SUCCESS IN SIGHT.

CREATE THE DEEPER CUSTOMER RELATIONSHIPS YOU WANT WITH THE AWARD-WINNING MEDIA EYECARE PROS LOVE.

MEDIA PRODUCTS
PRINT / ONLINE / CUSTOM / CONTENT / EVENTS / PODCASTS / WEBINARS
The only “how to” magazine for the eyecare business, INVISION focuses on ECP success stories, practical solutions to universal business problems and product showcases, all designed to give eyecare professionals the tools, inspiration and information they need to thrive.

“INVISION IS A CONNECTION TO MY PEERS AROUND THE COUNTRY. IT’S A GLIMPSE INSIDE OUR OPTICAL COMMUNITY AND A REFLECTION OF OUR COMMONALITIES AND DIFFERENCES. BY READING INVISION EVERY MONTH, I’M PART OF A GREAT CLUB.”

TAMRA ASMUTH, ONE HIP CHIC, ROCHESTER, NY

MORE THAN 100 ADDITIONAL READER RAVES ONLINE AT:
smartworkmedia.com/iv-raves
INTEGRATED MARKETING WITH INVISION

INVISION MAGAZINE
30,200 AUDITED PRINT COPIES*

97% RETAILER CIRCULATION*
* Source: BPA Audit, June 2021

INVISIONMAG.COM
20,560 AVG USERS PER MONTH*

26,214 AVG SESSIONS PER MONTH*

121,599 AVG PAGEVIEWS PER MONTH*
* Source: Google Analytics, July 1 - Sept. 30, 2021

SOCIAL MEDIA
6,400+ Facebook followers
1,100+ Private Facebook community
8,700+ Instagram followers
900+ Brain Squad members

INVISION BRAND STRENGTH
OFFERING A HIGH-IMPACT PRESENCE IN ALL MEDIA CHANNELS

INVISION takes an integrated approach to maximizing your marketing efforts and budget. Whether it’s an ad campaign for print or online, sponsored content, a webinar, podcast or e-mail campaign, the INVISION Sales & Marketing Team will partner with you to design a program that’s unique to your needs.

SEE MORE DETAILS AT: smartworkmedia.com/ivhome

Don Stahl of Bixby Eye Center, Peoria, IL says:
“LOVE YOUR MAGAZINE. YOU REALLY PACK A LOT INTO EACH ISSUE! I ALWAYS FIND SOMETHING IN ITS PAGES TO BRING TO OUR OPTOMETRIC PRACTICE.”
Almost 100% of INVISION’s circulation goes to practicing optometrists, ophthalmological practices and dispensaries. With inspiring content and consumer magazine-quality design and targeted audience, INVISION creates an environment where your brand will shine.

Source: BPA Brand Report, June 2021

**BREAKDOWN BY TITLE**

- **Optometrist**: 16,122 copies (53.4%)
- **Owner, Executive, Manager, and Other**: 8,241 copies (27.3%)
- **Dispensing Optician**: 4,634 copies (15.3%)
- **Ophthalmologist**: 1,203 copies (4.0%)
- **Optical Stores**: 5,824 copies (19.3%)
- **Optometric Practices**: 21,630 copies (71.6%)
- **Optical Lab**: 2,258 copies (7.5%)
- **Department Stores**: 4,634 copies (1.5%)
- **HMO**: 1,203 copies (0.4%)
- **Wholesaler**: 1,203 copies (0.4%)
- **Department Stores**: 4,634 copies (1.5%)
- **HMO**: 1,203 copies (0.4%)
- **Optical Lab**: 2,258 copies (0.7%)
- **Wholesaler**: 1,203 copies (0.4%)

**TOTAL QUALIFIED CIRCULATION**: 30,200*

* Statistics: June 2021 BPA Brand Report

**INVISION CIRCULATION**

**KEY DECISION-MAKERS? YOU’LL REACH THEM WITH INVISION**

“My #1 eye industry magazine... and I don’t see that changing anytime soon! You remind us of the fun this industry can be, and I love it!”

