



AMERICAN ACADEMY  
OF OPHTHALMOLOGY

Protecting Sight. Empowering Lives.®

## AAO 2022 Daily

Capture the attention of ophthalmologists worldwide with an ad in *AAO 2022 Daily*, a daily clinical e-newsletter from *EyeNet*. Reported over 5 days in Chicago, *AAO 2022 Daily* allows ophthalmologists at the convention and at home to stay on top of news from the Academy's Subspecialty Day and AAO 2022.

### DISTRIBUTION

*AAO 2022 Daily* is emailed daily with a preview blast on Thursday night, and during the meeting, Friday through Monday, to all Academy members, members of the American Academy of Ophthalmic Executives, and Subspecialty Day and AAO 2022 attendees.

### RATES

**Leaderboard:** \$15,450/day.

**Box ads:** \$12,875/day.

### PRODUCTION SPECS

**Leaderboard:** 468 x 60 pixels

**Box ad:** 300 x 250 pixels

**Resolution:** 72 dpi\*

**Format:** PNG or JPEG

**Link:** Send one url for the banner to link to

### DEADLINE

Materials due September 9

\*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 blast content.

The screenshot shows the layout of the AAO 2021 Daily e-newsletter. At the top is the American Academy of Ophthalmology logo and the title "AAO 2021 Daily". Below this is an advertisement for a "468x60 Leaderboard". The main content includes "Further highlights from Subspecialty Day and AAO 2020 Virtual", a section titled "It's Not Too Late to Enjoy AAO 2020 Virtual" with a paragraph of text, an "OPENING SESSION" section with sub-sections like "Charting a Course in Difficult Times" and "Physician Well-Being and Mental Health", a "PHOTO OF THE DAY" section featuring a video thumbnail, a "CLINICAL HIGHLIGHTS" section with sub-sections like "Pearls From the Cataract Spotlight Session", "Beyond Corneal Transplants: Endothelial Cell Replacement", and "What's New With Polypoidal Choroidal Vasculopathy", and finally an "ORIGINAL PAPERS" section with a sub-section "Panelists Name 2020's Best Papers".

## RESERVE YOUR SPACE

**Kelly Miller · Mark Mrvica**

mjmrvica@mrvica.com

**M.J. Mrvica Associates**

2 West Taunton Avenue

Berlin, New Jersey 08009

Phone: 856-768-9360

Fax: 856-753-0064

EyeNet<sup>®</sup>  
MAGAZINE