



AMERICAN ACADEMY  
OF OPHTHALMOLOGY®

Protecting Sight. Empowering Lives.®

[aao.org/eyenet](http://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

255,000 impressions and 223,500 unique visitors per month.

## PRODUCTION SPECS

**Dimensions:**

Leaderboard:	728 x 90
Skyscraper 1:	160 x 600
Skyscraper 2:	160 x 600
Box 1:	300 x 250
Box 2:	300 x 250

**Resolution:** 72 dpi

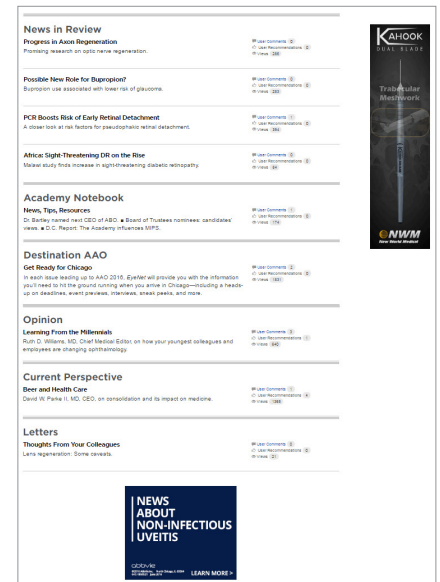
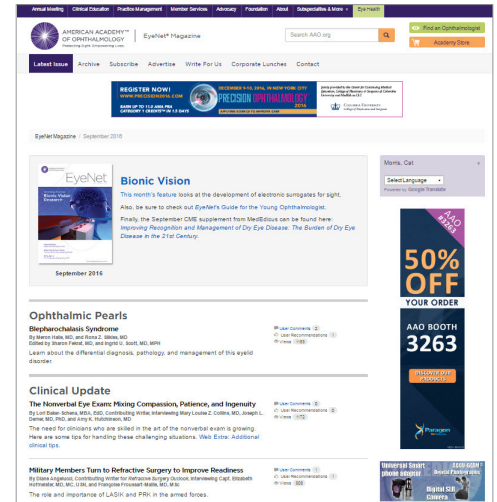
**File Format:** PNG or JPEG, 150 KB max. Banner art must be clear and text within the banner must be legible; minimal text is recommended. Any ads featuring a white background are required to have a 1 px border of a distinguishing color around the perimeter of the ad in order to separate it from page content. All external files must be referenced using the full URL rather than a relative URL.

## RATES\*

<b>Leaderboard:</b>	\$4,300
<b>Skyscraper 1:</b>	\$4,000
<b>Skyscraper 2:</b>	\$3,800
<b>Box 1:</b>	\$3,300
<b>Box 2:</b>	\$2,500

## DEADLINES

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



## 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

\* All rates are net.