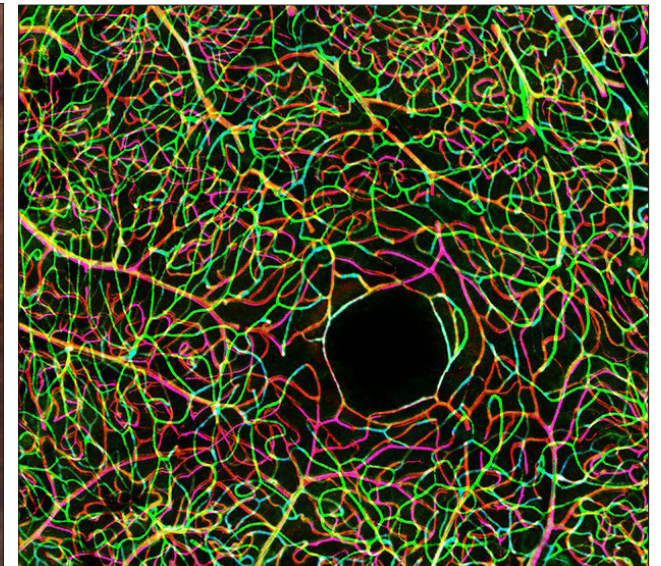
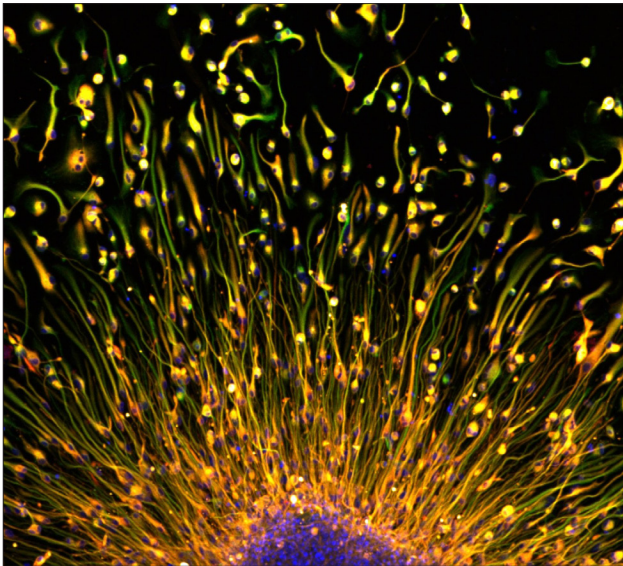


2020 Media Kit

Year-round opportunities to reach
eye and vision researchers



Contact ARVO Sales | +1.703.683.8500 | ARVOSales@ntpevents.com

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.

