

THE 2024 MEDIA PLANNING GUIDE


INVISION

THE BIG ONE-OH.

HELP INVISION CELEBRATE
OUR 10TH ANNIVERSARY
AS THE INDUSTRY MEDIA
EYECARE PROFESSIONALS
LOVE MOST.



MEDIA PRODUCTS / INVISION MAGAZINE • INVISIONMAG.COM • CUSTOM CONTENT • EVENTS • WEBINARS



**“INVISION MAGAZINE IS OUR FAVORITE OPTICAL MAGAZINE!
IT IS PACKED WITH FUN NEWS, UPDATES, AND LEARNING
MATERIAL FOR US ALL TO ENJOY.”**

AMY DONOHO, 20/20 OPTICAL, FERGUS FALLS, MN

INVISION

DEDICATED TO THE SUCCESS OF THE INDEPENDENT EYECARE PRO SINCE 2014

Now celebrating its 10th year as 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.

MORE THAN 100 ADDITIONAL
READER RAVES ONLINE AT:

smartworkmedia.com/iv-raves

INTEGRATED MARKETING WITH INVISION



KEY NUMBERS

INVISION MAGAZINE

30,200

COPIES DISTRIBUTED

99%

Optical Store, Optometric Practice and
Ophthalmology Practice/Dispensary

INVISIONMAG.COM

38,043

AVG USERS PER MONTH**

46,363

AVG SESSIONS PER MONTH**

150,799

AVG PAGEVIEWS PER MONTH**

** Source: Google Analytics,
January 1 - June 30, 2023

SOCIAL MEDIA

6,600+
Facebook
followers

1,100+
Private Facebook
community

8,900+
Instagram
followers

950+
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

READER
RAVES



*Brook Komar, OD, of The Center
for Children and Women in
Houston, TX, says:*

"THIS IS MY FAVORITE MAGAZINE IN THE EYE INDUSTRY. I READ THIS ALWAYS AND IT NEVER COLLECTS DUST ON MY DESK!"

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 187 international honors (and counting) — more than any other comparably-sized trade publishing company in the industry.

SEE OUR FULL LIST OF AWARDS AT:

smartworkmedia.com/awards

MAGAZINE

**2019 WINNER
JESSE H. NEAL
AWARDS**

BEST SINGLE ISSUE
(Brand revenue
under \$3 million)

WEBSITE

**AWARD-WINNING
WEB PRESENCE**

Folio Awards (2017-19)
TABPI Awards (2017)

