



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.

METRICS

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

RATES

Placement 1: \$2,888 per issue
Placement 2: \$2,888 per issue

DEADLINES

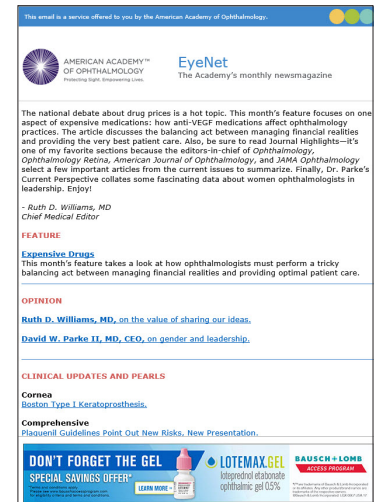
Ad Close: 1 week before the issue month
Materials Close: 3 business days before the issue month

PRODUCTION SPECS

Dimensions: 600 x 100 (also send 320 x 100 for mobile)
Resolution: 72 dpi*
File Format: Static GIF or JPEG

Please send ad files to Krista Thomas at kthomas@aao.org.

*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 blast content.



RESERVE YOUR SPACE

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