



Spotlight Advertisement

Showcase your product with *EyeNet's* Spotlight Advertisement. Your content appears on a dedicated page on aao.org/eyenet. The Spotlight Advertisement gives you the expanded space you need to showcase your product and deliver your message straight to *EyeNet's* loyal readers.

aao.org/eyenet averages 128,500 visitors and 173,500 page views per month.

PROMOTIONS FOR SPOTLIGHT ADVERTISEMENT

1. An announcement about the new Spotlight Advertisement to appear in the Feature box on the home page at aao.org/eyenet.
2. A link from other *EyeNet* pages.
3. A mention in the monthly eTOC blast.

RATE

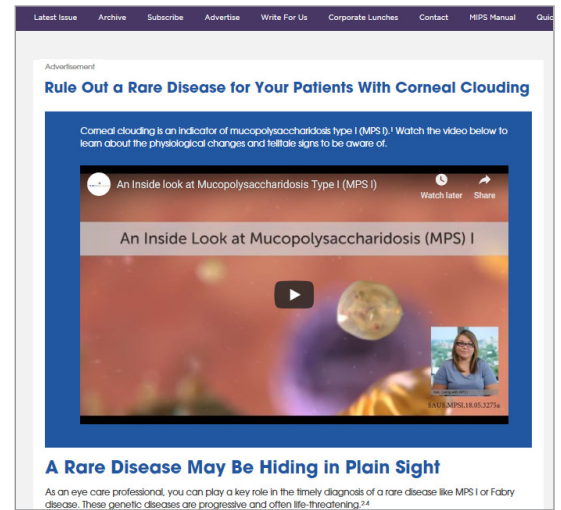
\$18,600/quarter (three-month commitment required)

DEADLINES

Ad close: 60 days prior to launch date.
Please specify your font at this time.

Materials due: 45 days prior to launch date.

See next page for production notes.



RESERVE YOUR SPACE

Kelly Miller · Mark Mrvica
mjmrsvica@mrsvica.com

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



Spotlight Advertisement

DESIGN NOTES

As you design your advertisement, be aware of the following:

- Your advertisement must not resemble *EyeNet* content. We will review your materials to ensure that text and visual elements are unlikely to cause reader confusion as to whether the content is editorial or advertising. For instance: Avoid Gotham or Arial font families or any font that resembles Gotham or Arial.
- The top of the page will contain required elements from the Academy. These include:
 - A breadcrumb that includes: “Spotlight Advertisement”
 - The word “Advertisement” immediately above your content.
- Academy will have language at the bottom of the page regarding advertising.

MATERIALS

You provide:

- **PDF mock-up:** PDF with your official desired layout for the page. We will make a good-faith effort to mimic your mock-up, but we may be subject to constraints.
- **All raw materials:** Provide code for video embed (also, see video specifications below), as well as graphics, logos, and copy (in Word).
- **Review:** Let us know the dates and/or duration of any review that you may need prior to launch, and we will make a good-faith effort to accommodate.
- **Font:** You will have informed us of your font at ad close.

Video must be hosted on your channel and must be close-captioned.

Specifications:

- **Preferred runtime:** 3 minutes or less
- **Ratio:** Widescreen (16:9) aspect ratio.
- **Audio:** All videos should be accompanied by a clear voice-over narration that corresponds with the footage and must be close-captioned.
- Musical soundtracks are highly discouraged.
- **Copyrighted material:** You are responsible for securing permission to use any included images, video, or audio in your submitted work.

Note: Content and design are subject to review and approval by the American Academy of Ophthalmology and must comply with applicable regulatory requirements.

RESERVE YOUR SPACE

Kelly Miller · Mark Mrvica
mjmrsvica@mrsvica.com

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