Megan Lott, OD of Lexington Eye Care in Lexington, MS says:

“MY #1 EYE INDUSTRY MAGAZINE ... AND I DON’T SEE THAT CHANGING ANYTIME SOON! YOU REMIND US OF THE FUN THIS INDUSTRY CAN BE, AND I LOVE IT!”
INVISION READER SURVEY

INFLUENCE THE MOST PASSIONATE, COMMITTED EYECARE PROS WITH INVISION

INVISION and INVISIONMAG.COM have the power to influence buyers. Whether in print or online, INVISION reaches key decision makers, engaging them with award-winning journalism designed to hold their attention. It’s the loyalty-driven environment you want for your brands.

WHAT ARE YOUR CLIENTS READING? HERE’S HOW TO FIND OUT:
smartworkmedia.com/iv-challenge

PUBLICATION COMPARISON
INVISION print and digital products are preferred versus rivals.

READER ACTION STUDY
INVISION inspires high levels of advertiser-friendly reader actions.

98% NET READER ACTIONS
Industry average: 87%

58% VISITED ADVERTISERS’ WEBSITE
Industry average: 54%

46% BOUGHT PRODUCTS
Industry average: 16%

30% RECOMMENDED PURCHASE
Industry average: 23%

22% REQUESTED ADDITIONAL INFORMATION
Industry average: 22%


“INVISION IS THE ONLY EYECARE MAGAZINE I READ AT THIS POINT. INTERESTING CONTENT AND GREAT SUGGESTIONS.”
JASON KLEPFISZ, OD, URBAN EYE CARE, PHOENIX, AZ
INVISION AWARDS

UNMATCHED DESIGN AND CONTENT THAT GRABS READER ATTENTION

Bright, sassy and designed to attract maximum attention, INVISION — in print and online — has been recognized for excellence in journalism and design every year since its debut. SmartWork Media, the parent company of INVISION, has won a total of 142 international honors—more than any other comparably-sized trade publishing company in the industry.

SEE OUR FULL LIST OF AWARDS AT: smartworkmedia.com/awards

2019 WINNER JESSE H. NEAL AWARDS
BEST SINGLE ISSUE
(Brand revenue under $3 million)

INVISION — in print and online — has been recognized for excellence in journalism and design every year since its debut. SmartWork Media, the parent company of INVISION, has won a total of 142 international honors—more than any other comparably-sized trade publishing company in the industry.

SEE OUR FULL LIST OF AWARDS AT: smartworkmedia.com/awards

28 MAJOR PUBLISHING AWARDS SINCE LAUNCH IN 2014

WHO’S GOT THE BEST PUBLICATION IN B2B MEDIA? WE DO.

In April 2019, INVISION won its biggest honor yet — taking home one of B2B publishing’s most prestigious prizes, the Neal Award for Best Single Issue. Judges selected the Nov-Dec 2018 issue of our publication as the winner.

READER RAVES

Christian Robertson of Midwest Eye Care, Omaha, NE says

“INVISION MAGAZINE IS REALLY ON THE CUSP OF WHAT IS TRENDING. I CAN GUARANTEE THAT I WILL SEE IT FIRST IN INVISION BEFORE ANY OTHER PUBLICATION.”
<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
<th>JULY-AUG</th>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOV-DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEATURE STORY</td>
<td>FEATURE STORIES</td>
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<td>FEATURE STORIES</td>
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</tr>
<tr>
<td>THE LEAN PATH TO SUCCESS</td>
<td>BETTER WEBSITES</td>
<td>FUNNY BUSINESS</td>
<td>IN SEASON</td>
<td>REINVENTION</td>
<td>AMERICA’S FINEST 2022</td>
<td>IMPOSSIBLE</td>
<td>HOLIDAY READY</td>
<td>THE BIG SURVEY</td>
<td></td>
</tr>
<tr>
<td>Learn to be more efficient with your money, time and energy.</td>
<td>Our guide to making your website an online destination.</td>
<td>Why humor can be a powerful business tool.</td>
<td>Examining vision businesses with seasonal sales patterns.</td>
<td>In a rut? It could be time to reinvent your business.</td>
<td>Expert judges select the country’s best eyecare businesses.</td>
<td>Vision businesses achieving incredible things.</td>
<td>Get set for the holidays with our seasonal business checklist.</td>
<td>Learn how the eyecare business rolls in the “Big Survey” – the biggest-ever poll of vision professionals.</td>
<td></td>
</tr>
<tr>
<td>EYEWEAR AND SUNWEAR</td>
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<td>EYEWEAR AND SUNWEAR</td>
<td>EYEWEAR AND SUNWEAR</td>
<td></td>
</tr>
<tr>
<td>Hi-Tech</td>
<td>Web-Based Vision Tests</td>
<td>DELEGATE</td>
<td>DELEGATE</td>
<td>DELEGATE</td>
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</tr>
<tr>
<td>Drop these responsibilities for a healthier business.</td>
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</tr>
</tbody>
</table>

