:: 2008 Media Kit



Discover the VisionWeb Advantage and Reach Your Target Audience

Everyday, thousands of Optometrists, Opticians, Ophthalmologists, and their staff visit VisionWeb.com to access the services that help them streamline and simplify their daily business processes. From ordering and tracking eyecare products to processing insurance transactions, these eyecare providers are logging on each day to help their practices succeed.

By advertising on the VisionWeb site and directly to VisionWeb members, you'll reach the eyecare providers who are directly responsible for ordering products and insurance billing - getting the most for your advertising dollar.

Customer Snapshot:

- Over 16,000 U.S. Optometry, Opticianry, and Ophthalmology practices are registered on VisionWeb.com
- Over 3,500 new accounts registered on VisionWeb.com in 2007

Generated by: Stat Counter

Unique Visitors per Month = 5,567

(external to login) = 11.5 minutes

• Visits per Month = 14,805 Average visit duration

- Over 4,000 accounts order regularly each week through VisionWeb.com
- Over 6,500 accounts ordered in 2007 through VisionWeb.com



2008 Media Kit

VisionWeb.com Advertisement

Banner Advertisement

All banners are set to the same weight, rotating randomly, giving all advertisers equal visibility. Banner advertisements are available in three locations on the VisionWeb site:

- Masthead banner on VisionWeb site viewable on all external and internal pages
- 2. **Side banner on VisionWeb homepage** viewable on the VisionWeb homepage only
- Side banners on VisionWeb site viewable on all external pages except homepage

Specifications:

- Masthead Banner: 420 X 52 pixels, 15 KB or less
- Side Banners: 158 X 48 pixels, 10 KB or less
- Animated GIF Format accepted No Flash files



Logo Advertisement

Space is available for logo placement at the bottom of each page of the VisionWeb site external to login. Due to the high visibility of the logos featured here, logo advertisement space is limited. Logo advertisement spaces are available for purchase on a monthly basis. Refer to image number 4 above.

Specifications:

- 125 X 75 pixel
- Animated GIF Format accepted
- Size Limitation: 10 KB or less

Landing Page

If your banner advertisement refers to a specific promotion, or you do not have a website, VisionWeb can work with you to create a landing page where a user is directed after clicking on a banner. This page can contain information about your company, products, promotions, and can link to your website.



Customer Account Application/ Information Form

A variation of the Landing Page, the Customer Account Application/Information Form can be created specifically for your data gathering and lead-generation needs. Using this form, new accounts can register with you directly or submit their information for contact about your products and services. The form will send the data electronically to an email address, or data will be stored and can be sent to you in a report format.

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22 2008 Media Kit

VisionWeb Webinar Series

Webinars are the newest way to deliver your message with a personal touch, online, with the simplicity and convenience of a teleconference. VisionWeb hosts Webinars on a variety of topics each month. Advertisers can use this medium to deliver their message direct to VisionWeb members. VisionWeb representatives will facilitate the Webinar. Advertiser will be provided with technical support and training on how to conduct Webinars.

Ouick Stats: Webinars

- Up to 5 panelists/presenters per Webinar
- Up to 1,000 participants per Webinar
- Email blasts and advertisement on VisionWeb.com included in Webinar rate
- Recording of event and hosting will be available to participants for playback



Banner

Include your banner ad inside the newsletter for additional exposure for your message. Multiple formats are accepted. Contact VisionWeb for specifications.

Using Practice Management Software?

Let **SPEXUPC** power your inventory.

VisionWeb Member Newsletter

Spotlight Newsletter

VisionWeb distributes our customer newsletter, *Spotlight*, via email once per month and posts the newsletter on VisionWeb.com for all visitors to the VisionWeb site to view.

Quick Stats: Spotlight Newsletter

Report Period: October 2007 Generated by: Stat Counter

- Unique email addresses receiving newsletter = 14,265
- Open rate = 31%



Advertorial

Advertorials are ideal for new products, events, or promotions that would appeal to VisionWeb's members.

Specifications:

- Article in Microsoft® Word format, 700 words or less
- Any images sent separately in GIF or JPG format
- Additional fee for any creative consultation



22 2008 Media Kit

VisionWeb Marketing

Email Marketing

VisionWeb offers advertisers direct access to VisionWeb customers through various email marketing campaigns. Please note that VisionWeb does not sell customer information or contact lists to outside vendors and does not participate in unauthorized email marketing. All VisionWeb members have the choice to opt-out of receiving email marketing at their discretion.

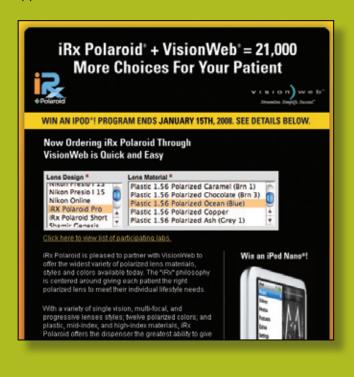
Quick Stats: Email Marketing

Report Period: October 2007 Generated by: Stat Counter

- Unique email addresses = 14,265
- Average Open rate = 19%

Email Blast

VisionWeb will distribute your advertising message in a custom email blast to our members with email addresses. The email blasts are ideal for featuring your ad campaign, new products, special events, and promotions that would appeal to VisionWeb's members.



Survey

VisionWeb will distribute advertiser surveys to our members with email addresses. Surveys are ideal for gathering information on awareness, perceptions, behavior, and demographics as they relate to your message. VisionWeb will set up the survey, distribute, and manage data collection. You will be provided with a one-time report with the results at the end of the survey period.



For more information contact:

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