

INVISION PRINT RATES & SIZES



PICK YOUR SIZE	2-PAGE SPREAD GO FOR MAXIMUM IMPACT	FULL PAGE THE CLASSIC FORMAT	2/3 PAGE A NEARLY FULL FEELING	1/2 PAGE GET ATTENTION	1/3 PAGE STAND TALL!	1/4 PAGE SMART VALUES
12x	\$11,310	\$6,330	\$5,210	\$4,190	\$3,510	\$2,935
6x	\$11,920	\$6,675	\$5,470	\$4,400	\$3,690	\$3,100
3x	\$12,540	\$7,020	\$5,770	\$4,635	\$3,880	\$3,250
1x	\$13,190	\$7,395	\$6,070	\$4,880	\$4,090	\$3,430
TRIM SIZE	18 x 10 7/8	9 x 10 7/8	5 3/4 x 10 7/8 (vertical) 9 x 7 (horizontal)	4 1/4 x 10 7/8 (vertical) 9 x 5 1/4 (horizontal)	2 3/4 x 10 7/8 (vertical) 9 x 3 3/4 (horizontal)	3 7/8 x 4 3/4 (vertical) 8 x 2 3/8 (horizontal)
BLEED	18 1/4 x 11 1/8	9 3/4 x 11 1/8	6 x 11 1/8 (vertical) 9 1/4 x 7 3/4 (horizontal)	4 1/2 x 11 1/8 (vertical) 9 1/4 x 5 1/2 (horizontal)	3 x 11 1/8 (vertical) 9 1/4 x 4 (horizontal)	—
NON BLEED	17 x 9 7/8	8 x 9 7/8	5 1/2 x 9 7/8 (vertical) 8 x 6 3/8 (horizontal)	3 7/8 x 9 7/8 (vertical) 8 x 4 3/4 (horizontal)	2 1/2 x 9 7/8 (vertical) 8 x 3 3/8 (horizontal)	—

