2020 Media Kit

Year-round opportunities to reach eye and vision researchers
Why market with ARVO?

- ARVO is globally-recognized and respected as a leading provider of quality content and research
- Members rely on ARVO for ground-breaking technologies and industry trends that advance their areas of research
- ARVO has a worldwide membership of 12,000 and Annual Meeting attendee base of more than 11,000.
- ARVO’s Annual Meeting is the industry’s premier gathering place for information exchange and networking

Members by area of interest

- Retina: 32%
- Anatomy/Physiology: 2%
- Visual Neuroscience: 7%
- Visual Psychophysics: 4%
- Clinical/Epidemiology: 14%
- Retinal Cell Biology: 7%
- Physiology/Pharmacology: 3%
- Lens: 3%
- Glaucoma: 12%
- Immunology/Microbiology: 4%
- Eye Movements: 3%
- Cornea: 14%
- Biochemistry: 5%
- Clinica/Epidemiology: 7%
- Other 31% Includes members’ degrees other than MD and PhD, such as BOptom, BSc, DVM, JD, MBA, MPH, MSc, OD and DPhil
- Undeclared 14%
- MD 22%
- MD/PhD 13%

Members by degree

Member breakout

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>5,857</td>
<td></td>
</tr>
<tr>
<td>Non-U.S.</td>
<td>5,860</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>11,717</td>
<td></td>
</tr>
</tbody>
</table>

Source: ARVO Data (June 2019)
Members by region of residence

- Canada: 4%
- US: 50%
- Europe: 22%
- Asia/Japan/Australia/New Zealand: 20%
- Latin America: 3%
- Middle East/Africa: 1%

Basic Research Areas

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

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%

Members by Professional Focus

- Basic Research: 33%
- Clinical Practice: 9%
- Clinical Research: 30%
- Clinical Trials: 4%
- Education/Academic Teaching: 4%
- In-training Basic Research: 4%
- In-training Clinical Practice: 3%
- In-training Clinical Research: 4%
- Surgical: 4%
- Unidentified: 3%

ARVO Members
ARVO publishes three distinct and well-respected peer-reviewed journals that include the latest advances in eye and vision science. Each journal offers advertisers a unique and focused opportunity to market products, events and services to targeted eye and vision science community members. All ARVO journals are open access for maximum readership and page views.

**Investigative Ophthalmology & Visual Science**
iosv.arvojournals.org

For more than 50 years, *Investigative Ophthalmology & Visual Science* (IOVS) has been an official journal of ARVO. All IOVS content is available online only and is published several times per month. The science published in IOVS emphasizes clinical and laboratory hypothesis-based research with statistically good results that clearly advance the fields of ophthalnic and vision research. IOVS is recognized as the premier journal in ophthalmology and visual sciences, encompassing highly-respected, peer-reviewed content, as well as spectacular images.

- 2018 Impact Factor of 3.812 (ranking 9 out of 58 publications in the ophthalmology category).
- Exposure: 4,095,244 hits in 2019; monthly average is 341,279.*

**Journal of Vision**
jov.arvojournals.org

For 18 years, the *Journal of Vision* (JOV) has been an official journal of ARVO and serves as an online-only, 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.

- 2018 Impact Factor of 2.089, ranking 28 out of 58 publications in the ophthalmology category.
- Exposure: 916,885 hits in 2019; monthly average 76,407*

**Translational Vision Science & Technology**
tvst.arvojournals.org

Launched in 2012, *Translational Vision Science & Technology* (TVST) is ARVO’s newest official journal and serves as an online-only, open-access, peer-reviewed journal emphasizing multidisciplinary research that bridges the gap between research and clinical care.

- 2018 Impact Factor: 2.399, ranking 19 out of 58 publications in the ophthalmology category.
- Exposure: 171,901 hits in 2019; monthly average is 14,325.9

* Source: ARVO data, collected from Google Analytics (Nov. 2019)
Specifications
Banner ads are 728 X 90px. Tower ads are 160 X 600px. Responsive ads must accompany banner and tower ads; responsive ads are 300 X 250px. Online ads must be under 200k in file size. Images that are PNG, JPG, GIFs (animated or otherwise) in the specified dimensions are acceptable. SWF (Flash-based ads) cannot be accepted.

e-Table of Contents (eToCs)
ARVO journals send out a weekly email to subscribers alerting them to new articles published in the journal. Banner advertising is available in this communication. Each journal alert reaches approximately 9,000 subscribers.