**INVISION 2022 MEDIA PLANNING GUIDE**

**POPULAR DEPARTMENTS IN EACH EDITION OF INVISION**

**AMERICA’S FINEST**
The country’s most innovative optical retailers.

**BENCHMARKS**
Best practices by category.

**BEST OF THE BEST**
Actions worth emulating.

**CALENDAR**
Key dates and how to make the most of them.

**EYE PRO GEAR**
Products you need.

**MANAGER’S TO-DO**
The ultimate guide to the coming month.

**REAL DEAL**
Readers solve real-life eyecare business situations.

**SANITY FILES**
How eyecare pros keep cool.

**TIP SHEET**
Smart advice for eyecare business owners.
## 2022 Print Rates & Sizes

### Rates

<table>
<thead>
<tr>
<th>PICK YOUR SIZE</th>
<th>2-PAGE SPREAD</th>
<th>FULL PAGE</th>
<th>2/3 PAGE</th>
<th>1/2 PAGE</th>
<th>1/3 PAGE</th>
<th>1/4 PAGE</th>
<th>PRODUCT SHOWCASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>10x</td>
<td>$11,310</td>
<td>$6,330</td>
<td>$5,210</td>
<td>$4,190</td>
<td>$3,510</td>
<td>$2,935</td>
<td>$695</td>
</tr>
<tr>
<td>6x</td>
<td>$11,920</td>
<td>$6,675</td>
<td>$5,470</td>
<td>$4,400</td>
<td>$3,690</td>
<td>$3,100</td>
<td>$795</td>
</tr>
<tr>
<td>3x</td>
<td>$12,540</td>
<td>$7,020</td>
<td>$5,770</td>
<td>$4,635</td>
<td>$3,880</td>
<td>$3,250</td>
<td>$895</td>
</tr>
<tr>
<td>1x</td>
<td>$13,190</td>
<td>$7,395</td>
<td>$6,070</td>
<td>$4,880</td>
<td>$4,090</td>
<td>$3,430</td>
<td>$995</td>
</tr>
</tbody>
</table>

### Formats

- **2-PAGE SPREAD**: Get Max Impact!
- **FULL PAGE**: The Classic Format
- **2/3 PAGE**: A Nearly Full Feeling
- **1/2 PAGE**: Get Attention
- **1/3 PAGE**: Stand Tall! (or go wide!)
- **1/4 PAGE**: Smart Values
- **PRODUCT SHOWCASE**: Show Your Stuff!

### Trim Sizes

- **18 x 10 ⅞**
- **9 x 10 ⅞**
- **5 ⅞ x 10 ⅞ (VERT.) 9 x 7 (HOR.)**
- **4 ⅝ x 10 ⅞ (VERT.) 9 x 5 ⅛ (HOR.)**
- **2 ⅞ x 10 ⅞ (VERT.) 9 x 3 ⅛ (HOR.)**
- **3 ⅞ x 4 ⅞ (VERT.) 8 x 2 ⅛ (HOR.)**
- **2 ½ x 4 ⅞**

### Bleed

- **18 ¼ x 11 ⅞**
- **9 ¼ x 11 ⅛**
- **6 x 11 ⅞ (VERT.) 9 ¼ x 7 ¼ (HOR.)**
- **4 ⅞ x 11 ⅞ (VERT.) 9 ¼ x 5 ⅛ (HOR.)**
- **3 x 11 ⅛ (VERT.) 9 ¼ x 4 (HOR.)**

### Non-Bleed

- **17 x 9 ⅞**
- **8 x 9 ⅞**
- **5 ½ x 9 ⅞ (VERT.) 8 x 6 ⅝ (HOR.)**
- **3 ⅞ x 9 ⅞ (VERT.) 8 x 4 ⅛ (HOR.)**
- **2 ½ x 9 ⅞ (VERT.) 8 x 3 ⅛ (HOR.)**

### Sizes Listed in Inches

Provide us with one product shot as a digital file (300 dpi, CMYK color). We also need up to 75 words of ad copy, which includes your contact information.
INVISION IS CAPTURING YOUR CUSTOMERS’ ATTENTION ONLINE

With a state-of-the-art website that rivals top consumer sites for function and beauty, INVISIONMAG.COM continues its rapid growth with eyecare pros. Extra-large banner sizes make it easier for advertisers to attract the attention of site visitors reading our engaging content.