SIZES LISTED IN INCHES

ADVERTISING FORMATS

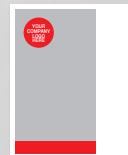


2-PAGE SPREAD

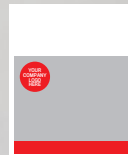
FULL PAGE



2/3 VERTICAL



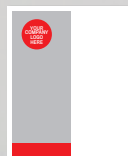
2/3 HORIZONTAL



1/3 VERTICAL



1/2 VERTICAL



1/2 HORIZONTAL



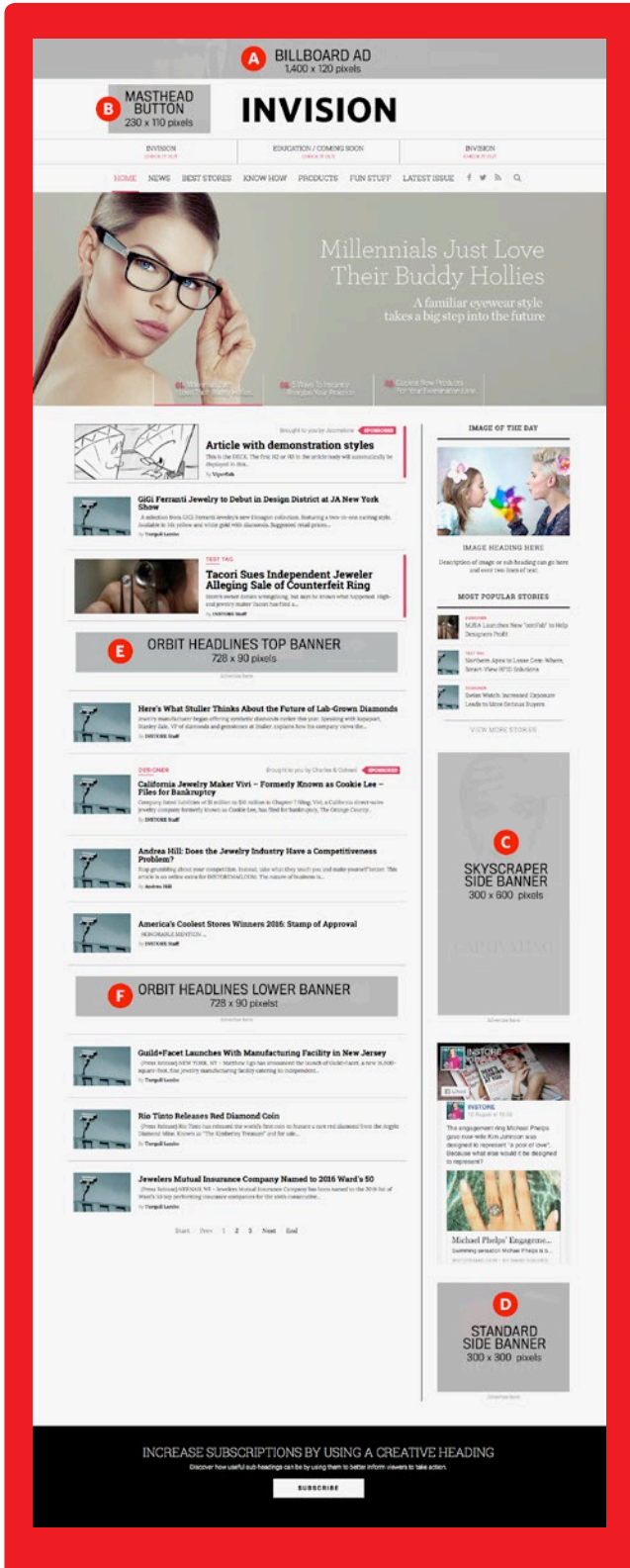
1/4 VERTICAL



For additional information and opportunities, please contact your sales representative.

Website Banner Advertising

With rapidly increasing viewership and a fresh, uncluttered design, INVISIONMAG.com provides outstanding online visibility.



MAJOR NEW CATEGORIES

Launching soon, a new education section and industry classifieds.

A Billboard
Make your mark with a responsive banner stretching across every page of our site.

Monthly \$1,590
Weekly \$480

EXPOSURE: Run of site
SIZE: 1400 x 120 pixels

B Masthead Button
Small but powerful, this is the perfect spot for an animated banner.

Monthly \$1,270
Weekly \$380

EXPOSURE: Run of site
SIZE: 230 x 110 pixels

C Side Skyscraper Banner
A towering banner that makes a serious impression.

Monthly \$1,340
Weekly \$420

EXPOSURE: Run of site or targeted content categories
SIZE: 300 x 600 pixels

D Side Standard Banner
This classic format is a banner advertising workhorse.

Monthly \$950
Weekly \$290

EXPOSURE: Run of site or targeted content categories
SIZE: 300 x 300 pixels

E Orbit Top Banner Package

* INCLUDES EMAIL BULLETINS

A special three-for-one deal that puts your brand all over the day's biggest news.

Monthly \$2,880
Weekly \$800

EXPOSURE: Banners on home page, individual stories and email bulletins

Homepage banner: 728 x 90 pixels
Headline banner: 728 x 90 pixels
Bulletin banner: 560 x 120 pixels

F Orbit Lower Banner Package

* INCLUDES EMAIL BULLETINS

A special three-for-one deal that puts your brand all over the day's biggest news.

Monthly \$1,720
Weekly \$520

EXPOSURE: Banners on home page, individual stories and email bulletins

Homepage banner: 728 x 90 pixels
Headline banner: 728 x 90 pixels
Bulletin banner: 560 x 120 pixels

E Content Well Top Banner

Put your banner in the main-page story flow of the subject of your choice.

CPM: \$80

EXPOSURE: Run of site or targeted content categories. Home page available, but priority given to advertisers purchasing Orbit Headlines Top Banner packages.

SIZE: 728 x 90 pixels

F Content Well Lower Banner

Put your banner in the main-page story flow of the subject of your choice

CPM: \$80

EXPOSURE: Run of site or targeted content categories. Home page available, but priority given to advertisers purchasing Orbit Headlines Lower Banner packages.

SIZE: 728 x 90 pixels

Story Leaderboard

Enjoy the exposure of a lead banner position over your chosen category of content or run of site.

CPM: \$80

EXPOSURE: Run of site or targeted content categories. Not available on homepage
SIZE: 728 x 90 pixels

DIGITAL WRAPPER

HEADLINE OUR DIGITAL FLIPBOOK EDITION.

A wrapper ad lets you present our latest edition to readers.

\$910 WRAPPER PER MONTH

INCREASE SUBSCRIPTIONS BY USING A CREATIVE HEADING

Discover how useful sub-headings can be by using them to better inform readers to take action.

SUBSCRIBE

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

J 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

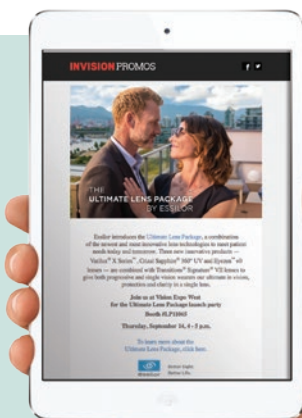
MORE EMAIL OPTIONS

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



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

Smartworkmedia, 12 W 37th St, Ste 502, New York, NY 10018
Info@subscribe.com kayee@smartworkmedia.com
 Forward email | Update Profile | About our service provider
 Sent by bulletins@invisionmag.com in collaboration with