comments (1)  |
| Dr. Bartley named next CEO of ABO. • Board of Trustees nominees: candidates'<br>views. • D.C. Report: The Academy Influences MIPS.   | d Ger Recommendations (E<br>d Views (154)                      |
| Destination AAO  |  |
| Get Ready for Chicago  | Wider Comments (2)   |
| In each issue leading up to AAO 2016. EyeNer will provide you with the information<br>you'll need to hit the ground running when you arrive in Chicago—Including a heads-<br>up on deadlines, event previews, interviews, sneak peeks, and more. | dives (ID)   |
| Opinion  |  |
| Learning From the Millennials  | Hise Connerts (3)<br>O Use Recommendations (1)                 |
| Ruth D. Williams, MD. Chief Medical Editor, on how your youngest colleagues and<br>employees are changing ophthalmology.   | e vera (842)   |
| Current Perspective  |  |
| Beer and Health Care   | User Comments (5)     O User Recommendations (4)               |
| David W. Parke II, MD, CEO, on consolidation and its impact on medicine.   | O Versioneration 4   |
| Letters  |  |
| Thoughts From Your Colleagues<br>Lars reservation: Some caveals  | H Les Conners (2)<br>O Use Recommendations (2)<br>O travel (2) |

#### **RESERVE YOUR SPACE**

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