**THE BRAND****31**

**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**



*Gene Gillan of Rush Henrietta
Opticians in Henrietta, NY, says:*

**"WITH 34 YEARS OF OPTICAL EXPERIENCE, INVISION PACKS THE MOST
INFO INTO 65 PAGES THAT I HAVE EVER SEEN!"**

INVISION 2024 EDITORIAL CALENDAR

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY-AUG	SEPTEMBER	OCTOBER	NOV-DEC
FEATURE STORY ART OF NEGOTIATION Get to win-win in every encounter with patients, customers, vendors and even the government.	FEATURE STORIES 100 THINGS EVERY OPTICAL RETAILER SHOULD KNOW The ultimate guide to running your business.	FEATURE STORIES VEE 2024 BUYING GUIDE Our shopping guide to the big show.	FEATURE STORIES GET CREATIVE Advice, exercises and case studies to help ECPs unlock their next best idea.	FEATURE STORIES OPTOMETRY POOL Finding, attracting, and retaining OD graduates and associate ODs.	FEATURE STORY THE 10TH ANNIVERSARY ISSUE A special issue celebrating 10 years of INVISION.	FEATURE STORY AMERICA'S FINEST 2024 Expert judges select the country's best eyecare businesses.	FEATURE STORIES TOP EYECARE INFLUENCERS Eyecare's most prolific content creators. Learn what they do and how to work with them.	FEATURE STORY WORK LIFE BALANCE How vision pros maintain perspective.	FEATURE STORY THE BIG SURVEY 2024 Vision's critical numbers are revealed in the "Big Survey" – the biggest-ever poll of vision professionals.
EYEWEAR AND SUNWEAR Quiet Luxury	SUPPLY CHAIN SUSTAINABILITY How to do your part for our planet.	HOLD THE PERFECT TRUNK SHOW Make your next event a big winner.	EYEWEAR Nature Patterned	EYEWEAR AND SUNWEAR Tech Kids	EYEWEAR AND SUNWEAR Androgyny	EYEWEAR Animal Inspired	VIEW 2024 BUYING GUIDE Styles and products to see at the show.	EYEWEAR 90's Throwbacks	EYEWEAR AND SUNWEAR Art Inspired
BETTER VISION EHRs With Patient Engagement/CRM Optimization	EYEWEAR AND SUNWEAR Pantone Color of the Year 2024	EYEWEAR Street Style	SUNWEAR Sustainable/Recycled	BETTER VISION Virtual Opticianry Training Programs	BETTER VISION AI Learning/Diagnostic Tools	BETTER VISION Retail Refresh Interactive customer engagement tools: digital signage, mobile POS, digital business cards/materials, floating mirrors, etc.	EYEWEAR Aviators	BETTER VISION Lens Tints and Health Applications	BETTER VISION Wearables Update Including VR, AR and ER devices.
DEADLINES PUBLICITY: 11/10/23 SALES: 11/24/23 ARTWORK: 12/4/23	BETTER VISION Low Vision Aids	BETTER VISION Website Plug Ins	DEADLINES PUBLICITY: 2/9/24 SALES: 2/23/24 ARTWORK: 3/1/24	DEADLINES PUBLICITY: 3/8/24 SALES: 3/22/24 ARTWORK: 3/29/24	DEADLINES PUBLICITY: 3/22/24 SALES: 4/5/24 ARTWORK: 4/15/24	DEADLINES PUBLICITY: 6/7/24 SALES: 6/21/24 ARTWORK: 6/28/24	DEADLINES PUBLICITY: 7/12/24 SALES: 7/26/24 ARTWORK: 8/2/24	DEADLINES PUBLICITY: 8/9/24 SALES: 8/23/24 ARTWORK: 9/4/24	DEADLINES PUBLICITY: 9/27/24 SALES: 10/11/24 ARTWORK: 10/18/24
	DEADLINES PUBLICITY: 12/12/23 SALES: 12/26/23 ARTWORK: 1/3/24	DEADLINES PUBLICITY: 1/12/24 SALES: 1/26/24 ARTWORK: 2/2/24	TRADE SHOW DISTRIBUTION VISION EXPO EAST SECO		TRADE SHOW DISTRIBUTION AOA		TRADE SHOW DISTRIBUTION AAOPT		

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.

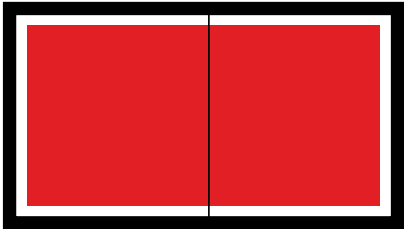


INVISION 2024 PRINT RATES & SIZES


RATES +	PICK YOUR SIZE	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!
	10x	\$12,460	\$6,970	\$5,740	\$4,600	\$3,860	\$3,230	\$750
	6x	\$13,130	\$7,350	\$6,020	\$4,850	\$4,060	\$3,410	\$870
	3x	\$13,810	\$7,730	\$6,350	\$5,100	\$4,270	\$3,580	\$970
	1x	\$14,530	\$8,140	\$6,680	\$5,370	\$4,500	\$3,780	\$1,090
	TRIM SIZE	18 x 10 ⁷ / ₈	9 x 10 ⁷ / ₈	5 ³ / ₄ x 10 ⁷ / ₈ (VERT.) 9 x 7 (HOR.)	4 ¹ / ₄ x 10 ⁷ / ₈ (VERT.) 9 x 5 ¹ / ₄ (HOR.)	2 ³ / ₄ x 10 ⁷ / ₈ (VERT.) 9 x 3 ³ / ₄ (HOR.)	3 ⁷ / ₈ x 4 ³ / ₄ (VERT.) 8 x 2 ³ / ₈ (HOR.)	2 ¹ / ₂ x 4 ⁷ / ₈
	BLEED	18 ¹ / ₄ x 11 ¹ / ₈	9 ¹ / ₄ x 11 ¹ / ₈	6 x 11 ¹ / ₈ (VERT.) 9 ¹ / ₄ x 7 ¹ / ₄ (HOR.)	4 ¹ / ₂ x 11 ¹ / ₈ (VERT.) 9 ¹ / ₄ x 5 ¹ / ₂ (HOR.)	3 x 11 ¹ / ₈ (VERT.) 9 ¹ / ₄ x 4 (HOR.)	—	—
	NON BLEED	17 x 9 ⁷ / ₈	8 x 9 ⁷ / ₈	5 ¹ / ₂ x 9 ⁷ / ₈ (VERT.) 8 x 6 ⁵ / ₈ (HOR.)	3 ⁷ / ₈ x 9 ⁷ / ₈ (VERT.) 8 x 4 ³ / ₄ (HOR.)	2 ¹ / ₂ x 9 ⁷ / ₈ (VERT.) 8 x 3 ¹ / ₈ (HOR.)	—	—

