MEDIA KIT
2019

YEAR-ROUND OPPORTUNITIES
TO REACH EYE AND VISION
RESEARCHERS

CONTACT ARVO SALES
+1.703.683.8500
ARVOSales@ntpevents.com
ARVO Members

Founded in 1928, the Association for Research in Vision and Ophthalmology (ARVO) is the largest and most respected eye and vision research organization in the world. ARVO serves an international membership of nearly 12,000 members in 75 countries.

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. Marketing with ARVO allows you to reach eye and vision investigators at private research facilities, in pharma and other related companies, at community or government hospitals and government agencies.

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

ARVO membership: Degrees

[Diagram showing distribution of degrees]

MD, PhD 25%

PhD 19%

MD 12%

Other 30%
Includes members’ degrees other than MD and PhD, such as BOptom, BSc, DVM, JD, MBA, MPH, MSc, OD and DPhil

ARVO membership breakout

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

2018 ARVO membership by areas of interest

- Anatomy/pathology/oncology: 3%
- Biochemistry/molecular biology: 5%
- Clinical/epidemiologic research: 8%
- Cornea: 14%
- Eye movement/strabismus/amblyopia/neuro-ophthalmology: 4%
- Glaucoma: 12%
- Immunology/microbiology: 4%
- Lens: 3%
- Physiology/pharmacology: 3%
- Retina: 31%
- Retinal cell biology: 7%
- Visual neuroscience: 4%
- Visual psychophysics/physiological optics: 4%
- Undeclared: 1%

Source: ARVO data (Oct. 2018)
ARVO Members

Members by region of residence

- **Canada**: 3%
- **U.S.**: 49%
- **Latin America**: 3%
- **Europe**: 20%
- **Middle East/Africa**: 1%
- **Asia/Japan/Australia/New Zealand**: 24%

Members represent 75 countries

Source: ARVO data (Oct. 2018)

Clinical research areas

<table>
<thead>
<tr>
<th>Research Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age-related Macular Degeneration</td>
<td>10%</td>
</tr>
<tr>
<td>Cataracts</td>
<td>8%</td>
</tr>
<tr>
<td>Cornea</td>
<td>7%</td>
</tr>
<tr>
<td>Diabetic Retinopathy</td>
<td>9%</td>
</tr>
<tr>
<td>Dry Eye</td>
<td>7%</td>
</tr>
<tr>
<td>Ocular Trauma</td>
<td>4%</td>
</tr>
<tr>
<td>Non-diabetic Retinal Disease</td>
<td>7%</td>
</tr>
<tr>
<td>Uveitis</td>
<td>6%</td>
</tr>
</tbody>
</table>

Basic research areas

<table>
<thead>
<tr>
<th>Research Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anatomy/Pathology</td>
<td>5%</td>
</tr>
<tr>
<td>Biochemistry</td>
<td>5%</td>
</tr>
<tr>
<td>Immunology</td>
<td>5%</td>
</tr>
<tr>
<td>Physiology/Pharmacology</td>
<td>5%</td>
</tr>
<tr>
<td>Retinal Cell Biology</td>
<td>7%</td>
</tr>
<tr>
<td>Visual Neuroscience</td>
<td>4%</td>
</tr>
<tr>
<td>Glaucoma</td>
<td>4%</td>
</tr>
<tr>
<td>Laser Surgery</td>
<td>7%</td>
</tr>
</tbody>
</table>

Professional focus

<table>
<thead>
<tr>
<th>Professional Sector</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic University</td>
<td>64%</td>
</tr>
<tr>
<td>Government</td>
<td>3%</td>
</tr>
<tr>
<td>Industry/Commercial/Corporate Hospitals</td>
<td>9%</td>
</tr>
<tr>
<td>Private/group practice</td>
<td>15%</td>
</tr>
<tr>
<td>Non-profit</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: ARVO data (Oct. 2018)
ARVO Peer-Reviewed **Scientific Journals**

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.

**Investigative Ophthalmology & Visual Science**

[iovs.arvojournals.org](http://iovs.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 ophthalmic 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.

- 2017 Eigenfactor Score of 0.07300, ranking 1 out of 59.
- Exposure: More than 3 million hits in 2018.*

**Journal of Vision**

[jov.arvojournals.org](http://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.

- 2017 Impact Factor of 2.266, ranking 21 out of 59 publications in the ophthalmology category.
- 2017 Eigenfactor Score of 0.01700, ranking 7 out of 59.
- Exposure: 851,000 million hits in 2018.*

**Translational Vision Science & Technology (TVST)**

[tvst.arvojournals.org](http://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.

- 2017 Eigenfactor Score of 0.00200.
- Exposure: 57,000 hits in 2018.*

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* Source: ARVO data, collected from Google Analytics (Nov. 2018)
ARVO 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 ophthalmology.

<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 90 px)</td>
<td>$3,000</td>
<td>$5,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Tower (160 x 600 px)</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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</table>

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.

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 250 px. 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.

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

Specifications
eToC banner ads are 420px 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.
ARVO Website
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.

Specifications
Banner ads are 728 X 90px; responsive ads that must accompany banner ads are 300 X 250 px. 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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<th>3 month</th>
<th>6 month</th>
<th>1-year</th>
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</thead>
<tbody>
<tr>
<td>Banner</td>
<td>$3,000</td>
<td>$5,400</td>
<td>$10,500</td>
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</table>

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)

<table>
<thead>
<tr>
<th>Rates</th>
<th>3 month</th>
<th>6 month</th>
<th>1-year</th>
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<tbody>
<tr>
<td>Banner</td>
<td>$550</td>
<td>$1,325</td>
<td>$2,300</td>
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Specifications
Banner ads are 468 x 60px. 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.

“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, PhD
Chief Executive Officer
EyeCRO LLC
ARVO Online Magazine

ARVONews

**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, ARVONews 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

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Size</th>
<th>Rates</th>
<th>Ad close</th>
<th>Materials due</th>
<th>Publication date</th>
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<tbody>
<tr>
<td>Spring</td>
<td>Banner (728 x 90 px)</td>
<td>$3,000</td>
<td>Jan. 11, 2019</td>
<td>Jan. 28, 2019</td>
<td>March 5, 2019</td>
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<td>Fall</td>
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<td>$3,000</td>
<td>Aug. 1, 2019</td>
<td>Aug. 16, 2019</td>
<td>Sep. 30, 2019</td>
</tr>
<tr>
<td></td>
<td>Responsive (300 X 250 px)</td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

ARVO 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
1.800.708.5478
sales@infocusmarketing.com
InfocusMarketing.com

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