



DIGITAL ADVERTISING PORTFOLIO

2012



20/20



Frames Data

SightNation



20/20

DIGITAL ADVERTISING OPPORTUNITIES

2020MAG.COM

2020mag.com provides users with 24/7 online access to 20/20's renowned editorial coverage and so much more. With a monthly average of over 23,000 visits, features include web-exclusive content, current articles, links to digital editions, archive search, continuing education training and videos. Multiple sponsorship opportunities are available including banner ads and videos.

Prices start at \$1,000



NEW! 20/20 VIDEO VILLAGE

20/20 Video Village gives visitors special access to enriching resources that bring print stories to life, from 20/20 Trendsetting, and Style Savivors makeovers to interviews with designers and behind the scenes outtakes from fashion shoots. 20/20's videos are just as connected as our readers, and can be shared directly from our player onto social media sites. The monthly sponsorship of 20/20's Video Village page includes 3 banner ad positions and a 3 second feature of your logo preceding each video.

Monthly sponsorship: \$2,000



20/20 DIGITAL EDITION

20/20 magazine is now available in a digital format. Readers can view the entire issue online page by page, and zoom in on articles and ads, access live web links and download their favorite articles. The 20/20 digital edition is deployed to over 47,000 subscribers and is available for monthly sponsorships. Sponsorship includes a banner ad, logo and a right hand page which appears when the magazine is opened.

Monthly sponsorship: \$1,250

PLEASE CONTACT YOUR SALES REPRESENTATIVE FOR ADVERTISING RATES!



FASHION E-BLAST

20/20's Fashion e-blast brings the rich and vibrant images from our editorial pages to life with a slideshow displaying the current issue's fashion photo feature. The slideshow is accompanied with insightful commentary from 20/20 editors, giving readers a closer look at each month's featured eyewear. 20/20's Fashion e-blast is deployed to over 47,000 subscribers with a single horizontal banner space available for a monthly sponsorship.

Monthly sponsorship: \$2,000

EL&T

20/20's eL&T is an exclusive, monthly e-blast about ophthalmic lenses, sunlenses and lens processing technologies. It delivers fresh perspectives on marketing, e-commerce and new products, plus helpful dispensing tips from 20/20's CE courses. eL&T is delivered to over 47,000 subscribers and includes multiple monthly sponsorship banner positions.

Prices start at \$1,250



CONTINUING EDUCATION

The demand for quality online education and training is growing. What better way to reach ECPs than to advertise on the 2020mag.com CE landing page! With an average of over 22,000 page views a month, the 2020mag.com CE landing page offers two premium positions. Sponsorship is on a monthly basis. CE courses are also available for sponsorship.

Prices start at \$2,350



LABTALK DIGITAL EDITION

LabTalk is published six times a year and distributed to 4,500 ophthalmic laboratory owners, managers and technicians. Deployed as an e-blast, LabTalk's digital edition is delivered to nearly 2,000 subscribers. LabTalk is the official sponsor of the annual Optical Laboratory Web Site of the Year Award, and the co-sponsor of the Trash to Treasure finishing pad art contest. Sponsorship is on a monthly basis and includes a single banner position.

Prices start at \$1,000



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SIGHTNATION.COM

SightNation is a unique social networking community site, with over 7,900 visits a month, full of features and content focused on all aspects of the eyecare field and optical industry. Videos, news articles, educational opportunities, job listings and other resources are available to enrich, expand and advance a citizen's career, profession or business. Citizens are encouraged to join the conversation – comment on postings, add forum topics, share cases, form groups, and start their own blog. Citizens can also find the latest job opportunities and CE courses on SightNation. Once a citizen registers, they can build a personal profile that includes information about themselves, as well as upload a picture, in order to begin connecting with old and new friends across the nation.



Prices start at \$500



THIS WEEK ON SIGHTNATION

Deployed to nearly 40,000 subscribers, This Week on SightNation is a weekly e-blast highlighting the recent content and activities on SightNation.com. Two banner positions are available for monthly sponsorship.