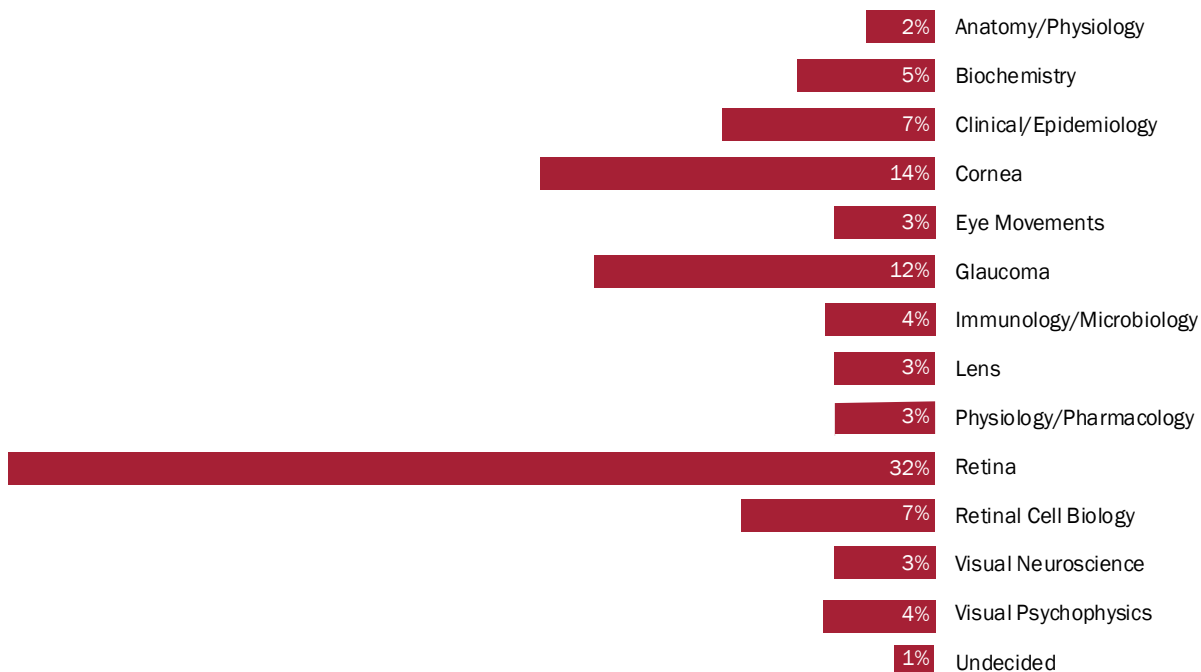
Member breakout

U.S.	5,857
Non-U.S.	5,860
Total	11,717

Why market with ARVO?

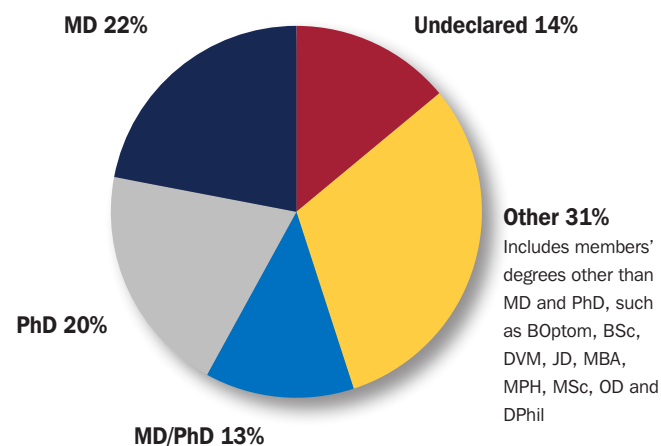
- ARVO is globally-recognized and respected as a leading provider of quality content and research
- Members rely on ARVO for ground-breaking technologies and industry trends that advance their areas of research
- ARVO has a worldwide membership of 12,000 and Annual Meeting attendee base of more than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

Members by area of interest

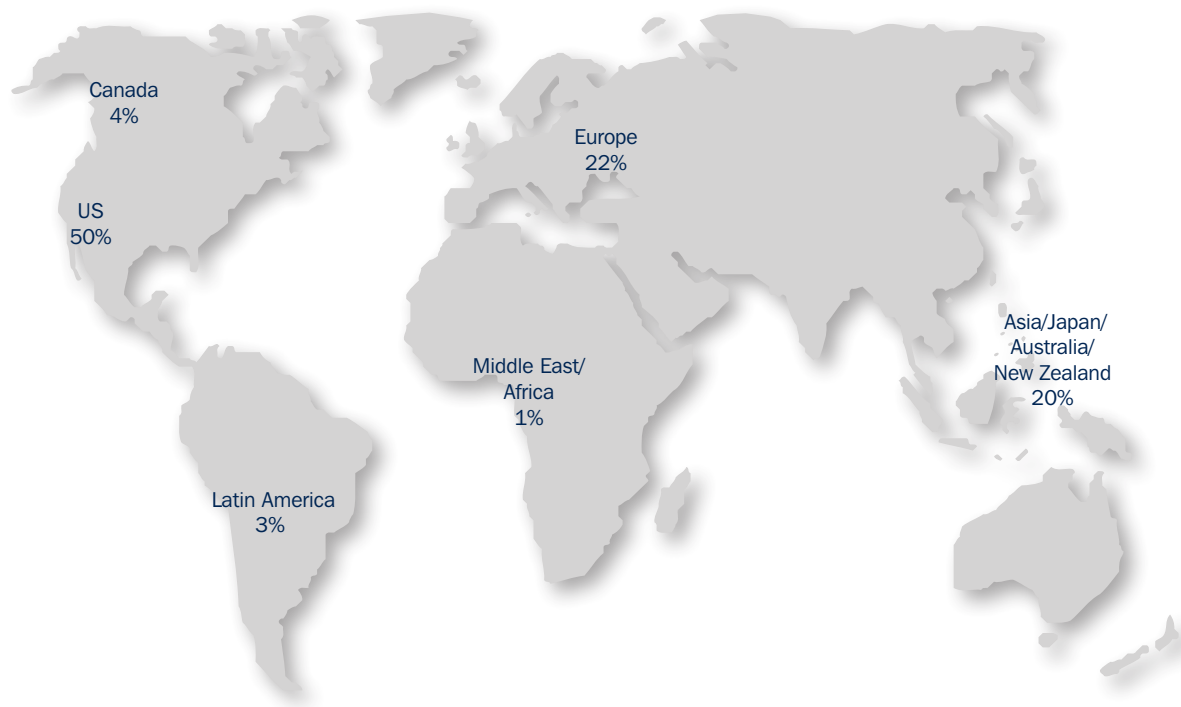


Source: ARVO Data (June 2019)

