Overview

Contact Lens & Anterior Eye is a research-based journal covering all aspects of contact lens theory and practice, including original articles on invention and innovations, as well as the regular features of: Case Reports; Literary Reviews; Editorials; Instrumentation and Techniques and Dates of Professional Meetings.

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Global Print Circulation
Online Only

Avg. Global Monthly Visits
9,816

Avg. Global Monthly Unique Visitors
3,830

Avg. Global Monthly Page Views
5,233

Avg. Global eTOC Distribution
1,064

Affiliation
British Contact Lens Association

Audience
Ophthalmologists
Digital Specs

Website

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
</tr>
<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 250</td>
<td>Left</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 300 x 600</td>
<td>320 x 600</td>
<td>Left</td>
</tr>
<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

**FORMATS**
jpeg, png, gif, HTML5†, 3rd party tags

**TRACKING PIXELS** Yes

**MAX FILE SIZE** 200 KB

**MAX ANIMATION (TIME/LOOPS)** 15 seconds/3 loops

**PRESTITIAL FREQUENCY** 1 impression/6hrs/user

*Supply iFRAME tags for scrolling elements in ad; HTML5 must be provided as a 3rd party tag for prestitial banners.

†Excluding personally identifiable information (PII).

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**eTOC Email**

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</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
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**FORMATS** jpeg, png, gif, (static image only)

**TRACKING PIXELS** No

**MAX FILE SIZE** 200 KB

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**AIP Email**

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MPU banners, positions 1, 2, 3, are stacked vertically
Animation and expandable banners unavailable

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