



AMERICAN ACADEMY  
OF OPHTHALMOLOGY®

Protecting Sight. Empowering Lives.®

[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

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

## PRODUCTION SPECS

<b>Dimensions:</b>	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\*

<b>Leaderboard:</b>	\$4,300
<b>Skyscraper 1:</b>	\$3,800
<b>Skyscraper 2:</b>	\$3,800
<b>Button:</b>	\$ 995
<b>Banner:</b>	\$3,300

## DEADLINES

<b>Ad Close:</b>	2 weeks before the issue month
<b>Materials Close:</b>	5 business days before the issue month

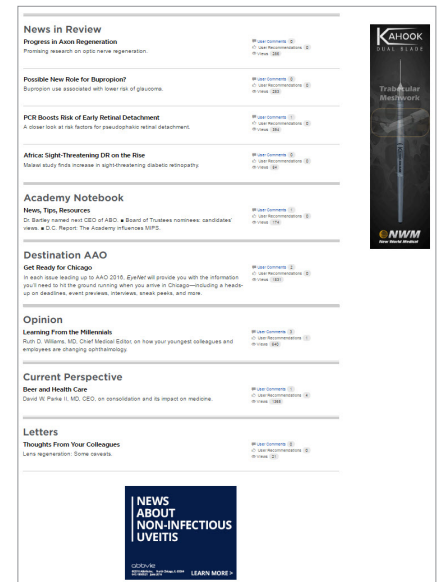
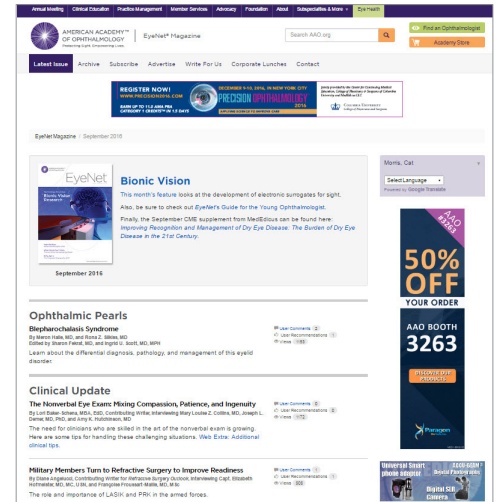
**NEW! VIDEO.** *EyeNet* offers two options for video advertising on [aao.org/eyenet](http://aao.org/eyenet).

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

**Specs:** .flv format; max size 1.2 MB; gif required for backup.

\* All rates are net.



## RESERVE YOUR SPACE

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**EyeNet®**  
MAGAZINE