CHECK OUT THE WEBSITE AT:
invisionmag.com

INVISIONMAG.COM PAGEVIEWS 2020 VS. 2021

The website’s pageviews saw strong gains in summer 2021.

INVISIONMAG.COM PAGEVIEWS 2020 VS. 2021

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pageviews</td>
<td>285,358</td>
<td>364,796</td>
</tr>
</tbody>
</table>

UP 27.8% * Source: Google Analytics, July 1 - Sept. 30, 2021

INVISION IS CAPTURING YOUR CUSTOMERS’ ATTENTION ONLINE

INVISIONMAG.COM PAGEVIEWS 2020 VS. 2021

KEY DIGITAL METRICS

26,000+
Average emails reach*
INVISION promo e-blasts

12.5% / 11.8%
Average open rate / click through rate*
INVISION Daily News bulletin statistics

ON SOCIAL MEDIA

Facebook
6,400+ followers

Instagram
8,700+ followers

* Source: Omeda Audience Data, September 2021

2020
July 1 - Sept. 30, 2020

2021
July 1 - Sept. 30, 2021

Award-Winning Quality
INVISIONMAG.COM is a three-time winner (2017-2019) for best website in the Health/Fitness category in the prestigious FOLIO Awards.

“INVISION IS MY ALL-TIME FAVORITE OPTICAL MAGAZINE. I STAY ENGAGED FROM COVER TO COVER, EVERY ISSUE, EVERY PAGE. AWESOME JOB!”

Dianna Finisecy of Wagner Opticians in Washington, DC says:
WEBSITE BANNERS

Our award-winning website provides best-in-class ad visibility and improved exposure on mobile devices.

STANDARD PAGE LAYOUT

This wireframe represents what an average run-of-site page on INVISIONMAG.COM looks like.

Headline Banners (B) generally appear every six paragraphs in editorial content. A story can have as few as one, or as many as six Headline Banners.

SPONSOR THE INVISION DIGIMAG

Your advertisement will appear opposite the cover of the latest edition of INVISION’s digital flipbook, and is featured in two e-blasts to our full email list announcing the release of the latest issue.

$2,495 PER MONTH

BILLBOARD

This dominating, full-width position makes your brand the star of our website.

<table>
<thead>
<tr>
<th>CPM RATES</th>
<th>JAN-DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop: 1800 x 460 pixels; Mobile: 400 x 300 pixels</td>
<td>$260</td>
</tr>
</tbody>
</table>

HEADLINE BANNERS

In-story (every six paragraphs) banner slots ensure your message will be seen by readers.

<table>
<thead>
<tr>
<th>CPM RATES</th>
<th>JAN-DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop: 740 x 190 pixels; Mobile: 300 x 250 pixels; Homepage: 1800 x 460 pixels</td>
<td>$130</td>
</tr>
</tbody>
</table>

VIDEO THEATER

This end-of-story position ensures high visibility for your video message or advertisement.

<table>
<thead>
<tr>
<th>CPM RATES</th>
<th>JAN-DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop: 1800 x 460 pixels</td>
<td>$190</td>
</tr>
</tbody>
</table>

Send 1080P video files in popular video formats via smartworkmedia.com/sendvideo

SKYSCRAPER SIDE BANNER

A towering sidebar banner that gives you space to show off and makes a serious impression.

<table>
<thead>
<tr>
<th>CPM RATES</th>
<th>JAN-DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop: 300 x 600 pixels; Mobile: 300 x 300 pixels</td>
<td>$110</td>
</tr>
</tbody>
</table>

SPONSORED HEADLINES

Point readers to key news about your business with a click-worthy headline and thumbnail art appearing below our content.

