



## Spotlight Advertisement

Showcase your product with *EyeNet*'s Spotlight Advertisement. Your content appears on a dedicated page on [aao.org/eyenet](http://aao.org/eyenet). The Spotlight Advertisement gives you the expanded space you need to showcase your product and deliver your message straight to *EyeNet*'s loyal readers.

[aao.org/eyenet](http://aao.org/eyenet) averages 188,400 visitors and 219,200 page views per month.

### PROMOTIONS FOR SPOTLIGHT ADVERTISEMENT

1. An announcement about the new Spotlight Advertisement to appear in the Feature box on the home page at [aao.org/eyenet](http://aao.org/eyenet).
2. A link from other *EyeNet* pages.
3. A mention in the monthly eTOC blast.

### RATE

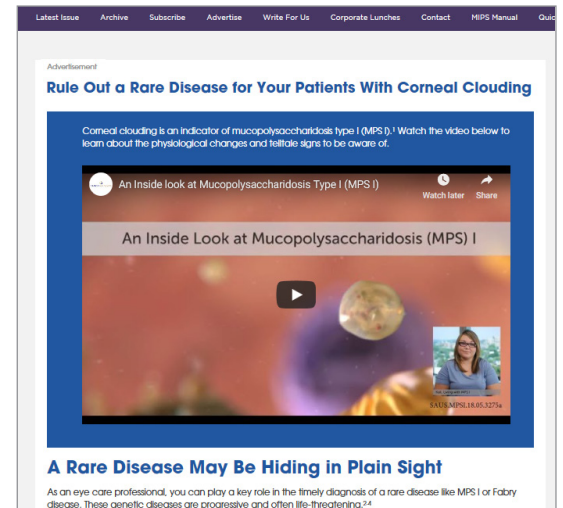
\$19,160/quarter (three-month commitment required)

### DEADLINES

**Ad close:** 60 days prior to launch date.  
Please specify your font at this time.

**Materials due:** 45 days prior to launch date.

*See next page for production notes.*



### RESERVE YOUR SPACE

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### DESIGN NOTES

As you design your advertisement, be aware of the following:

- Your advertisement must not resemble *EyeNet* content. We will review your materials to ensure that text and visual elements are unlikely to cause reader confusion as to whether the content is editorial or advertising. For instance: Avoid Gotham or Arial font families or any font that resembles Gotham or Arial.
- The top of the page will contain required elements from the Academy. These include:
  - A breadcrumb that includes: “Spotlight Advertisement”
  - The word “Advertisement” immediately above your content.
- Academy will have language at the bottom of the page regarding advertising.

### MATERIALS

You provide:

- **PDF mock-up:** PDF with your official desired layout for the page. We will make a good-faith effort to mimic your mock-up, but we may be subject to constraints.
- **All raw materials:** Provide code for video embed (also, see video specifications below), as well as graphics, logos, and copy (in Word).
- **Review:** Let us know the dates and/or duration of any review that you may need prior to launch, and we will make a good-faith effort to accommodate.
- **Font:** You will have informed us of your font at ad close.

### Video must be hosted on your channel and must be close-captioned.

Specifications:

- **Preferred runtime:** 3 minutes or less
- **Ratio:** Widescreen (16:9) aspect ratio.
- **Audio:** All videos should be accompanied by a clear voice-over narration that corresponds with the footage and must be close-captioned.
- Musical soundtracks are highly discouraged.
- **Copyrighted material:** You are responsible for securing permission to use any included images, video, or audio in your submitted work.

**Note:** Content and design are subject to review and approval by the American Academy of Ophthalmology and must comply with applicable regulatory requirements.

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