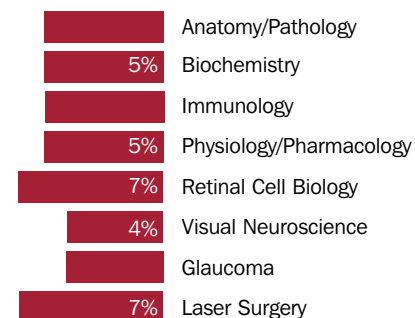
Members by degree



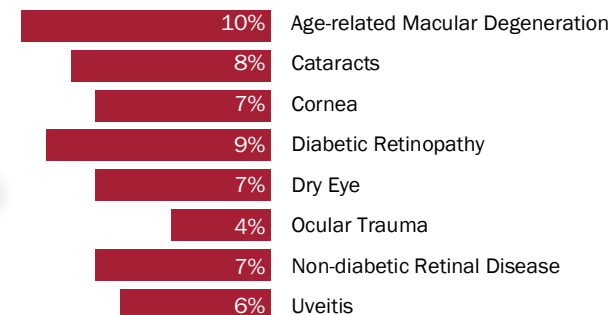
Members by region of residence



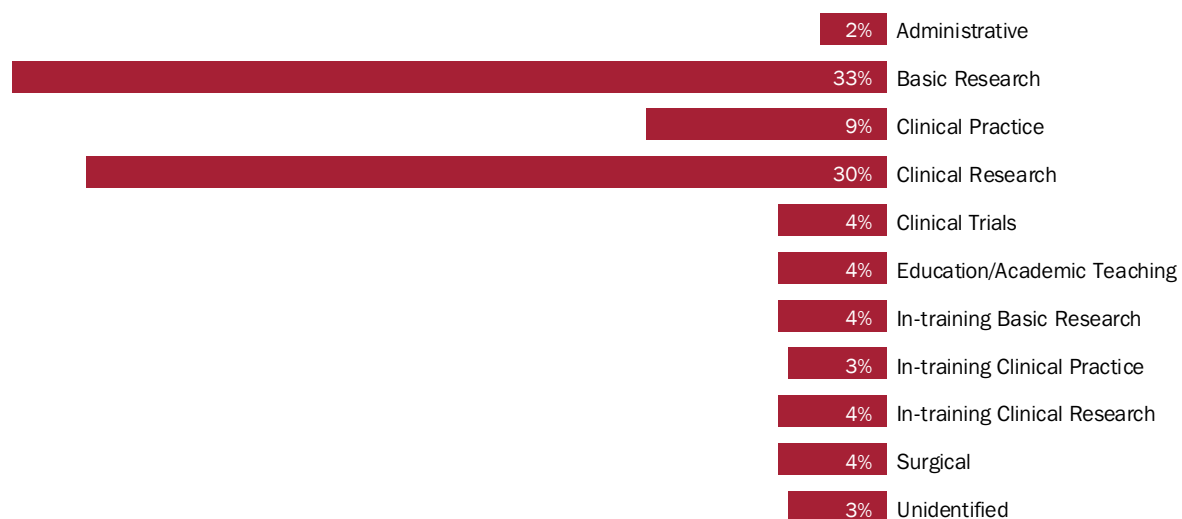
Basic Research Areas

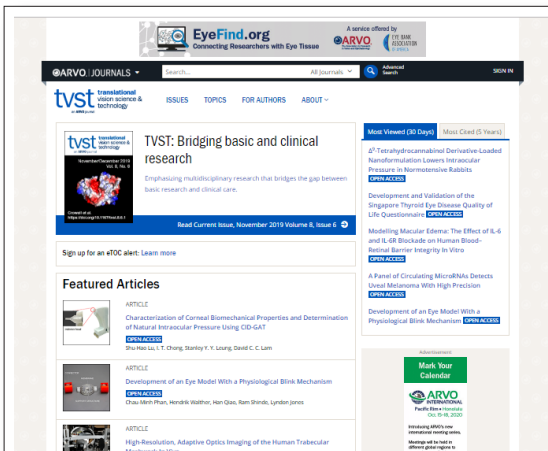


Clinical Research Areas



Members by Professional Focus





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 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.