<table>
<thead>
<tr>
<th>CPM RATES</th>
<th>JAN-DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop: 300 x 300 pixels</td>
<td>$70</td>
</tr>
</tbody>
</table>

Send 400 x 240 thumbnail image and URL for content
**EMAIL BANNERS**

Get your message to 24,000+ eyecare professionals.

### BILLBOARD

Make an impact with this full-width, large-format banner at the top of our daily emails.

<table>
<thead>
<tr>
<th>Rates</th>
<th>Monthly</th>
<th>$3,900</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly</td>
<td>$1,130</td>
<td></td>
</tr>
</tbody>
</table>

Size: 600 x 155 pixels

### HEADLINE BANNER 1

This banner puts your message atop the day’s top headlines.

<table>
<thead>
<tr>
<th>Rates</th>
<th>Monthly</th>
<th>$2,580</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly</td>
<td>$815</td>
<td></td>
</tr>
</tbody>
</table>

Size: 560 x 145 pixels

### SKYSCRAPER

This towering banner is in a perfect position for high-impact brand recognition.

<table>
<thead>
<tr>
<th>Rates</th>
<th>Monthly</th>
<th>$2,580</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly</td>
<td>$815</td>
<td></td>
</tr>
</tbody>
</table>

Size: 250 x 500 pixels

### HEADLINE BANNER 2

This banner catches reader attention as they move through our daily roundup.

<table>
<thead>
<tr>
<th>Rates</th>
<th>Monthly</th>
<th>$2,065</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly</td>
<td>$625</td>
<td></td>
</tr>
</tbody>
</table>

Size: 560 x 145 pixels

### TO-DO-LIST BANNER

You’re the presenter of our daily to-do list, some of our fans’ favorite content.

<table>
<thead>
<tr>
<th>Rates</th>
<th>Monthly</th>
<th>$2,100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly</td>
<td>$575</td>
<td></td>
</tr>
</tbody>
</table>

Size: 560 x 145 pixels

### BIG FOOT BANNER

Yes, it’s at the bottom, but it’s the biggest banner on the page – 2x deeper than our standard banners.

<table>
<thead>
<tr>
<th>Rates</th>
<th>Monthly</th>
<th>$2,110</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly</td>
<td>$575</td>
<td></td>
</tr>
</tbody>
</table>

Size: 560 x 300 pixels

---

**RATES**

<table>
<thead>
<tr>
<th>NEWS HEADLINES (PART 1)</th>
<th>WEEKLY</th>
<th>$575</th>
</tr>
</thead>
<tbody>
<tr>
<td>MONTHLY</td>
<td>$815</td>
<td></td>
</tr>
</tbody>
</table>

Size: 560 x 300 pixels

**NEWS HEADLINES (PART 2)**

**PRESS RELEASES**

**MANAGER’S TO DO LIST**

**EMAIL BANNERS**

**HEADLINES / PRESS RELEASES**

**DAILY TIP**

**SPECIAL PRODUCT**

**TIP OF THE DAY BULLETIN**
BILLING AND TERMS

ESSENTIAL INFORMATION BEFORE BEGINNING YOUR INVISION AD CAMPAIGN

BILLING, COMMISSION AND TERMS
▶ New advertisers will be asked to prepay the amount due for the first ad. A 1.5 percent finance charge will be added each month to all outstanding invoices not paid within 30 days.

▶ Agency commission is 15 percent on space and position to recognized agencies. Verbal agreements or quotes in conflict with the publisher’s stated policies must be in writing and signed by the publisher.

▶ No conditions appearing on an insertion order, purchase order or any other forms presented to the publisher will be binding if in conflict with the publisher’s stated policies.

▶ The publisher reserves the right to reject any advertisement. The publication is not liable for any delivery failure beyond its control. Advertisers and agencies assume full liability for all the contents of advertisements printed, and the responsibility for any and all claims arising therefrom.

▶ The advertiser (and any agencies and/or affiliates) warrants that publication by the publisher of any advertising materials submitted by or on behalf of the advertiser will not (1) include any statements that are false, misleading or defamatory; (2) infringe upon the rights of any third party, including without limitation rights of privacy or any copyrights; (3) violate any applicable laws.

