



AMERICAN ACADEMY
OF OPHTHALMOLOGY

Protecting Sight. Empowering Lives.™

Academy Live

Capture the attention of ophthalmologists worldwide with an ad in *Academy Live*, a daily clinical e-newsletter from EyeNet. Reported over 4 days in Chicago, *Academy Live* allows ophthalmologists at the convention and at home—to stay on top of news from the Academy's Subspecialty Day and AAO 2016.

BONUS EXPOSURE: *Academy Live* is also posted on www.eyenet.org, which sees more than 210,000 page views and 155,000 unique visitors each month.

DISTRIBUTION

Academy Live is emailed daily during the meeting, Friday through Monday, to all ophthalmologists and ophthalmic executives (domestic and international) in the Academy's database, including AAO 2016 and Subspecialty Day attendees. Approximate circulation: 67,000

RATES

\$12,500 per day or \$40,000 for all four days

PRODUCTION SPECS

- 175 pixels x 80 pixels or 175 pixels x 103 pixels
- gif or jpg format
- 15K max file size

ADVERTISER RECOGNITION

- Company logo or ad linking to corporate website
- Advertisement at end of e-newsletter



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