



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.

METRICS

Recipients: 23,400
Open Rate: 35%
Blast Click Rate: 6%

RATES*

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

DEADLINES

Ad Close: 1 week before the issue month
Materials Close: 5 business days before the issue month

PRODUCTION SPECS

Dimensions: 300 x 250
Resolution: 72 dpi**
File Format: PNG or JPEG

Please send ad files to eyenetads@aao.org.

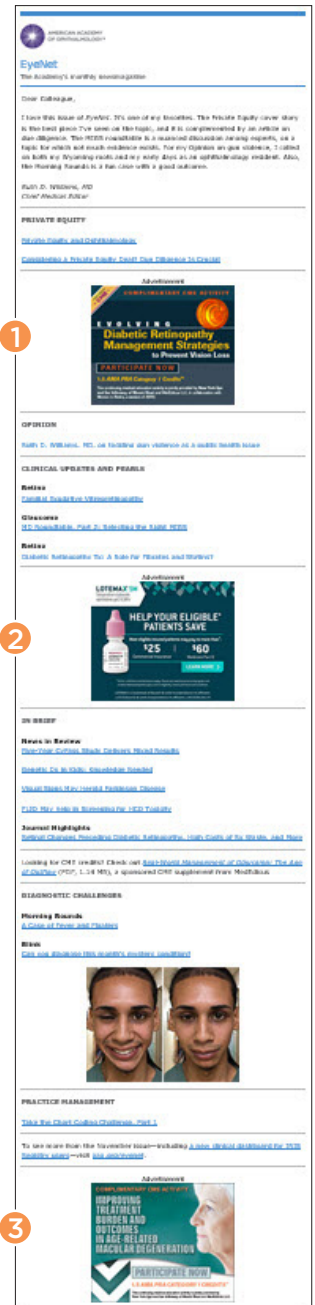
* All rates are net.

** 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

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