▶ The advertiser (and any agencies and/or affiliates) further agrees that the publisher cannot be held liable for any costs, damages, liabilities or fees arising from (1) the content and publication of advertisements (including the failure to publish an advertisement); and (2) the failure of any contest related to the advertisements to comply and conform to all applicable laws, ordinances, statutes and rules.

FREQUENCY DISCOUNTS
▶ Frequency discounts are based on the number of insertions scheduled within a 12-month period regardless of the ad size. Canceled contracts are subject to a short rate, with the rate applicable for the amount of advertising space used applied retroactively from the first ad inserted onwards. Advertisers will be rebated if, within a 12-month period from the first insertion, they have used sufficient additional insertions to warrant a lower rate.

CANCELLATION POLICY
▶ Cancellation of ad space must be received in writing before the published closing date.
TECHNICAL GUIDELINES FOR PRINT ADVERTISEMENTS

FILE SUBMISSION
Files that are 10MB or smaller should be emailed directly to artwork@invisionmag.com. This email address reaches several people in the production department. Larger files can be emailed to the same address using a file-sharing site like Dropbox, HighTail.com or WeTransfer.com.
If sending DVDs or flash drives, include a label with the advertiser’s name, issue of insertion, contact name and phone numbers.

PREFERRED FILE FORMAT
Our preferred file format is Press Ready PDF Files (PDF/X-1a). Here are additional guidelines on submitting PDF files for best results.

IMAGES
- Use high resolution images. 350 DPI is recommended.
- TIFF or EPS format preferred. If using JPEG, use only at the maximum-quality setting.
- RGB and LAB color are not allowed.
- Do not save TIFF or EPS files with embedded color management profiles.
- Avoid scaling images, if possible. If you must scale images, do not scale below 50% or above 110%.
- Total Area Coverage should not exceed 300%.

FONTS
- Always embed all fonts.
- Do not allow font substitutions.
- Do not use TrueType fonts.
- Do not *menu-style* your fonts. These styles may not have matching printer fonts available and may not print correctly. For effects such as bold or italic, select a bold or italic font.

COLORS
- Only use CMYK colors; convert spot colors to process.

LAYOUT
- Create documents in Portrait mode without scaling or rotation.
- If you require scaling or rotation, do so in the original graphics program.
- When bleed is required, provide 1/8-inch beyond the trim area.
- All marks (trim, bleed) should be included in all colors and must be located 1/4-inch (4.25 mm) from trim and not invade the live or bleed areas.

TRANSPARENCY
- All transparent objects must be flattened at a high resolution.
- Avoid placing transparent objects on top of text or other critical vector objects.

OVERPRINT
- Overprinting objects may not reproduce correctly when printed and will sometimes disappear completely. We recommend creating objects exactly as you want them to appear without relying on an overprint setting.

OTHER ACCEPTED AD FILE FORMATS
We also accept Macintosh Adobe InDesign files, up to the latest version of Creative Cloud. Contact our ad production manager for other accepted ad file formats.

PROOFS
For four-color ads, provide a color proof with standard AAA/PMS process colors. Note any special instructions directly on the proofs. SmartWork Media cannot guarantee reproduction quality of ads supplied without a proof or those in non-preferred file formats. Ads submitted in non-preferred formats may be subject to additional production fees.

QUESTIONS ABOUT YOUR AD? CONTACT THE AD PRODUCTION MANAGER
EMAIL: artwork@invisionmag.com / PHONE: (212) 981-9625
MEDIA SPOTLIGHT
A TRIPLE-THREAT MULTIMEDIA PACKAGE DESIGNED TO SEND YOUR COMPANY MESSAGE, LOUD AND CLEAR.

3 COMPONENTS: VIDEO, PRINT, ONLINE

VIDEO
The Media Spotlight package starts with a 15- to 20-minute video interview with your company representative and an INVISION interviewer. This is your big chance to show off your products and share your company’s sales pitch.

PRINT
Connect with our readers through a 1/3-page advertisement or client-supplied advertorial in INVISION Magazine. Your ad can include a prominent call-to-action (CTA) directing readers to your video interview online.

ONLINE
We’ll host your video interview and product profile on a dedicated page on INVISIONMAG.COM, and send one custom e-blast to our full email list of 22,000+ eyecare pros to promote your interview, plus additional exposure in our daily bulletin and social media channels.

