



[aao.org/eyenet](http://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**

213,836 views and 192,885 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\***

<b>Leaderboard:</b>	\$4,430
<b>Skyscraper 1:</b>	\$4,120
<b>Skyscraper 2:</b>	\$3,915
<b>Box 1:</b>	\$3,400
<b>Box 2:</b>	\$2,575
<b>Box 3:</b>	\$1,545

**DEADLINES**

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

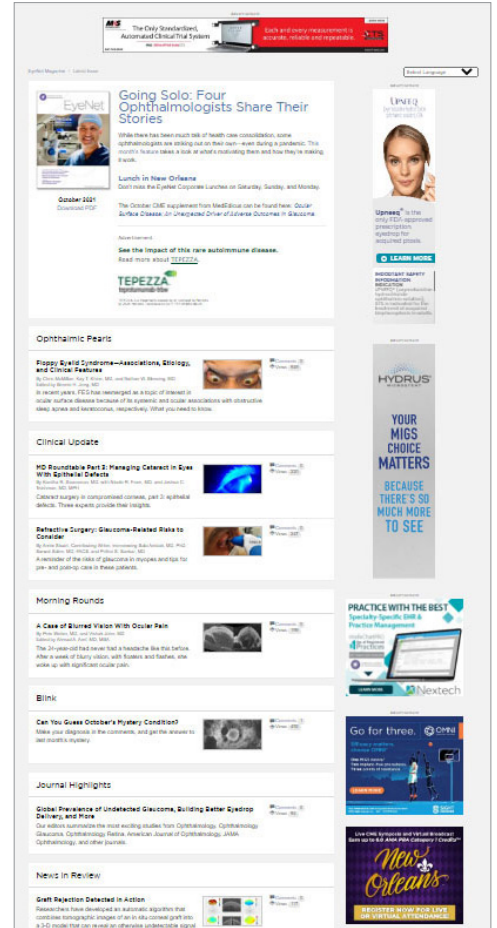
**RESERVE YOUR SPACE**

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\* All rates are net.