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
212,000 impressions and 197,000 unique visitors per month.

PRODUCTION SPECS
Dimensions:
- Leaderboard: 728 x 90
- Skyscraper 1: 160 x 600
- Skyscraper 2: 160 x 600
- Button: 263 x 100
- Box: 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*
- Leaderboard: $4,300
- Skyscraper 1: $3,800
- Skyscraper 2: $3,800
- Button: $995
- Banner: $3,300

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

NEW! VIDEO. EyeNet offers two options for video advertising on aao.org/eyenet.
Leading into the Multimedia Extra. Placing a 7-second video spot at the beginning guarantees undivided attention from ophthalmologists, as they must watch the ad before viewing the clinical content.
Freestanding. Create a stand-alone video about your product for placement on aao.org/eyenet.
Specs: .flv format; max size 1.2 MB; gif required for backup.

RESERVE YOUR SPACE
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