



AMERICAN ACADEMY
OF OPHTHALMOLOGY

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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: 26,000
Open rate: 32%
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RATES

Placement 1 (175x300): \$2,750 per issue
Placement 2 (600x100): \$2,750 per issue

DEADLINES

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

PRODUCTION SPECS

Placement 1 : 175 x 300
Placement 2 : 600 x 100 (also send 300 x 100 for mobile)
Resolution: 72 dpi
File Format: GIF or JPEG
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Please send ad files to Catherine Morris at cmorris@aao.org.



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