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

173,500 views and 128,500 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
	Box 3:	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*

Leaderboard:	$4,650
Skyscraper 1:	$4,325
Skyscraper 2:	$4,110
Box 1:	$3,570
Box 2:	$2,705
Box 3:	$1,620

DEADLINES

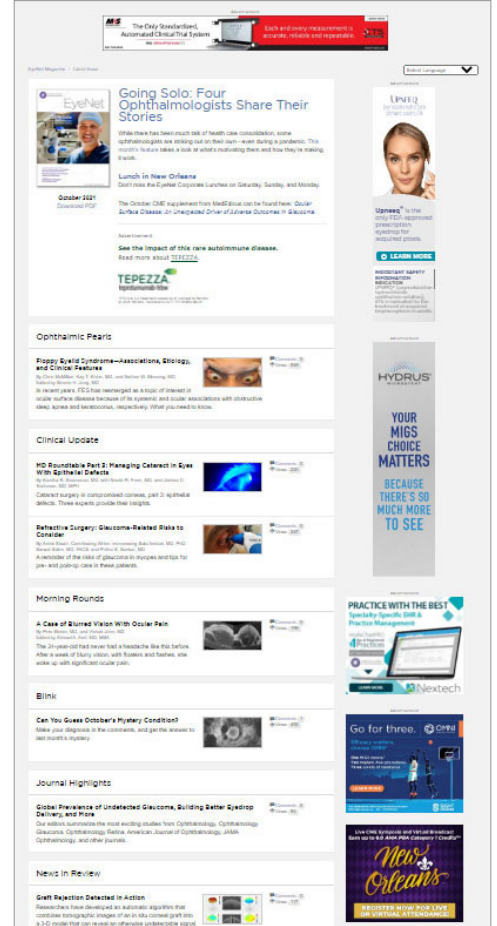|	
Ad Close:	2 weeks before the issue month
Materials Close:	5 business days before the issue month

RESERVE YOUR SPACE

Kelly Miller · Mark Mrvica
mjmrvica@mrvica.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.

EyeNet® MAGAZINE