



AMERICAN ACADEMY
OF OPHTHALMOLOGY

Protecting Sight. Empowering Lives.®

AAO 2024 Daily

Capture the attention of ophthalmologists worldwide with an ad in *AAO 2024 Daily*, a daily clinical e-newsletter from *EyeNet*. Reported over 5 days in Chicago, *AAO 2024 Daily* allows ophthalmologists at the convention and at home to stay on top of news from the Academy's Subspecialty Day and AAO 2024.

DISTRIBUTION

AAO 2024 Daily is emailed daily with a preview blast on Thursday night, and during the meeting, Friday through Monday, to all Academy members, members of the American Academy of Ophthalmic Executives, and Subspecialty Day and AAO 2024 attendees.

RATES

Leaderboard: \$15,915/day

Box ads: \$13,260/day

PRODUCTION SPECS

Leaderboard: 468 x 60 pixels

Box ad: 300 x 250 pixels

Resolution: 72 dpi*

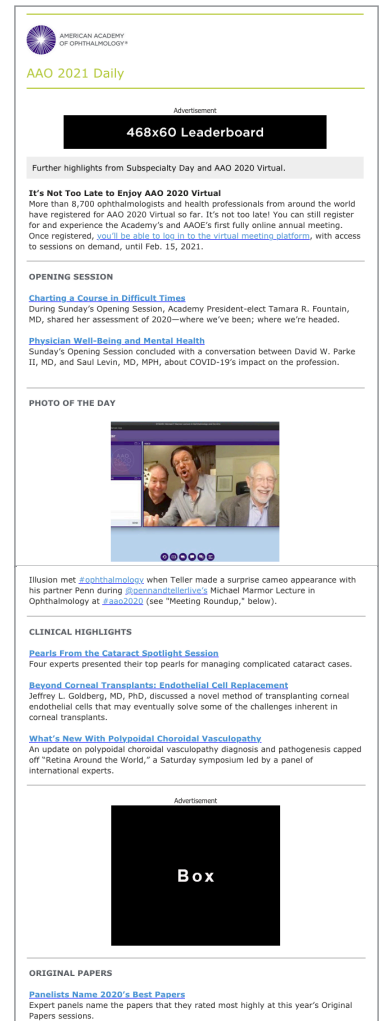
Format: PNG or JPEG

Link: Send one url for the banner to link to

DEADLINE

Materials due September 30

*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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