

Advertise with VisionWeb to Reach Your Target Audience

Everyday, thousands of eyecare providers visit the VisionWeb site to access services that simplify their daily business processes. Whether ordering ophthalmic products or processing insurance transactions, these eyecare providers are logging on each day to help their practices succeed.

Advertising with VisionWeb, puts your message directly in front of VisionWeb members, the people in the practice who are directly responsible for product ordering and insurance billing. You get the most for your advertising dollar through our targeted approach to delivering your marketing message. Best of all, our rates are competitive and we go above and beyond to make sure your campaign is successful.

A Revealing Look at Our Members:

In 2011, over 15,000 eyecare practices were active VisionWeb members, with over 60% ordering on a weekly basis. A recent survey of VisionWeb users revealed that 79% of the people who order on VisionWeb are opticians or dispensers, and 98% of the primary VisionWeb users in the practice had direct influence on the products dispensed.

Discounted rates are available on bundled packages. Contact us today to receive a custom proposal for your advertising campaign.

Contact Chris Rice at
(917) 407-5417 or email
marketing@visionweb.com.

VisionWeb.com Media Placement

Rotating Masthead Banners

Viewable on all pages of the site and set in random rotation with other banners. (image 1)

Specs: 420 X 52 Pixels
15KB or less
Animated GIF, no Flash files

Rate: \$910/month

Side Homepage Banners

Viewable on homepage of the site and available in 3 locations. Placement is exclusive and does not share rotation with other banners. (image 2)

Specs: 158 X 75 Pixels
10KB or less
Animated GIF, no Flash files

Rate: \$1,100/month

Logo Ads

Viewable on the footer of all pages of the site. (image 3)

Specs: 125 X 75 Pixels
10KB or less
JPG/GIF format only

Rate: \$1,000/month

Pop-Up Banner Ad

Viewable on every visit to the VisionWeb homepage. Placement is exclusive to one advertiser per week, and two placements per month during non-consecutive weeks. (image 4)

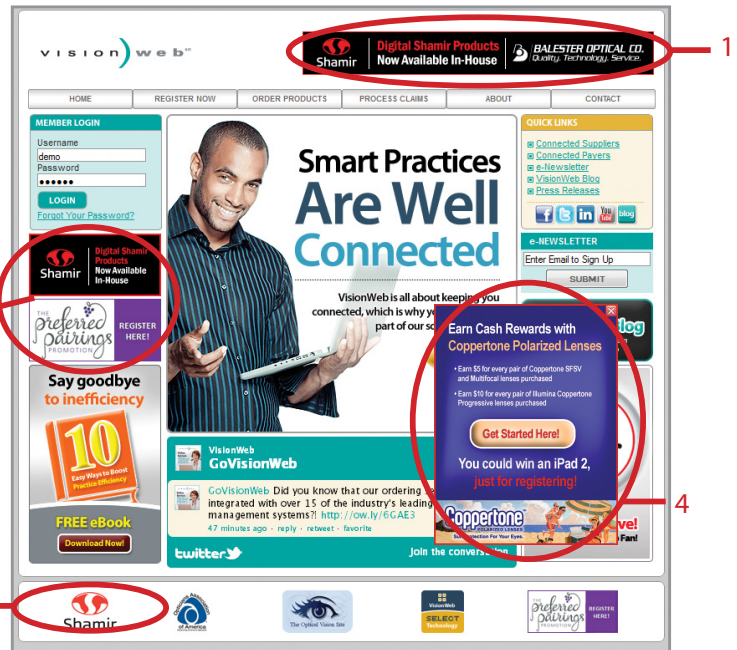
Specs: 325 X 425 Pixels
52KB or less
JPG format only

Rate: \$1,250/week

Landing Pages

Link your VisionWeb.com media to your website, or to a VisionWeb-hosted information page. This page can contain static information, or function as a data-collecting lead form.

Rate: \$1,000/month for static page
\$1,650/month for data collection page



Quick Stats: VisionWeb.com

- Over 247,420 total visits per month
- Over 40,000 unique visits and 5,000 return visits per month

Outbound Marketing

Email Blasts

Get direct access to VisionWeb members by letting us distribute your advertising message in a custom email blast. Email blasts are ideal for featuring your ad campaign, new products, special events, and promotions.

Specs:

- HTML artwork accepted
- Creative consultation available upon request

Rate: \$3,025

Quick Stats: Email Blasts

- Over 14,000 unique email addresses
- 17% average open rate in 2011

Surveys

VisionWeb will create and distribute surveys, composed by you, to our members. We will set up the survey, distribute, and manage data collection. At the end of the survey period, you will be provided with a one-time report containing the survey results.

Specs:

- Multiple formats accepted
- Editorial consultation available upon request

Rate: \$3,850

Quick Stats: Surveys

- Over 14,000 unique email addresses
- 17% average open rate in 2011

Webinar Package

Webinars offer a great way to deliver your message with a personal touch. Use this medium to deliver your message directly to VisionWeb members. VisionWeb will provide technical support and training on conducting Webinars, and a representative to help moderate/facilitate the Webinar.

Package includes:

- Up to 5 panelists/presenters
- Up to 1,000 participants per Webinar
- Email blasts (1 before and 1 following)
- Advertisement on VisionWeb.com for one month
- Recording of event available to participants for playback

Rate: \$5,500

Outbound Marketing

VisionWeb Customer Newsletter

Every month, VisionWeb distributes our customer newsletter via email and on VisionWeb.com. The newsletter features news and information on VisionWeb services, programs, and events; as well as the latest information from our partners and industry affiliates.

Advertorials

Create an advertorial to promote new products, events, or promotions that would appeal to VisionWeb's members. This medium allows for a more editorial feel than traditional advertisements. Articles are posted on blog.visionweb.com, as well as in the newsletter.

Specs:

- Article in Microsoft® Word format, 700 words or less
- Any images sent separately in GIF or JPG format
- Editorial consultation available at an additional fee

Rate: \$1,100/article

Quick Stats: Newsletter

- Over 14,000 unique email addresses receive our newsletter
- 20% average open rate in 2011

Banner Ads

Include your banner ad inside our newsletter and link directly to the page of your choice to increase your message's exposure. Two banner options are available.

1. Left-Side Content Banners

Placed between articles in left-side content of newsletter.

Specs: 420 X 52 Pixels

15KB or less

Animated GIF, no Flash files

Rate: \$550 Each

2. Right-Side Content Banners

Placed between content on right-side column of newsletter.

Specs: 158 X 75 Pixels

10KB or less

Animated GIF, no Flash files

Rate: \$450 Each