SIZES LISTED IN INCHES

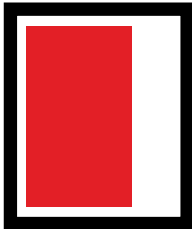
FORMATS
+



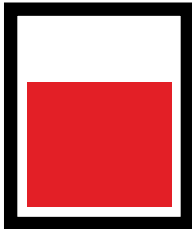
2-PAGE SPREAD



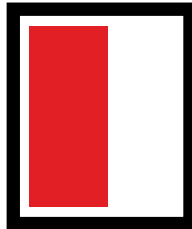
FULL PAGE



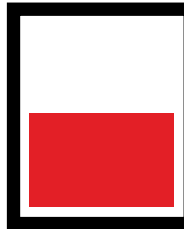
2/3 VERTICAL



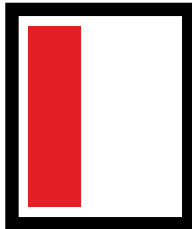
2/3 HORIZONTAL



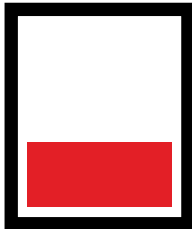
1/2 VERTICAL



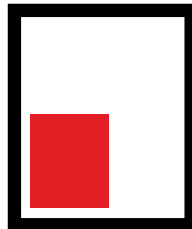
1/2 HORIZONTAL



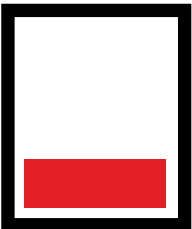
1/3 VERTICAL



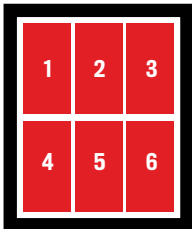
1/3 HORIZONTAL



1/4 VERTICAL



1/4 HORIZONTAL



PRODUCT SHOWCASE

WE DESIGN YOUR PRODUCT SHOWCASE AD
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 DIGITAL OVERVIEW

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

KEY DIGITAL METRICS

20,200+

Average emails sent
INVISION Daily Bulletin (Monday-Saturday)

