



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): \$5,665 net per month

Option 2

Non-exclusive, top placement only: \$3,605 net per month
Non-exclusive, bottom placement only: \$3,090 net per month

Option 3

Text-only native ad of 200 characters plus a link: \$1,545 net per month

*\$1,030 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' with sub-sections for 'Ophthalmology Retina' and 'EyeNet', each listing several research articles. There is an 'ADVOCACY' section with news items. A large 'Advertisement' section features a banner for 'INNOVATION FOR nAMD' by Genentech. Below are 'NEWS' and 'MULTIMEDIA' sections with video thumbnails and titles. A 'Podcast' section lists an episode about cybersecurity. An 'EDUCATION' section includes a diagnosis tip and a Wiki article. A 'Sponsored Content' section advertises a 'Lunch and Learn in Chicago'. Finally, a 'PRACTICE MANAGEMENT' section lists a video and a recorded webinar.

RESERVE YOUR SPACE

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