



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.



RESERVE YOUR SPACE

Kelly Miller • Mark Mrsvica
mjmrsvica@mrsvica.com

M.J. Mrsvica Associates
2 West Taunton Avenue
Berlin, New Jersey 08009
Phone: 856-768-9360
Fax: 856-753-0064