31.3% / 3.4%

Average open rate / click through rate*
Beats publishing industry averages

ON SOCIAL MEDIA

Facebook

6,600+ followers

Instagram

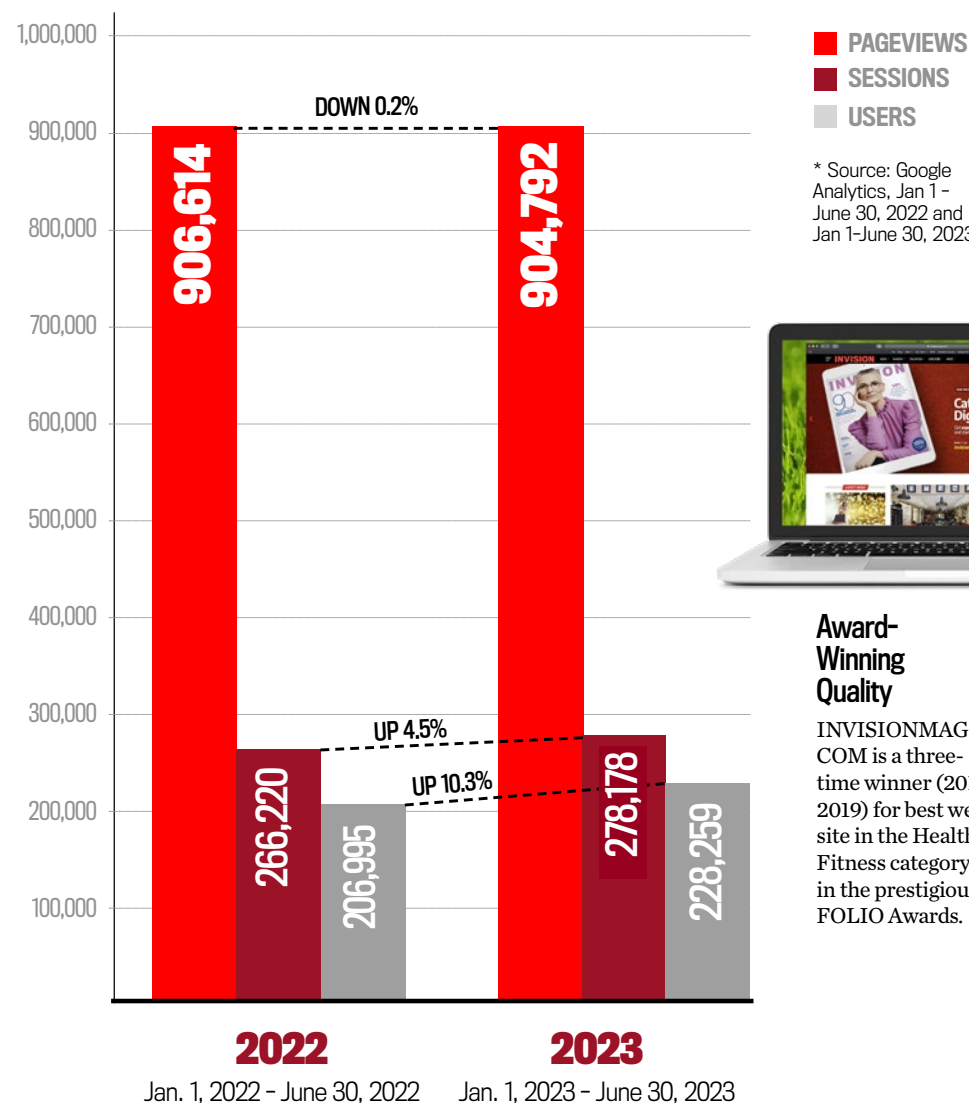
8,800+ followers

* Source: Omeda Audience Data, January-June 2023



INVISIONMAG.COM TRAFFIC 2022 VS. 2023

Site users and sessions saw strong gains in 2023.

**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.

READER RAVES



Mark Perry, OD, of the Vision Health Institute in Orlando, FL, says:

"WITHOUT A DOUBT, THE MOST COMPREHENSIVE OPTOMETRIC MAGAZINE IN THE INDUSTRY!"

INVISION 2024 INVISIONMAG.COM RATES

WEBSITE BANNERS

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

STANDARD PAGE LAYOUT

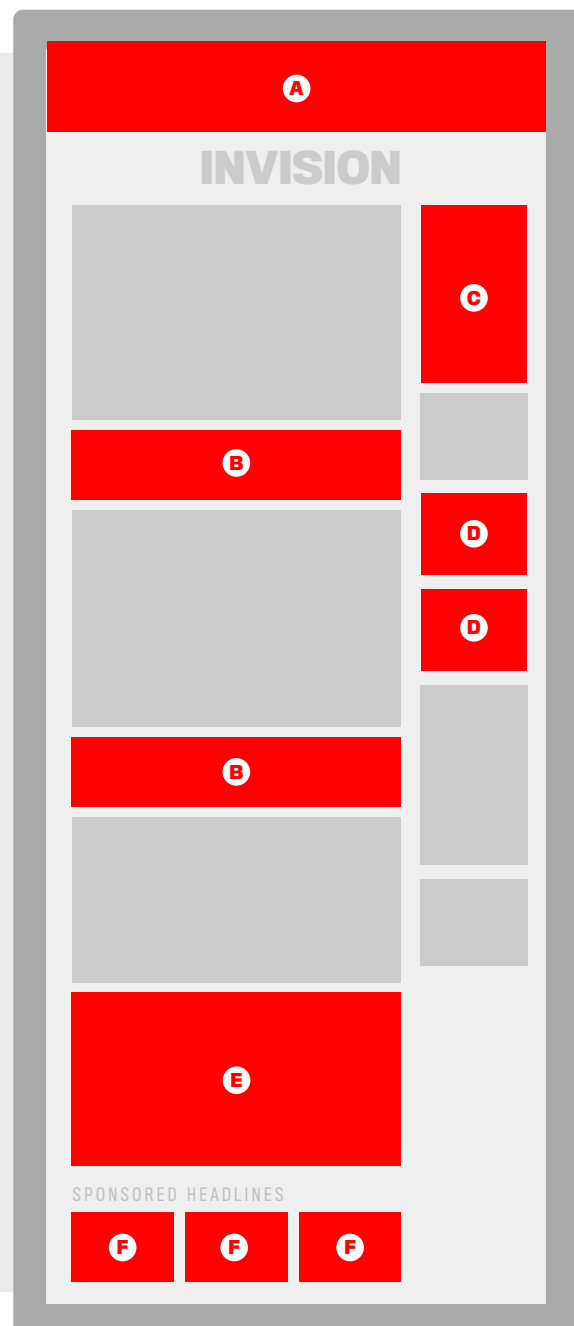
This wireframe represents what an average run-of-site page on INVISIONMAG.COM looks like.

