Media Kit 2018

Year-round opportunities to reach eye and vision researchers

Contact
ARVO Sales
+1.703.683.8500
arvosales@ntpevents.com
ARVO members are your best customers!

From basic research scientists to clinicians, ARVO is the ideal forum for you to engage and impact global clients and prospects. Connect with faculty and clinical staff at universities, medical colleges, teaching hospitals, private practices, clinics and managed care practices. Reach eye and vision investigators at private research facilities, in pharma and other related companies, at community or government hospitals and government agencies.

ARVO membership breakout

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<tbody>
<tr>
<td>U.S.</td>
<td>6,308</td>
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<tr>
<td>Non-U.S.</td>
<td>4,793</td>
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<tr>
<td>Total</td>
<td>11,101</td>
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</tbody>
</table>

Academic degrees

- PhD 31%
- MD 30%
- Other 31%

Breakout by scientific sections

- Anatomy/pathology/oncology: 3%
- Biochemistry/molecular biology: 5%
- Clinical/epidemiologic research: 7%
- Cornea: 14%
- Eye movement/strabismus/amblyopia/neuro-ophthalmology: 4%
- Glaucoma: 12%
- Immunology/microbiology: 4%
- Lens: 3%
- Physiology/pharmacology: 3%
- Retina: 30%
- Retinal cell biology: 7%
- Visual neuroscience: 4%
- Visual psychophysics/physiological optics: 4%
- Undeclared: 1%

Source: Publisher’s own data (July 2017)
Members by region of residence

- **Canada**: 3%
- **U.S.**: 59%
- **Latin America**: 3%
- **Europe**: 21%
- **Middle East/Africa**: 1%
- **Asia/Japan/Australia/New Zealand**: 17%

Members represent 75 countries

**Clinical research areas**

- Age-related Macular Degeneration: 10%
- Cataracts: 8%
- Cornea: 7%
- Diabetic Retinopathy: 9%
- Dry Eye: 7%
- Ocular Trauma: 4%
- Non-diabetic Retinal Disease: 7%
- Uveitis: 6%

**Basic research areas**

- Anatomy/Pathology: 5%
- Biochemistry: 5%
- Immunology: 5%
- Physiology/Pharmacology: 5%
- Retinal Cell Biology: 7%
- Visual Neuroscience: 4%
- Glaucoma: 4%
- Laser Surgery: 7%

**Professional focus**

- **Academic University**: 64%
- **Government**: 3%
- **Industry/Commercial/Corporate**: 9%
- **Hospitals**: 15%
- **Private/group practice**: 5%
- **Non-profit**: 3%
- **Private/group practice**: 5%
- **Other**: 1%

Source: Publisher's own data (December 2017)

NOTE: Most work in multiple settings

Source: Publisher's own data (December 2017) based on all of the areas members indicate they conduct research
For more than 50 years, IOVS has been an official journal of ARVO and is published online several times per month. All content is fully available online. Its contributions emphasize clinical and laboratory hypothesis-based research with statistically good results that clearly advance the fields of ophthalmic and vision research. It is recognized as the premier journal in ophthalmology and visual sciences, encompassing highly-respected, peer-reviewed content, as well as spectacular images.

- 2016 Impact Factor of 3.303, ranking 11 out of 59 publications in ophthalmology.
- 2016 Eigenfactor Score of 0.07821
- Exposure: More than 3.1 million hits per year (averaging over 251,000 per month)*
- 722 articles published in 2016*

For 17 years, JOV has been an official journal of ARVO and serves as an online, open-access, peer-reviewed scientific journal devoted to all aspects of visual function in humans and other organisms. JOV is widely respected for hands-on datasets and models that users can easily manipulate online.

- 2016 Thomson Reuters Impact Factor of 2.671, ranking 16 out of 59 publications in ophthalmology.
- 2016 Eigenfactor Score of 0.02074
- Exposure: 850,583 million hits per year (averaging over 70,000 per month)*
- 238 articles published in 2016*

Launched in 2012, TVST is ARVO’s newest official journal and serves as an online, open-access, peer-reviewed journal emphasizing multidisciplinary research that bridges the gap between research and clinical care.

- TVST now has an Impact Factor: 2.221, ranking 24 out of 59 publications in ophthalmology.
- 2016 Eigenfactor Score of 0.00155
- Exposure: 56,750 hits per year (averaging over 4,700 per month)*
- 90 articles published in 2016*

* Source: Publisher’s own data (December 2016)
Journal Advertising

Thought-provoking. Insightful. Actionable.

These words describe the in-depth content researchers have come to rely on with ARVO journals. They also represent the impression you can reinforce with a year-long advertising campaign across the ARVO journal portfolio.

