



The Eye Physicians and Surgeons

Advertising Opportunities

Reach more than 620 Pennsylvania Ophthalmologists at all stages of their careers, including:

- Residents & Fellows
- Senior Members
- Early Career Physicians
- Office Administrators

The *Focus* newsletter is printed and electronically distributed two times per year.



Front Page Column	2.5" w by 5" h	\$800 per year
Back Half Page	8" w by 5" h	\$500 per year
Interior Full Page	8" w by 10" h	\$1200 per year
Interior Half Page	8" w by 5" h	\$600 per year
Interior Quarter Page	4" w by 5" h	\$350 per year
Classified Ad	Up to 100 words	\$50 per year
Classified Ad	101-200 words	\$100 per year

PAO Digital Subscription Advertisement

The PAO publishes an *InSight* e-newsletter 6 times a year and sends email news-blasts to membership several times a week. You may purchase an advertising subscription to have your ad included in every digital content that PAO sends members - a minimum of four membership e-blasts a month. (Ad dimensions will be approximately 530 x 115 pixels.)

\$250 per month or \$2500 annually



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Advertising Form

Contact name: _____

Company: _____

Billing address: _____

Contact email: _____

Contact phone: _____

I would like to place the following ad size in the *Focus* newsletter for 1 year (2 issues).

- Front Page
- Back Half Page
- Interior Full Page
- Interior Half Page
- Interior Quarter Page
- Classified Ad (100 words)
- Classified Ad (200 words)

I would like reserve space in _____ months of PAO's Digital subscription at \$250/month or \$2500/year.

Total due: \$ _____

Payment method:

- Check (made payable to: PAO, P O Box 11922, Harrisburg PA 17108)
- Credit Card (you will be contacted directly for payment)

Signature: _____ Date: _____

Submission of copy and payment constitutes acceptance of the advertising policies of the Pennsylvania Academy of Ophthalmology. Proof of publication will be provided. Acceptance of advertisements is subject to space availability and Editor's discretion.

Please send your advertisement and completed form to
info@paeyemds.org.

Questions? Contact Melanie at 717-829-8412.

