Year-round opportunities to reach eye and vision researchers

2021 Media Kit

Contact ARVO Sales | +1.703.683.8500 | ARVOSales@ntpevents.com
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
- Prior to the COVID pandemic, ARVO had a worldwide membership of 10,000 and Annual Meeting attendee base of more than 10,000.
- ARVO’s Annual Meeting is the industry’s premier gathering place for information exchange and networking

Members by degree

- MD 19%
- PhD 21%
- MD/PhD 16%
- Other 38%
- Undeclared 6%

Other 38% includes members’ degrees other than MD and PhD, such as BOptom, BSc, DVM, JD, MBA, MPH, MSc, OD and DPhil

Members by area of interest

- Retina 32%
- Visual Neuroscience 4%
- Visual Psychophysics 4%
- Retinal Cell Biology 7%
- Ocular Immunology/Microbiology 3%
- Retinal Cell Biology 4%
- Physiology/Pharmacology 3%
- Lens 3%
- Clinical/Epidemiology 8%
- Cornea 12%
- Glaucoma 12%
- Unclassified 3%
- Eye Movements 3%
- Anatomy/Physiology 2%
- Biochemistry 5%
- Source: ARVO Data (Dec. 2020)
Members by region of residence

- US: 60%
- Europe: 16%
- Asia/Japan/Australia/New Zealand: 18%
- Canada: 3%
- Latin America: 3%
- Middle East/Africa: 1%
- Canada: 3%

Basic Research Areas

- Anatomy/Pathology: 5%
- Biochemistry: 5%
- Immunology: 3%
- Physiology/Pharmacology: 4%
- Retinal Cell Biology: 8%
- Visual Neuroscience: 5%
- Glaucoma: 5%
- Laser Surgery: 7%

Clinical Research Areas

- Age-related Macular Degeneration: 7%
- Cataracts: 4%
- Cornea: 7%
- Diabetic Retinopathy: 7%
- Dry Eye: 3%
- Ocular Trauma: 2%
- Non-diabetic Retinal Disease: 5%
- Uveitis: 3%

Members by Professional Focus

- Basic Research: 36%
- Clinical Practice: 8%
- Clinical Research: 29%
- Clinical Trials: 3%
- Education/Academic Teaching: 4%
- In-training Basic Research: 5%
- In-training Clinical Practice: 4%
- In-training Clinical Research: 4%
- Surgical: 3%
- Unidentified: 4%
- Administrative: 1%
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](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 continually throughout each 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.

- 2019 Impact Factor of 3.470 (ranking 10 out of 60 publications in the ophthalmology category).
- Exposure: 4,179,210 hits from Jan. 1 – Nov. 30, 2020; monthly average is 379,928.*

**Journal of Vision**
[jov.arvojournals.org](http://jov.arvojournals.org)

For almost 20 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.

- 2019 Impact Factor of 2.145, ranking 27 out of 60 publications in the ophthalmology category.
- Exposure: 917,678 hits from Jan. 1 – Nov. 30, 2020; monthly average is 83,425.*

**Translational Vision Science & Technology**
[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.

- 2019 Impact Factor: 2.112, ranking 28 out of 60 publications in the ophthalmology category.
- Exposure: 252,2698 hits from Jan. 1 – Nov. 30, 2020; monthly average is 22,934.*

* Source: ARVO data, collected from Google Analytics (Dec. 2020)
ARVO Journal Advertising

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.

<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>
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<tr>
<td>Combined</td>
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<td>$8,000</td>
<td>$15,000</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, above fold upon first-come, first-served basis.

e-Table of Contents (eTOC)
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 8,993 subscribers; 19% opened the eToCs.
- JOV — Delivered to 8,292 subscribers; 18% opened the eToCs.
- TVST — Delivered to 7,962 subscribers; 19% 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 (animated or otherwise) in the specified dimensions are acceptable. Animated GIFS or SWF (Flash-based ads) are not accepted.
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.

The numbers:
Average unique visitors per month = 14,850
Average page views per month = 113,463

Source: Google Analytics (monthly averages from October 2019 to November 2020)

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.

<table>
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<th>Rates</th>
<th>3 month</th>
<th>6 month</th>
<th>1-year</th>
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<tbody>
<tr>
<td>Banner/Responsive</td>
<td>$3,000</td>
<td>$5,400</td>
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+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

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

ARVO e-Newsletter and Mailing Lists

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.

<table>
<thead>
<tr>
<th>Rates</th>
<th>per issue</th>
<th>2 issues</th>
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<tbody>
<tr>
<td>Banner (560 X 100px)</td>
<td>$600</td>
<td>$1,000</td>
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The numbers:
The 2020 Insight open rate is currently 38%
Source: Google Analytics (Biweekly averages from October 2019 to November 2020)

Banner

Awards and Grants
Zuniga-Sanchez receives inaugural Gennetech Career Development Award for URM Emerging Vision Scientists

The ARVO Foundation is pleased to announce the inaugural Gennetech Career Development Award for Underrepresented Minority (URM) Emerging Vision Scientists. Elizabeth Zuniga-Sanchez, M.D., Ph.D., 2014 recipient of an Aravind-Eyewear Career Grant, will receive a $50,000 grant to help her research to identify key factors that result in proper neural connectivity, information critical for developing new therapeutic therapies for patients with retinal diseases.

"I want to serve as a role model for those coming from a disadvantaged background," says Zuniga-Sanchez. "With this award, I will continue my work to teach, mentor and mentor young scientists."
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.

![Diagram showing a person visiting ARVO.org website.]

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

![Diagram showing cookies indicating ad retargeting.]

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

![Diagram showing ads being served to eye and vision researchers.]

**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

![Diagram showing ad sizes and specifications.]
**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

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**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