



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:** 26,000  
**Open rate:** 32%  
**Clickthrough rate:** 7%

### 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 320 x 100 for mobile)  
**Resolution:** 72 dpi  
**File Format:** GIF or JPEG  
**File Size:** 72 KB max

Please send ad files to Catherine Morris at [cmorris@aao.org](mailto:cmorris@aao.org).



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