STEP 1: LET'S CREATE VIDEO MAGIC
Present your products in your own inimitable way in a 15- to 20-minute Zoom-style interview with an INVISION interviewer.

STEP 2: PROMOTE IN PRINT
Attract eyecare pros’ attention to your interview with a 1/3-page advertorial or display ad in INVISION magazine.

STEP 3: DRIVE VIEWERS ONLINE
We’ll send viewers to your interview and company story with a gorgeous feature layout on INVISIONMAG.COM, PLUS your own custom e-blast to our audience of more than 22,000 vision business professionals.

PACKAGES START AT $4,730
BRING YOUR BRAND TO THE MOST POPULAR INVISION FEATURE OF THE YEAR!

Affiliate your brand with excellence by sponsoring the country’s most prestigious competition for optical retailers

AMERICA’S FINEST OPTICAL RETAILERS 2022 BRAND SPONSORSHIP INCLUDES:

LOGO PLACEMENT
* Entry outreach advertisements in January, February and March issues of INVISION
* All email promos (2X in January, February and March)
* Digital display units across run of site on invisionmag.com
* Sponsored/boosted social media posts January through March
* 10x America’s Finest profile stories in INVISION magazine (January 2022–Nov/Dec 2022)

PLUS
* Display ad (300x300) on America’s Finest Optical Retailers landing page
* Display ad in editorial eBulletin “teaser” (pre-issue release of winners online in July 2022)
* Logo on intro page of INVISION’S America’s Finest winners feature in July-August 2022

PACKAGE COST
$6,945
4 SPONSORSHIPS AVAILABLE
MAKE YOURSELF A COVER STAR WITH AN INVISION DIGIMAG SPONSORSHIP

Want a high-profile online placement that puts your business in the starring role opposite the cover of INVISION magazine? It’s easy with a sponsorship of our monthly digital flipbook. With a can’t-miss full-page ad adjacent to our cover (plus online and email banners), it’s a powerful and cost-effective way to associate your brand with eyecare pros’ favorite business publication.

AD OPPOSITE FRONT COVER
PACKAGE INCLUDES
• Full page ad opposite front cover of digital edition
• Skyscraper ad (250 x 500 pixels) on 2x monthly bulletin
• Your company logo on all INVISION digital edition promotions for that issue (including banners, rotators)

$2,295 PER EDITION

BOTTOM BANNER
PACKAGE INCLUDES
• Bottom banner visible on every page of digital edition
• Headline banner (560 x 145 pixels) at bottom of 2x monthly bulletin

$1,315 PER EDITION

FULL PAGE DIGITAL AD
Your ad is placed in a special expanded advertising section inside our digital edition.

$495 PER EDITION

AVAILABLE AD ENHANCEMENTS
Video or audio integration $500 per ad
Ad animation $500 per ad

SEE LATEST EDITION AT:
invisionmag.com/digimag
Let INVISION put the power of e-mail to work on your most important products and services. With INVISION’s multi-layered email campaigns, you chose the level of deployments, we make sure it goes to our list of 24,000 passionate eyecare professionals. With an option to send three additional times to non-openers, we’ll work hard to make sure you receive maximum exposure.

A turnkey program

- We do it all — from content creation to delivery. It’s all centered around what you want to promote—a new product, a video, whitepaper or special event.

The e-blast includes:

- 1 image per eblast (250 x 250 pixels), video link, PDF or event invitation
- 50-word description
- Company logo (max height: 100 pixels) + link
- Two additional links per item
- Click lead report

We deploy 4 times to maximize your success. Program Includes:

- Turnkey program includes design, production, deployment, lead generation and reporting
- Deployment #1 to 24,000+ INVISION subscribers
- Deployment #2 to all non-opening recipients of initial deployment
- Deployment #3 to all non-opening recipients of past deployments
- Deployment #4 to all non-opening recipients of past deployments

Pricing:

- Deployment #1: $4,635
- Deployment #2: $2,000
- Deployment #3: $2,000
- Deployment #4: $1,500

Additional options:

- Whitepaper and video content can be hosted on the INVISION website as gated content and will be available to all visitors of the site. Otherwise, redirects will be sent to your home page with lead capture form.

