



aao.org/eyenet

Pilot program. EyeNet is offering three new digital ads—interstitial, sneaker, and mobile scrolling—on its website as part of a pilot program. Catch Academy members’ attention: book one of these novel ad types today!

- **Interstitial ads** display on landing page and article pages, 1x daily/user. Two second delay before ad appears. 10 seconds elapse before the ad closes automatically. Ad appears on desktop and mobile.
- **Sneaker ads** display on landing page and article pages 1x/daily/user. Ad appears on desktop only.
- **Mobile Scrolling ads** display within web articles that are one full page or more (excluding Blink, Journal Highlights, News in Review, Letters). Ad appears on mobile only.

PRODUCTION SPECS

Dimensions:

- Interstitial:** 300x250
- Sneaker:** 468x60
- Mobile Scrolling:** 300x600

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*

- Interstitial:** \$7,500 per month
- Sneaker:** \$6,750 per month
- Mobile Scrolling:** \$4,500 per month

DEADLINES

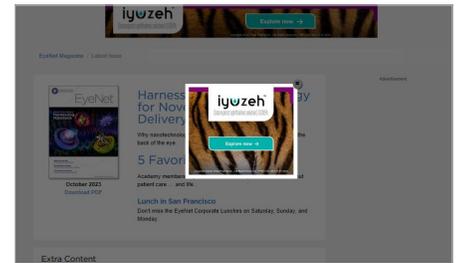
- Ad Close:** 2 weeks before the issue month
- Materials Close:** 5 business days before the issue month

* All rates are net.

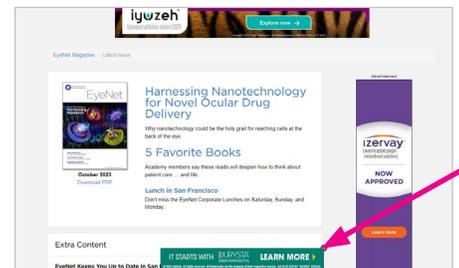
RESERVE YOUR SPACE

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Interstitial ad. User must close the ad to view editorial content or wait 10 seconds for the ad to autoclose.



Sneaker ad. No action needed from user. Sneaker “locks on” to bottom of page.



Mobile scrolling ad. Reader scrolls through article, the ad appears, the reader keeps scrolling and (as shown above) the ad disappears.