

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): \$5,835 net per month

Option 2

Non-exclusive, top placement only: \$3,715 net per month Non-exclusive, bottom placement only: \$3,180 net per month

Option 3

Text-only native ad of 200 characters plus a link: \$1,590 net per month

*\$1,060 discount for exclusive advertising.

DEADLINES

Ad close: First come, first served **Materials close:** The 15th of the month

PRODUCTION SPECS

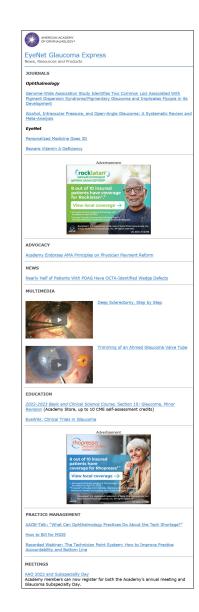
Dimensions: 300×250 **Resolution:** 72 dpi^*

File format: PNG or JPEG

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

Please send ad files to mjmrvica@mrvica.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.



RESERVE YOUR SPACE

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