



aao.org/eyenet

Increase your online exposure. Your advertisement on the *EyeNet* website links visitors directly to your company site, increasing traffic to your products and services.

METRICS

219,200 views and 188,400 unique visitors per month.

PRODUCTION SPECS

Dimensions:

Leaderboard:	728 x 90
Skyscraper 1:	160 x 600
Skyscraper 2:	160 x 600
Box 1:	300 x 250
Box 2:	300 x 250
Box 3:	300 x 250

Resolution: 72 dpi

File Format: PNG or JPEG, 150 KB max. 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 page content. All external files must be referenced using the full URL rather than a relative URL.

RATES*

Leaderboard:	\$4,790
Skyscraper 1:	\$4,455
Skyscraper 2:	\$4,235
Box 1:	\$3,675
Box 2:	\$2,785
Box 3:	\$1,670

DEADLINES

Ad Close: 2 weeks before the issue month
Materials Close: 5 business days before the issue month

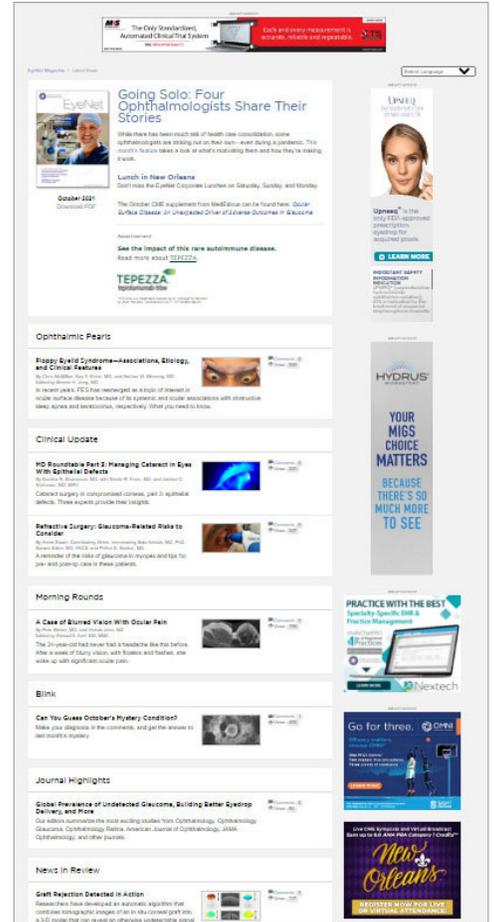
RESERVE YOUR SPACE

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* All rates are net.