



Retina Express

This monthly e-blast provides retina specialists with the latest retina news, products, and services provided by the Academy.

METRICS

Recipients: 9,500

Open rate: 37%

Clickthrough rate: 7%

RATES

Option 1

Exclusive,* 2 placements (top and bottom): \$5,500 net per month

Option 2

Non-exclusive, top placement only: \$3,500 net per month

Non-exclusive, bottom placement only: \$3,000 net per month

*\$1,000 discount for exclusive advertising.

DEADLINES

Ad close: First come, first served

Materials close: 3 business days before the issue month

PRODUCTION SPECS

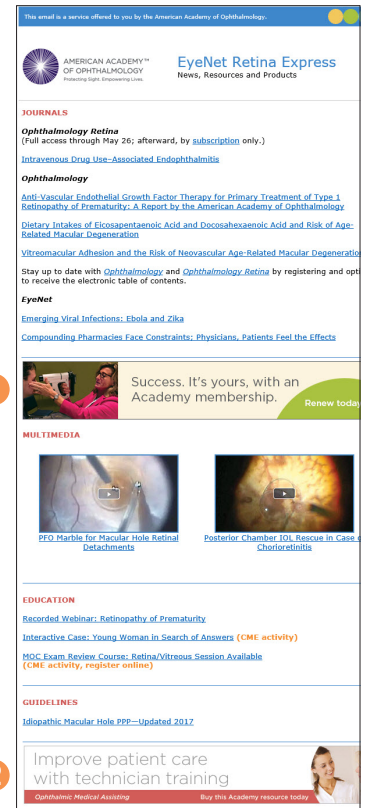
Dimensions: 300 x 250

Resolution: 72 dpi*

File format: Static GIF or JPEG

Please send ad files to Krista Thomas at kthomas@aao.org.

*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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