The numbers:
- IOVS – Delivered to 8,515 subscribers; 23% opened the eToCs.
- JOV – Delivered to 8,177 subscribers; 20% opened the eToCs.
- TVST — Delivered to 7855 subscribers; 21% opened the eToCs.

Rates
$1,000 per email/per journal. $2,500 per email for all three journals.

Specifications
eToC banner ads are 420 X 84px. Ads must be under 200k in file size. Images that are PNG, JPG, GIFs in the specified dimensions are acceptable. Animated GIFS or SWF (Flash-based ads) are not accepted.

<table>
<thead>
<tr>
<th>Rates</th>
<th>3 month</th>
<th>6 month</th>
<th>1-year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner (728 X 90px; 300 X 250px mobile)</td>
<td>$3,000</td>
<td>$5,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Tower (160 X 600px; 300 X 250px mobile)</td>
<td>$2,400</td>
<td>$4,000</td>
<td>$8,000</td>
</tr>
<tr>
<td>Combined</td>
<td>$5,000</td>
<td>$8,000</td>
<td>$15,000</td>
</tr>
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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, above fold upon first-come, first-served basis.
ARVO websites

ARVO websites

**ARVO.org**

ARVO is the largest and most respected eye and vision research organization in the world. ARVO’s 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.

Coming in 2020, ARVO will introduce a new blog with rotating content, guest writers and greater reach. This new blog will drive in users to the site and keep them coming back with fresh content.

**Specifications**

Banner ads are 728 X 90px; responsive ads that must accompany banner ads are 300 X 250px. Online ads must be under 200k in file size. Images that are PNG, JPG, GIFs (animated or otherwise) in the specified dimensions are acceptable. SWF (Flash-based ads) cannot be accepted.

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<td>$10,500</td>
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</table>
The numbers:
Average unique visitors per month = **15,515**
Average page views per month = **129,681**

Source: Google Analytics (monthly averages from October 2018 to November 2019)
ARVO is excited to offer a new digital advertising retargeting product to our sponsors. Ad retargeting uses cookies to track past ARVO.org website visitors and past event attendees and serves ads to these audiences on other websites across the Internet.

**How ad retargeting works**

1. An eye and vision researcher visits the ARVO.org website.

2. The campaign is activated, and those web visitors are now “cookied” to allow for your brand’s ads to be displayed to them on other websites.

3. Your ads are served to these same eye and vision researchers on thousands of websites they visit in their normal online daily browsing.

**Packages**

ARVO provides quantifiable ROI from your campaign through realtime ad stats and your custom advertiser dashboard.

- **30,000 impressions** = $2,500
- **50,000 impressions** = $3,950
- **100,000 impressions** = $5,950
- **200,000 impressions** = $9,500

**Ad Sizes & Specs**

- **Ad images:** jpg or gif static images only (no flash)
- **Banner:** 728 X 90 px
- **Tower:** 160 X 600 px
- **Box:** 300 X 250 px

Contact ARVO Sales at 1.703.683.8500 | arvosales@ntpevents.com
ARVO Insight e-newsletter

Frequency: Biweekly

Content focus: Member news, research and industry updates, advocacy efforts, grant/awards deadlines, ARVO Foundation news and the latest from ARVO journals.

Circulation: Approximately 10,000 recipients

Specifications
Banner ads are 560 x 100px. Ads must be under 200k in file size. Images that are PNG, JPG, GIF in the specified dimensions are acceptable. Animated gifs or SWF (Flash-based ads) cannot be accepted.

Rates

<table>
<thead>
<tr>
<th>Specifications</th>
<th>per issue</th>
<th>2 issues</th>
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</thead>
<tbody>
<tr>
<td>Banner (560 X 100px)</td>
<td>$600</td>
<td>$1,000</td>
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</table>

The numbers: The 2019 Insight open rate is currently 37.15%

Source: Google Analytics (Biweekly averages from October 2018 to November 2019)