Target and reach some of the most innovative and creative minds across the globe with messaging that demonstrates your commitment to advancing research, training, publication and knowledge-sharing in vision and ophthalmology.

Rates

<table>
<thead>
<tr>
<th></th>
<th>Three months</th>
<th>Six months</th>
<th>One year</th>
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</thead>
<tbody>
<tr>
<td>Leader (728 x 90 px)</td>
<td>$3,750</td>
<td>$6,750</td>
<td>$11,750</td>
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<tr>
<td>Tower (160 x 600 px)</td>
<td>$2,750</td>
<td>$4,750</td>
<td>$8,750</td>
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Ads are posted within two business days of materials receipt. We require a link to the advertiser’s product or corporate website. Ads will rotate equally and be positioned as shown at far right, above fold upon first-come, first-served basis. Payment is due after the first month of the ad run.

Acceptable file formats:
- gif
- Animated .gif (maximum frames/resolutions: 5/4)
- jpg

Unacceptable file formats:
- doc
- pdf
- swf

Resolution

A minimum resolution of 72 dpi is recommended. High-resolution graphics may be down-sampled to ensure that images load quickly.
ARVO website
arvo.org

ARVO is the largest and most respected eye and vision research organization in the world. Scientists, clinicians, students and others from across the globe rely on ARVO for research, training, publication and knowledge-sharing in vision and ophthalmology. Our website serves as a vital portal, providing the most up-to-date information on the Annual Meeting, conferences, journals, ARVO Foundation events, educational opportunities, government policies and programs, funding and job opportunities, and more.

Unique visitors per month = 28,126
Page views per month = 135,800

Source: Google Analytics (2017 monthly averages as of December 2017)

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<tr>
<th>Rates</th>
<th>Three months</th>
<th>Six months</th>
<th>One year</th>
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<tr>
<td>Banner (728 x 90 px)</td>
<td>$3,000</td>
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<td>$10,500</td>
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<tr>
<td>Responsive (300 X 250 px)</td>
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NOTE: Ads display randomly upon page load or refresh. Limit of six ads per position. Ads are posted within two business days of receipt.

• Duration of ad: one month from start date
• .gif, animated .gif, or .jpg files required along with a separate link to the advertiser’s product or corporate website

ARVO Insight e-newsletter

Frequency: Biweekly

Content focus: Member news, research news, advocacy/policy news, grant/award deadlines, ARVO Foundation news, new research from our journals and membership news

Circulation: All ARVO members (approx. 12,000 recipients)

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<tr>
<th>Rates</th>
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<td>Box (300 X 250 px)</td>
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<td>$2,500</td>
<td>$3,600</td>
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Having attended ARVO for the past 20 years, it is remarkable to see the tremendous growth in the number of attendees, scientific presentations, and commercial exhibits. ARVO is absolutely the premier conference for anyone working in ophthalmology as a basic researcher or clinician. It provides a fantastic opportunity to meet and discuss collaborations with scientists from around the world.

— Rafal Farjo, Ph.D. Chief Executive Officer EyeCRO LLC
ARVO News

**Frequency:** Spring and fall

**Content focus:** Member resources, advocacy news, NEI updates, and key information about ARVO and the eye and vision research community

**Circulation:** Progressing from a print magazine to e-magazine, ARVO News is distributed to all ARVO members (approx. 12,000 recipients). Detailed metrics on ads and content are now available. Each issue is archived on the ARVO website under the Journals and Publications tab and open to all viewers. Issues receive several hundred downloads.

**Acceptable file formats**
- .gif
- Animated .gif (maximum frames/resolutions: 5/4)
- .jpg

**Unacceptable file formats**
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- .pdf
- .swf

**Resolution**
A minimum resolution of 72 dpi is recommended. High-resolution graphics may be downsampled to ensure that images load quickly.

<table>
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<th>Issue</th>
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<td>July 27, 2018</td>
<td>Aug. 31, 2018</td>
<td>Sep. 28, 2018</td>
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**Mailing Lists**

Reach ARVO members and Annual Meeting registrants anytime, year-round

Promoting your products and services directly to ARVO members and registrants is a cost-effective way to reach the leaders in vision research, keeping your organization top-of-mind throughout the year. Utilizing these lists will enable you to reach members of the largest and most highly respected vision research organization in the world — scientists who have significant influence over the purchasing decisions in research, clinical, academic and government institutions — as well as those in private practice.

For more detailed information about these lists, visit:

- **ARVO Membership List:** infocusmarketing.com/datacard/ARVO
- **ARVO Annual Meeting List:** infocusmarketing.com/datacard/ARVO-MTG

To inquire about the ARVO lists and to find out more about INFOCUS Marketing, contact INFOCUS

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