- 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.*
- 552 articles published from Nov. 2018 to Oct. 2019.

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*
- 232 articles published from Nov. 2018 to Oct. 2019.

Translational Vision Science & Technology tvst.arvojournals.org

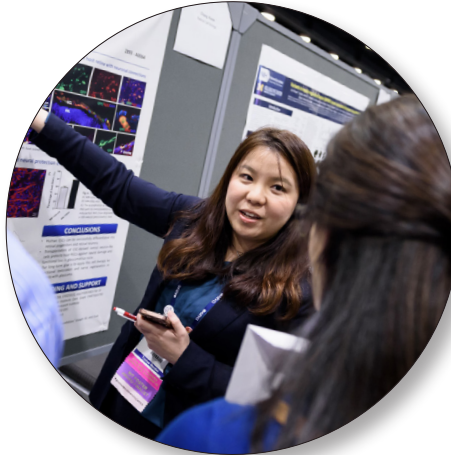
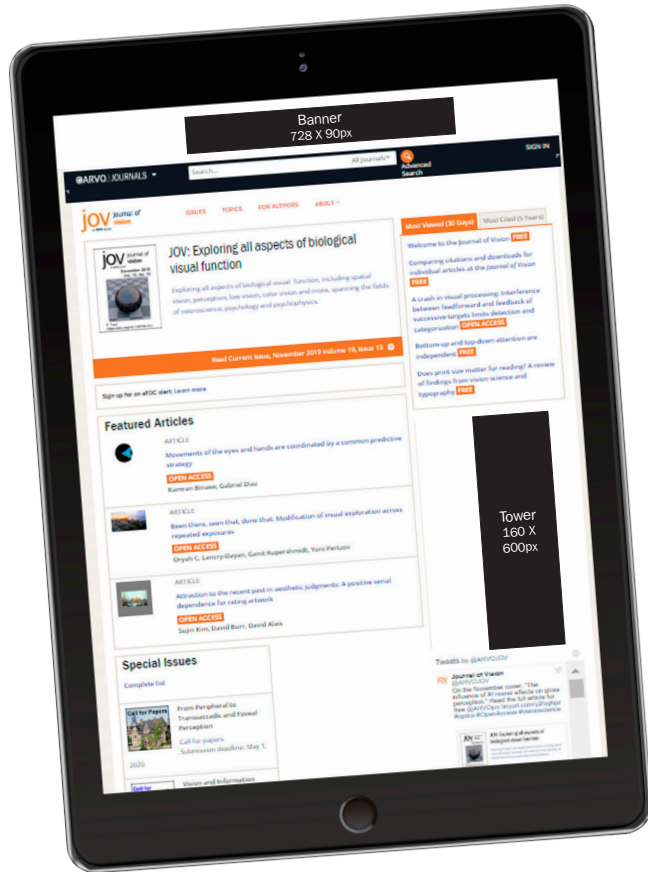
Launched in 2012, *Translational Vision Science & Technology* (TVST) is ARVO's newest official journal and serves as an online-only, open-access, peer-reviewed journal emphasizing multidisciplinary research that bridges the gap between research and clinical care.

- 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.*
- 222 articles published from Nov. 2018 to Oct. 2019.

* 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.



Rates	3 month	6 month	1-year
Banner (728 X 90px; 300 X 250px mobile)	\$3,000	\$5,000	\$10,000
Tower (160 X 600px; 300 X 250px mobile)	\$2,400	\$4,000	\$8,000
Combined	\$5,000	\$8,000	\$15,000

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.

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:

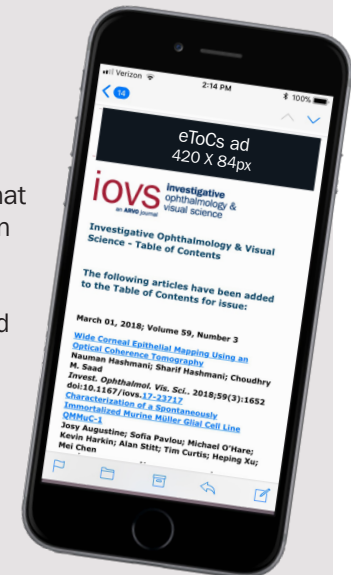
- **IOVS** – Delivered to 8,515 subscribers; **23%** opened the eToCs.
- **JOV** – Delivered to 8,177 subscribers; **20%** opened the eToCs.
- **TVST** — Delivered to 7855 subscribers; **21%** opened the eToCs.

