



AMERICAN ACADEMY
OF OPHTHALMOLOGY

Protecting Sight. Empowering Lives.™

AAO 2021 Daily

Capture the attention of ophthalmologists worldwide with an ad in *AAO 2021 Daily*, a daily clinical e-newsletter from *EyeNet*. Reported over 5 days in New Orleans, *AAO 2021 Daily* allows ophthalmologists at the convention and at home to stay on top of news from the Academy's Subspecialty Day and AAO 2021.

DISTRIBUTION

AAO 2021 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 2021 attendees.

RATES

Leaderboard: \$15,000/day.

Box ads: \$12,500/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 Nov. 1.

*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.

AAO 2021 Daily

Advertisement

468x60 Leaderboard

Further highlights from Subspecialty Day and AAO 2020 Virtual.

It's Not Too Late to Enjoy AAO 2020 Virtual
More than 8,700 ophthalmologists and health professionals from around the world have registered for AAO 2020 Virtual so far. It's not too late! You can still register for and experience the Academy's and AAOE's first fully online annual meeting. Once registered, [you'll be able to log in to the virtual meeting platform](#), with access to sessions on demand, until Feb. 15, 2021.

OPENING SESSION

Charting a Course in Difficult Times
During Sunday's Opening Session, Academy President-elect Tamara R. Fountain, MD, shared her assessment of 2020—where we've been; where we're headed.

Physician Well-Being and Mental Health
Sunday's Opening Session concluded with a conversation between David W. Parke II, MD, and Saul Levin, MD, MPH, about COVID-19's impact on the profession.

PHOTO OF THE DAY

Illusion met [@ophthalmology](#) when Teller made a surprise cameo appearance with his partner Penn during [@ophthalmology](#)'s Michael Marmor Lecture in Ophthalmology at [AAO2020](#) (see "Meeting Roundup," below).

CLINICAL HIGHLIGHTS

Pearls From the Cataract Spotlight Session
Four experts presented their top pearls for managing complicated cataract cases.

Beyond Corneal Transplants: Endothelial Cell Replacement
Jeffrey L. Goldberg, MD, PhD, discussed a novel method of transplanting corneal endothelial cells that may eventually solve some of the challenges inherent in corneal transplants.

What's New With Polypoidal Choroidal Vascularopathy
An update on polypoidal choroidal vascularopathy diagnosis and pathogenesis capped off "Retina Around the World," a Saturday symposium led by a panel of international experts.

Advertisement

Box

ORIGINAL PAPERS

Panelists Name 2020's Best Papers
Expert panels name the papers that they rated most highly at this year's Original Papers sessions.

RESERVE YOUR SPACE

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