

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

 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*

\$4,300
\$3,800
\$3,800
\$ 995
\$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.

* All rates are net.



Progress in Axon Regeneration	W user Commercial (8) O User Recommendations (8)
Promising research on optic nerve regeneration.	Oview (28)
Possible New Role for Bupropion?	H User Comments (8) C User Recommendations (8)
Bupropion use associated with lower risk of glaucoma.	C User Recommendations (2 C Views (282)
PCR Boosts Risk of Early Retinal Detachment	Pluse Commerce (1) O user Recommercedores (2)
A closer look at risk factors for pseudophakic retinal detachment.	O View (354)
Africa: Sight-Threatening DR on the Rise	Il User Commercia (8) O User Recommendations (8)
Malawi study finds increase in sight-threatening diabetic relinopathy.	Ovies (H
Academy Notebook	
News, Tips, Resources	Wilser Comments (1)
Dr. Bartley named next CED of ABD. • Board of Trustees nominees: candidates' views. • D.C. Report: The Academy Influences MIPS.	d Ger Recommendations (E d Views (154)
Destination AAO	
Get Ready for Chicago	Huser Comments (2)
In each issue leading up to AAO 2016, EyeNet will provide you with the information	O User Recommendations (E O Views (1821)
you'll need to hit the ground running when you arrive in Chicago—including a heads- up on deadlines, event previews, interviews, sneak peeks, and more.	
Opinion	
Learning From the Millennials	Wilse Connerts (3)
Ruth D. Williams. MD. Chief Medical Editor, on how your youngest colleagues and employees are changing ophthalmology.	O Las Accorditions (E O Visio (EQ)
Current Perspective	
Beer and Health Care	User Comments (5) O User Recommendations (4)
David W. Parke II. MD. CEO. on consolidation and its impact on medicine.	O Yest (38)
Letters	
Thoughts From Your Colleagues	# Laser Commenta (2)
Lens receneration: Some caveats.	O User Recommendations (8) (0 Views (8))

RESERVE YOUR SPACE

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