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.



Visit the ARVO Annual Meeting website

Bench to Bedside
Learn how to advance translational ideas to clinically applied products

Renew your membership
It's that time of year. All members must agree to follow a new Professional Code of Conduct

ARVO Insight
View the latest newsletter for news and information

EyeFind Research Grant
Fund your human eye tissue procurement with this new grant

Apply now: Developing country travel fellowships
Applications are now open for the 2020 Developing Country Eye Researcher Travel Fellowship. The program brings young researchers from developing nations to the ARVO Annual Meeting, providing access to the latest in vision science while offering the opportunity to network with colleagues, mentors and thought leaders. Deadline: Dec. 1

ARVO Learn
View session presentations from ARVO meetings, on-demand courses and many other online education offerings

Abstract submission
Abstract submission for ARVO 2020 is open now through Dec. 6

Funding Guide
Find upcoming funding opportunities that fit you and your research

Upcoming Events

Imaging in the Eye Conference
The ARVO Imaging Conference is a valuable source of in-depth information on the newest techniques and technologies in imaging held May 1-2, 2020, in Baltimore, Md.

Bench to Bedside Meeting
This unique meeting, held May 1, 2020 in Baltimore, Md., will help to educate members on how to advance translational ideas to clinically applied products.

ARVO International
This new regional meeting series, hosted in different global regions such as the Pacific Rim, Europe and Latin America, will connect eye and vision scientists around the world. The first will be held Oct. 15-18, 2020 in Honolulu.

Achievement Awards

ARVO Achievement Awards
The ARVO Achievement Awards honor individuals for exceptional contributions to ophthalmology and visual science. Nominations for these prestigious awards are open to all members of the vision research community.

The 2020 ARVO Achievement Award recipients will present their lectures at ARVO 2021. Individuals who were nominated during the 2021 call-for-nominations will be held until ARVO 2022.

Because of these changes, the next round of nominations will be accepted from Nov. 1, 2021 through March 1, 2022. Awardees will be notified in May 2022. Awards are then presented in May at the 2023 ARVO Annual Meeting.

Awards:

- Proctor Medal** - established in 1949 as a memorial to Dr. Francis I. Proctor, an ophthalmologist who conducted extensive research on the etiology and treatment of trachoma, this award honors outstanding research in the basic or clinical sciences as applied to ophthalmology. This was the first ophthalmology-related award to honor non-clinicians in the field. The recipient presents the Proctor Award Lecture at the ARVO Annual Meeting and receives the Proctor Medal, complimentary registration, hotel, travel and per diem.
- Friedenwald Award** - established in 1953, this award is a memorial to Dr. Jonas S. Friedenwald, a distinguished researcher whose contributions encompassed the entire field of ophthalmic investigations. His pioneer studies on the pathogenesis of glaucoma, corneal wound healing and diseases of the retina laid the groundwork for future generations of investigators. Like the Proctor Medal, this award honors outstanding research in the basic or clinical sciences as applied to ophthalmology. The award recipient presents the Friedenwald Award Lecture at the ARVO Annual Meeting and receives a plaque, complimentary registration, hotel, travel and per diem.
- Mildred Weisenfeld Award for Excellence in Ophthalmology** - this award was established as a tribute to Mildred Weisenfeld's outstanding contributions to the field, including the founding of Fight for Sight in 1946. As a young woman with retinitis pigmentosa, the fund support was directed to charitable assistance for those with vision disorders. She believed that by encouraging research and researchers, the result would have a greater impact. This award is presented to an individual in recognition of distinguished scholarly contributions to the clinical practice of ophthalmology. The recipient presents the Weisenfeld Award Lecture at the ARVO Annual Meeting and receives a plaque, complimentary registration, hotel, travel and per diem.
- NEW ARVO Advocacy Awards** - note the nomination period is July 1 - Sept. 1. The field of eye and vision research is indebted to the tireless advocates who educate policy makers and decision makers on the fiscal and personal return-on-investments of research funding, resulting in sustained commitments from countries for their intramural and extramural programming. In recognition of this crucial role, ARVO is honored to present the following awards each year to a well-established member and a Member-in-Training who are committed to advocating on behalf of eye and vision research and ensuring its advancement:
 - Achievements in Eye and Vision Advocacy Award
 - Emerging Advocate Award

The nomination period opens July 1. Awardees will receive one compensated registration to ARVO's Annual Meeting and a plaque commemorating this achievement. Learn about eligibility for these awards.

