



## Glaucoma Express

This monthly e-blast provides glaucoma specialists and comprehensive ophthalmologists with the latest glaucoma news, products, and services provided by the Academy. Delivered the fourth Saturday of each month.

### METRICS

**Recipients:** 6,800

### RATES

#### Option 1

Exclusive,\* 2 placements (top and bottom): \$5,665 net per month

#### Option 2

Non-exclusive, top placement only: \$3,605 net per month

Non-exclusive, bottom placement only: \$3,090 net per month

#### Option 3

Text-only native ad of 200 characters plus a link: \$1,545 net per month

\*\$1,030 discount for exclusive advertising.

### DEADLINES

**Ad close:** First come, first served

**Materials close:** The 15th of the month

### PRODUCTION SPECS

**Dimensions:** 300 x 250

**Resolution:** 72 dpi\*

**File format:** PNG or JPEG

**Note:** The Academy does not include impression pixels in its blasts.

Please send ad files to [mjmrvice@mrvice.com](mailto:mjmrvice@mrvice.com).

\*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.

The screenshot shows the layout of the EyeNet Glaucoma Express e-blast. It includes the following sections:

- JOURNALS:**
  - Ophthalmology:**
    - Genome-Wide Association Study Identifies Two Common Loci Associated With Pigment Dispersion Syndrome/Pigmentary Glaucoma and Implicates Hypoxia in Its Development
    - Alcohol, Intraocular Pressure, and Open-Angle Glaucoma: A Systematic Review and Meta-Analysis
  - EyeNet:**
    - Personalized Medicine Goes 3D
    - Beware Vitamin A Deficiency
- Advertisement:**
  - rocklatan (latanoprost) eye drops
  - 8 out of 10 insured patients have coverage for Rocklatan™
  - View local coverage →
- ADVOCACY:**
  - Academy Endorses AMA Principles on Physician Payment Reform
- NEWS:**
  - Nearly Half of Patients With POAG Have OCTA-Identified Wedge Defects
- MULTIMEDIA:**
  - Deep Sclerectomy, Step by Step
  - Trimming of an Ahmed Glaucoma Valve Tube
- EDUCATION:**
  - 2022-2023 Basic and Clinical Science Course, Section 10: Glaucoma, Minor Revision (Academy Store, up to 10 CME self-assessment credits)
  - EyeWiki: Clinical Trials in Glaucoma
- Advertisement:**
  - rhopressa (netarsudil) eye drops
  - 8 out of 10 insured patients have coverage for Rhopressa™
  - View local coverage →
- PRACTICE MANAGEMENT:**
  - AAOPE-Talk: "What Can Ophthalmology Practices Do About the Tech Shortage?"
  - How to Bill for MIGS
  - Recorded Webinar: The Technician Point System: How to Improve Practice Accountability and Bottom Line
- MEETINGS:**
  - AAO 2022 and Subspecialty Day
  - Academy members can now register for both the Academy's annual meeting and Glaucoma Subspecialty Day.

## RESERVE YOUR SPACE

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