



AMERICAN ACADEMY  
OF OPHTHALMOLOGY®

Protecting Sight. Empowering Lives.®

## eTOC: Monthly Clinical Highlights

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

### METRICS

**Recipients:** 22,500  
**Open rate:** 35%  
**Clickthrough rate:** 8%

### RATES

**Placement 1:** \$2,888 per issue  
**Placement 2:** \$2,888 per issue

### DEADLINES

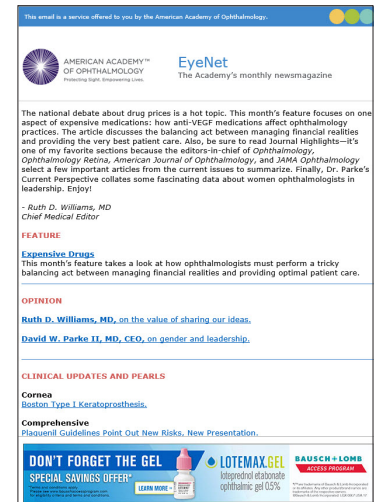
**Ad Close:** 1 week before the issue month  
**Materials Close:** 3 business days before the issue month

### PRODUCTION SPECS

**Dimensions:** 300 x 250  
**Resolution:** 72 dpi\*  
**File Format:** Static GIF or JPEG

Please send ad files to Krista Thomas at [kthomas@aao.org](mailto:kthomas@aao.org).

\*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

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