Banner 728 X 90px

Listing of all previous awardees
See an alphabetical listing of all previous ARVO Award recipients

Listing of all previous awardees
See a chronological listing of all previous ARVO Award recipients

Listing of all previous awardees
See an ophthalmological listing of all previous ARVO Award recipients

Banner 728 X 90px

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.



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)

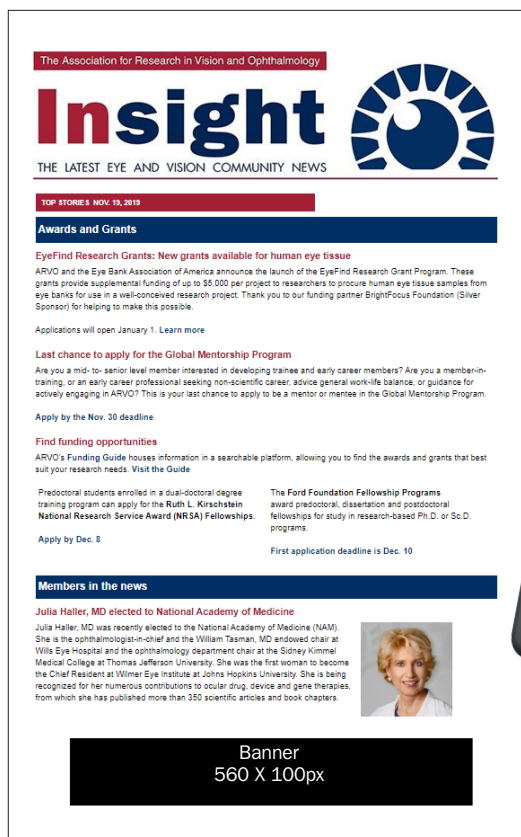
Rates	3 month	6 month	1-year
Banner (728 X 90px; 300 x 250px)	\$3,000	\$5,400	\$10,500

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



ARVO members mailing list

Reach ARVO members anytime, year-round

Promoting your products and services directly to ARVO members is a cost-effective way to reach the leaders in vision research, keeping your organization top-of-mind throughout the year. Utilizing our membership list 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 the ARVO membership list, visit:
infocusmarketing.com/datacard/ARVO

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

1.800.708.5478
sales@infocusmarketing.com
InfocusMarketing.com



The numbers:

The 2019 Insight open rate is currently **37.15%**

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

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	per issue	2 issues
Banner (560 X 100px)	\$600	\$1,000

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



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

Virtual Conference

Top Level Sponsor – Exclusive

Price: \$20,000

Pre-event promotion

- Logo placement and link on all email promotion of the virtual conference
- Two social media posts with company link – Sponsor mentioned twice leading up to event in conjunction with meeting promotion
- Logo on sponsor page for the virtual conference
- Two week sponsored retargeted banner ad ahead of event

During event

- Logo and recognition on sponsor slide at beginning of virtual conference
- Verbal sponsor promotion by virtual conference moderator
- 30 second “commercial break” available to sponsor to show a video. ARVO will determine placement within the program

Post event recognition

- Sponsors receive one post-event email blast to event attendees who opt-in to receive information from sponsors. ARVO to send email on sponsor’s behalf
- Virtual conference archived on association website

Individual sponsors for breakout sessions – \$2,000

ARVO will help identify a breakout session that aligns with sponsor’s goals

- Logo placement and link on all email promotion of the virtual conference
- Logo and recognition on sponsor slide at beginning of specific session
- Verbal sponsor promotion by virtual conference moderator
- Virtual conference archived on association website



Webinar

One sponsor per webinar

Price: \$5,000

Pre-webinar promotion

- Logo placement and link on all email promotion of webinar
- Logo on sponsor page for the webinar
- One week sponsored retargeted banner ad ahead of webinar

During webinar

- Logo and recognition on sponsor slide at beginning of webinar
- Verbal sponsor promotion by webinar moderator
- 30 second “commercial break” available to sponsor to show a video. ARVO will determine placement within the program

Post webinar

- Sponsors receive one post-event email blast to event attendees who opt-in to receive information from sponsors. ARVO to send email on sponsor’s behalf
- Webinar archived on association website



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