



## eTOC: Monthly Clinical Highlights

This monthly e-blast provides all Academy members with on-the-go highlights of *EyeNet* print content at [aao.org/eyenet](http://aao.org/eyenet).

### METRICS

<b>Recipients:</b>	22,500
<b>Open Rate:</b>	32%
<b>Blast Click Rate:</b>	7%
<b>Ad Clickthrough Rate:</b>	.92%

### RATES\*

<b>1 Top Placement:</b>	\$3,100 per issue
<b>2 Middle Placement:</b>	\$3,000 per issue
<b>3 Bottom Placement:</b>	\$2,800 per issue

### DEADLINES

<b>Ad Close:</b>	1 week before the issue month
<b>Materials Close:</b>	3 business days before the issue month

### PRODUCTION SPECS

<b>Dimensions:</b>	300 x 250
<b>Resolution:</b>	72 dpi**
<b>File Format:</b>	PNG or JPEG
<b>Tags:</b>	No tags allowed

Please send ad files to [eyenetads@aao.org](mailto:eyenetads@aao.org).

\* All rates are net.

\*\* 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.

### RESERVE YOUR SPACE

**Kelly Miller · Mark Mrvica**  
[mjmrvica@mrvica.com](mailto:mjmrvica@mrvica.com)

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



1

2

3