

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 2009, over 15,000 eyecare practices were active VisionWeb members, with over 60% ordering on a weekly basis. A fall 2009 survey of VisionWeb users revealed that 67% 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.

Quick Stats: VisionWeb.com

- Over 17,000 total visits per month
- Over 8,000 unique visitors and 5,000 return visits per month
- Average visit duration (external to login) is 11 minutes

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

Contact Heather Smith at
(512) 241-8653 or email
marketing@visionweb.com.

VisionWeb.com Advertisement

Banner Ads

Banners ads are great for capturing the attention of visitors to the VisionWeb site. Rotating banner ads are available in three locations on the VisionWeb site:

1. Masthead banner on VisionWeb site – viewable on all pages of the site
2. Side banners on VisionWeb homepage
3. Side banners on VisionWeb sub pages

Specs:

- 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

Rates:

- Masthead Banner: \$825/month
- Side Banners: \$450-\$550/month depending on placement



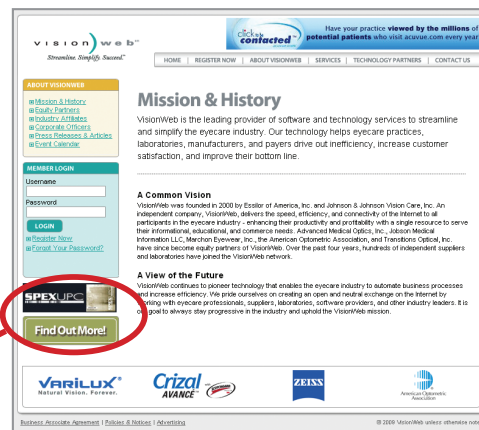
Logo Ads

Space is available for logo placement at the bottom of each page of the VisionWeb site. Logo advertisement space is limited and is available for purchase on a monthly basis. (Refer to image number 4 above.)

Specs:

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

Rate: \$1000/month



Online Information Pages

Link your banner ad or logo ad to your website, or to an online information page, hosted by VisionWeb. This online page can contain static information, or it can be designed as a form to collect data from visitors for lead generation purposes. Data collected in the form can be emailed to you automatically or stored and sent to you in a report format.

Rate: \$750-\$1500/month depending on type of page built

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: \$2750

Quick Stats: Email Blasts

- Over 13,000 unique email addresses
- 21% average open rate in 2009

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: \$3500

Quick Stats: Surveys

- Over 13,000 unique email addresses
- 20% average open rate in 2009

Webinar Package

Webinars are the newest 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: \$5000

Outbound Marketing

VisionWeb Member e-Newsletter, *Spotlight*

Every month, VisionWeb distributes our customer e-newsletter, *Spotlight*, via email and on VisionWeb.com. The e-newsletter features news and information on VisionWeb services, programs, and events; as well as the latest 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. (Refer to image number 1.)

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: \$1000/edition

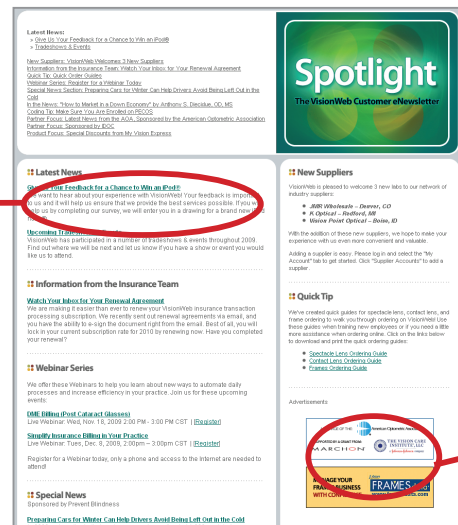
Banner Ads

Include your banner ad inside *Spotlight* and link directly to the page of your choice to increase your message's exposure. (Refer to image number 2.)

Specs:

- 158 X 48 pixels, 10 KB or less
- Animated GIF format accepted – No Flash files

Rate: \$450/edition



Quick Stats: *Spotlight* Newsletter

- Over 13,000 unique email addresses receive *Spotlight*
- 32% average open rate in 2009