

# Email Advertising Opportunities

Popular daily emails from **INVISION** are delivered first thing every weekday morning, and generate open and click rates far higher than the industry average. Here are details on booking your email advertising program.

**H BULLETIN LEADERBOARD**

Be the first thing people see when they open our daily emails

EXPOSURE: 9,000+ emails sent per day  
 SIZE: 560 x120 pixels

**\$3,520** **\$940**  
 MONTHLY WEEKLY

**DAILY TIPS BANNER**

Show your fellow eyecare professionals you care by sponsoring INVISION's Daily Tips.

EXPOSURE: 9,000+ emails sent per day  
 SIZE: 560 x120 pixels

**\$1,760** **\$480**  
 MONTHLY WEEKLY

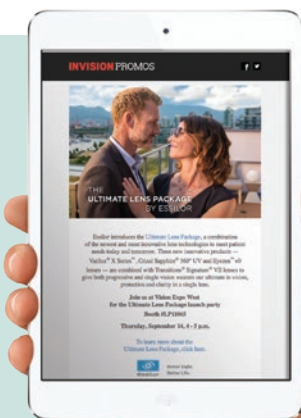
MORE EMAIL OPTIONS

**CUSTOM E-BLASTS**

Reach readers with your company's customized message.

Control the message by sending your own sponsored email to INVISION's fast-growing bulletin list. Exposure available in units of 1,000 or more. Creative services available for design and content of your email.

PRICES START AT **\$350** CPM



**E ORBIT TOP BANNER PACKAGE**

\* INCLUDES WEBSITE BANNER ADVERTISING  
 A special three-for-one deal that puts your brand all over the day's biggest news.

Monthly \$2,880  
 Weekly \$800

(MORE DETAILS ON WEBSITE BANNERS PAGE)

**F ORBIT LOWER BANNER PACKAGE**

\* INCLUDES WEBSITE BANNER ADVERTISING  
 A special three-for-one deal that puts your brand all over the day's biggest news.

Monthly \$1,720  
 Weekly \$520

(MORE DETAILS ON WEBSITE BANNERS PAGE)

**DIGITAL WRAPPER**

Sponsor INVISION's digital edition with your wrapper ad and prime position on the email announcing the issue to 9,000+ readers.

Monthly \$910

**POPULAR DAILY NEWS AND TIPS FOR ECPs**

**H LEADERBOARD AD**  
560 x 120 pixels

Having trouble viewing this email? [Click HERE.](#)

**INVISION**  
BULLETINS

**E ORBIT HEADLINES TOP**  
560 x 120 pixels

**BUSINESS**  
**Optical Retail Giant Files for IPO**  
 It would use the stock symbol 'EYE.'

**MANAGER'S TO-DO**  
**Do Lunch With a Valued Customer and More October To-Dos**  
 Try these business-boosting ideas.

**ESSAY CONTEST**  
**Here's Your Chance to Become a Noted Industry Voice**

**AWARDS**  
**Transitions Optical Begins Accepting Transitions Innovation Awards Nominations**  
 Submissions are due Oct. 31.

**SEE OUR LATEST DIGIMAG**   **JOIN OUR BRAIN SQUAD**   **RECEIVE OUR DAILY EMAILS**

**THE LATEST PRESS RELEASES**  
 Transitions Optical Begins Accepting Transitions Innovation Awards Nominations  
 New England College of Optometry Hosts Ribbon-Cutting Ceremony and Dedication  
 National Vision Announces 2017-18 Grand Program for Optometry Students  
 Kirk & Kirk Opens US Office  
 PERC and Infinity Vision Alliance Partner with Illinois Care Communities

**F ORBIT HEADLINES LOWER**  
560 x 120 pixels

**TECHNOLOGY**  
**These Eyeglasses Could Help You 'See' Sound**  
 It's designed for the hard of hearing.

**PRODUCTS**  
**13 Tortoiseshell Frames That Win the Race**  
 Welcome to Tort 2.0.

**INDEX**  
**Letters From Our Readers**  
 Here's what your colleagues are saying.

**J DAILY TIPS BANNER**  
560 x 120 pixels

**When working out your pricing for products supplied by small vendors, add a few percentage points to your margins.**

**WHY?** The costs of doing business with small operators are usually higher than with larger established vendors. Not only do they require more of a marketing effort on your part to build the brand but they can "create work" for you with long lead times, misshipments and other problems common with inexperienced businesses.

**HOW?** Don't get us wrong, there's a lot to be said for supporting small independent frame designers but you have to make it clear upfront what your expectations are: That you need shipments to be delivered on time, product quality to be consistent and the relationship to be professional.

**SOURCE:** INVISION

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 Forward email | Update Profile | About our service provider  
 Sent by [bulletins@invisionmag.com](mailto:bulletins@invisionmag.com) in collaboration with