Prices start at \$1,000

List your products on SightNation!

SightNation citizens can preview your newest product brands and collections in a variety of product categories including: Frames, Children's Eyewear, Sunwear, Contact Lenses and Solutions, Office Systems, Medications, Diagnostic Instruments and Displays and Merchandising. With hundreds of new citizens joining every month, your product listing will receive maximum exposure!

Prices start at \$500





DIGITAL ADVERTISING OPPORTUNITIES



VISIONMONDAY.COM

As the industry's only all-news website, VisionMonday.com gives optical professionals instant online access to the latest Vision Monday news stories and more. With a monthly average of 26,966 visits and 50,806 page views each month, VisionMonday.com offers a variety of premium banner advertising positions to deliver your advertising message. Story pages as well as specific sections on VisionMonday.com are also available for exclusive sponsorship, giving you strategic message targeting capabilities. An award-winning website for editorial excellence and design, VisionMonday.com is your source for the latest industry news, 24/7.

Prices start at \$1,000

NEW! VISIONMONDAY VIDEO

VisionMonday.com has re-launched its home page video section and features a new, modern and sleek design. The NEW Vision Monday Homepage Video sponsorship includes a video and banner, located on the right of the homepage. Also available for exclusive sponsorship is the NEW VisionMonday.com Video Landing Page! Your logo will appear before every editorial video, plus three premium banner positions are visible for a fully customized page.

Prices start at \$2,000

VMAIL

VMail Extra and Headlines deliver the latest industry news, now 3 times a week, year-round, reaching over 30,000 industry inboxes. Vision Monday also publishes Breaking VMails with up-to-the-minute "must read" industry news.

VMAIL PRODUCTWATCH

Lively Briefings on Frame, Sun, Spectacle Lens, and Contact Lens Line Additions—Every Tuesday

VMAIL TECHNOLOGY

Need-to-Know Updates on Lens Processing Equipment, Software, Diagnostic and Web Technology—Every Thursday

Prices start at \$2,950



VISIONMONDAY DIGITAL EDITION

Deployed monthly to over 57,000 subscribers, Vision Monday's digital edition is an interactive magazine that allows readers to zoom in on images and content, bookmark pages of interest and easily navigate through departments. The digital edition e-blast sponsorship, includes a single banner ad, logo placement and a right hand page which appears when the magazine is opened.

Monthly sponsorship: \$1,250



All VMail Newsletters are now available in a mobile format which allows subscribers to conveniently read their VMails on their mobile devices.

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CLICK

CLICK Provides ECPs and retailers with everything they need to know to build and grow connections with patients. It's a monthly briefing for eye care professionals on what's happening with web technology and internet-based business trends to help them grow and improve their presence online. CLICK is designed specifically to provide practical insights and ideas about the latest website features, tools and web-based applications being implemented throughout the optical industry, helping businesses to run more efficiently. CLICK is published monthly and reaches an audience of over 42,000. Multiple banner positions are available for sponsorship on a per month basis.

Monthly sponsorship: \$4,950



LAB ADVISOR

Lab Advisor targets optical laboratory owners and managers, delivering the latest lab-related news and practical articles on the issues relating to prescription lens processing, technology, finances, sales and marketing. Lab Advisor is published monthly and reaches an audience of over 2,000. Brought to you by Vision Monday and LabTalk.

Monthly sponsorship: \$2,500

BUSINESS ESSENTIALS

As an expanded e-version of Vision Monday's Business Essentials department, Business Essentials focuses on management issues that affect owners and managers of independent and group retail practices. It provides hands on advice, practical tips and proven solutions to day-to-day practice management issues, and staffing challenges. Business Essentials reaches an audience of over 43,000. Multiple banner positions are available for sponsorship on a per month basis.

Monthly sponsorship: \$3,500



PLEASE CONTACT YOUR SALES REPRESENTATIVE FOR ADVERTISING RATES!



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