Performance metrics & leads:

- A transmission report with metrics such as Open Rate, CTR, Links Clicked, etc., will be provided in 7 - 10 days post deployment. A scrubbed Lead Report with complete details on contact info and specific links clicked will be provided 7 - 10 days post deployment.

TYPICAL PERFORMANCE METRICS

12% - 15% Open Rate and 100 Click Leads Generated
THE MARKETING & GROWTH EVENT OF THE YEAR FOR EYECARE PROS

2022 DATES/LOCATION TBA
As if you didn’t know, content is **king**. That’s why SmartWork Media’s Content Studio is ready and willing to help you to tell your story in the strongest, most impactful way possible.

From print to videos, webinars to podcasts, the SmartWork Media Content Studio works with you to create content that focuses your brand’s strengths and delivers your story to our network of over 28,000+ independent eyecare business professionals.

The SWM Content Studio takes a tailored approach to each client’s needs and will work with you to identify the best strategy for your brand.
INVISION’S IMPRESSIONS PLUS AD RETARGETING PROGRAM

BOOST BRAND AWARENESS THROUGH INCREASED IMPRESSIONS

Stay in front of buyers as they browse their favorite websites. INVISION’s retargeting program enables you to extend the impact of your digital display advertising as users leave invisionmag.com to visit other trusted websites. Your ad stays top of mind through their online session.

INVISION’s award winning website is the starting point of the retargeting journey for online visitors. As ECPs visit other websites, your ad will follow them throughout our retargeting network of trusted websites. These ad impressions are classified as retargeted impressions and amplify the impact your brand makes on the ECP.

This opportunity guarantees a starting base of 10,000 impressions for your campaign on www.invisionmag.com, which assures that the retargeted impressions are based on qualified ECPs. Your campaign can include a variety of images, static or animated GIFs, in various sizes. Our experienced team can assist with recommending ad sizes based on your specific goals and objectives. With each campaign, we’ll provide a detailed report of the number of impressions for each of your ads along with the click-through rate.

RETARGETING PACKAGE (MINIMUM REQUIREMENT):
⇒ 10,000 impressions on site in position of your choice ($90-$260 CPM)
⇒ 50,000 Retargeting Impressions ($20 CPM)

CAMPAIGN SPECIFICATIONS
⇒ Provide artwork for at least two of the following ad sizes: 300x250, 300x600, 728x90, 320x50, 160x600, 970x250
(Recommended sizes are in bold)

⇒ Artwork file size should be under 150 KB
⇒ Provide a single or multiple URLs to link to your ads. NOTE: The landing page should have a clear and visible link to the site’s Privacy Policy

If you are currently advertising on invisionmag.com, your program can be rolled into an Impressions Plus Ad Retargeting campaign using your existing materials IF you are running an ad unit that matches the specs listed above.

SPACE IS LIMITED! TO LEARN MORE & KICKSTART YOUR RETARGETING CAMPAIGN, CONTACT YOUR INVISION REP:

Mike Boucher
ADVERTISING SALES DIRECTOR
E mike@smartworkmedia.com
P (610) 357-6083

Wayne Wiggins
SALES MANAGER
E wayne@smartworkmedia.com
P (415) 387-7784

Peter Sienkiewicz
SALES REPRESENTATIVE
E pete@smartworkmedia.com
P (615) 385-6684
Do you have a great video that shows your new product or service? INVISION can help get your latest brand video the exposure it deserves by delivering it to thousands of eyecare professionals!

Video display advertising is a highly-engaging format that captures the attention of visitors on INVISIONMAG.com. Your brand video will be posted and distributed across INVISION's digital channels for an entire month to maximize impact and viewership.

You supply the video; we’ll provide everything else including:

- Video hosted on INVISIONMAG.com homepage for 30 days (plus archived for one additional year)
- Parallax view landing page with embedded video, 250-word story, plus up to 6 images with complete descriptions
- Custom eblast with video story link deployed to INVISION's 20,000+ subscribers
- Boosted social media post (Facebook and Instagram)
- Video with story link included in eNews Bulletin post (1x per week for entire month)

**TOTAL COST**
$7,890

With your investment, you'll also receive all metrics from the month-long campaign!

Check out an example of this unique video opportunity [HERE](#).