



Retina Express

This monthly e-blast provides retina specialists and comprehensive ophthalmologists with the latest retina news, products, and services provided by the Academy. Delivered the third Saturday of each month.

METRICS

Recipients: 8,600

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 10th of the month

PRODUCTION SPECS

Dimensions: 300 x 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 mjmrsvica@mrsvica.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.

The screenshot shows the layout of the EyeNet Retina Express magazine. At the top is the logo and title. Below are sections for JOURNALS, ADVOCACY, NEWS, MULTIMEDIA, and EDUCATION. A prominent advertisement for Genentech's INNOVATION FOR nAMD is featured in the center. The content includes various articles and news items related to ophthalmology.

RESERVE YOUR SPACE

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