



AMERICAN ACADEMY  
OF OPHTHALMOLOGY

Protecting Sight. Empowering Lives.™

[www.eyenet.org](http://www.eyenet.org)

**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
Banner:	300 x 250

**Resolution:** 72 dpi

**File Format:** GIF or JPEG File Size: 72 KB max

**Animation:** Flash banners accepted; max. 3 loops of animation.

Please send ad files to Catherine Morris at [cmorris@aao.org](mailto:cmorris@aao.org).

## RATES

**Leaderboard:** \$3,900

**Skyscraper 1:** \$3,500

**Skyscraper 2:** \$3,500

**Button:** \$ 900

**Banner:** \$3,000

## DEADLINES

**Ad Close:** 2 weeks before the issue month

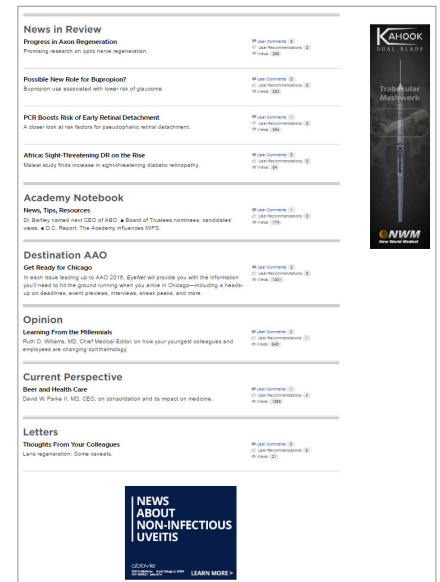
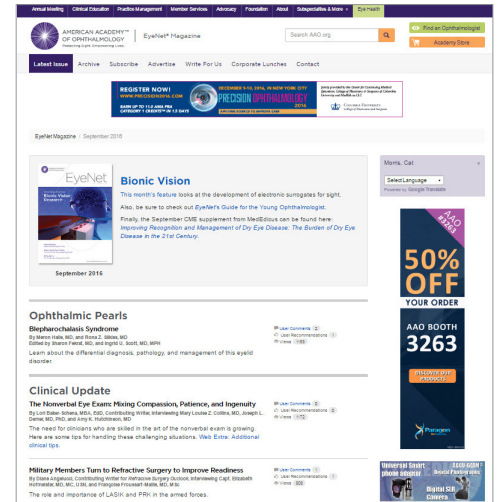
**Materials Close:** 5 business days before the issue month

**NEW! VIDEO.** *EyeNet* offers two options for video advertising on [www.eyenet.org](http://www.eyenet.org).

**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 [www.eyenet.org](http://www.eyenet.org).

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



## RESERVE YOUR SPACE

**Kelly Miller · Mark Mrvica**  
[mjmrsvica@mrsvica.com](mailto:mjmrsvica@mrsvica.com)

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

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