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



A BILLBOARD

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

CPM RATES

JAN-DEC **\$260**

Desktop: 1800 x 460 pixels;
Mobile: 400 x 300 pixels

B HEADLINE BANNERS

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

CPM RATES

JAN-DEC **\$130**

Desktop: 740 x 190 pixels;
Mobile: 300 x 250 pixels;
Homepage: 1800 x 460 pixels

C SKYSCRAPER SIDE BANNER

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

CPM RATES

JAN-DEC **\$110**

Desktop: 300 x 600 pixels;
Mobile: 300 x 300 pixels

D STANDARD SIDE BANNER

Square but still hip. This classic value format is a banner advertising workhorse.

CPM RATES

JAN-DEC **\$95**

Desktop: 300 x 300 pixels

E VIDEO THEATER

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

CPM RATES

JAN-DEC **\$190**

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

F SPONSORED HEADLINES

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

CPM RATES

JAN-DEC **\$70**

Send 400 x 240 thumbnail image and URL for content

INVISION 2024 NEWSLETTER RATES



EMAIL BANNERS

Get your message to 20,200+ eye care pros.

A BILLBOARD

RATES	
MONTHLY	\$4,095
WEEKLY	\$1,285

Size: 600 x 155 pixels

B HEADLINE BANNER 1

RATES	
MONTHLY	\$2,710
WEEKLY	\$855

Size: 560 x 145 pixels

C SKYSCRAPER

RATES	
MONTHLY	\$2,710
WEEKLY	\$855

Size: 250 x 500 pixels

D HEADLINE BANNER 2

RATES	
MONTHLY	\$2,170
WEEKLY	\$655

Size: 560 x 145 pixels

E TO-DO-LIST BANNER

RATES	
MONTHLY	\$2,710
WEEKLY	\$605

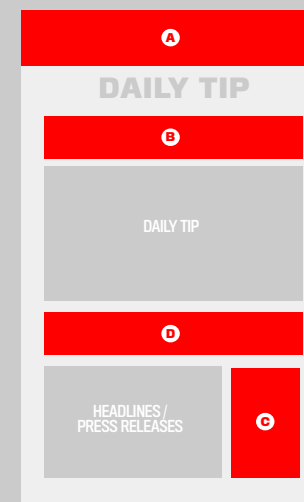
Size: 560 x 145 pixels

F BIG FOOT BANNER

RATES	
MONTHLY	\$2,215
WEEKLY	\$575

Size: 560 x 300 pixels

SPECIAL PRODUCT TIP OF THE DAY BULLETIN



A BILLBOARD Size: 600 x 155 pixels	MONTHLY \$3,900	WEEKLY \$1,130
B LEADERBOARD Size: 560 x 145 pixels	MONTHLY \$2,580	WEEKLY \$815
C SKYSCRAPER Size: 250 x 500 pixels	MONTHLY \$2,580	WEEKLY \$815
D LOWER BANNER Size: 560 x 145 pixels	MONTHLY \$2,065	WEEKLY \$625

MORE EMAIL OPTIONS

GET ATTENTION WITH CUSTOM E-BLASTS

Attract new customers with your company's customized message.



We send your email to a targeted list curated from our first-party subscriber data. Selections include "type of business," "job function," and more!

PRICES
START AT **\$465 CPM**

INVISION 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.



READER
RAVES



Justin Tenczar of *Berkshire Eye Center, Pittsfield, MA* says:

"I THINK INVISION HAS GREAT CONTENT ACROSS ALL THEIR PLATFORMS AND I HOPE TO SEE MORE AS THE INDUSTRY CONTINUES TO EVOLVE."

INVISION ADVERTISING SPECS**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, High-tail.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

**CONTACT YOUR AD REP**

advertising@invisionmag.com

BRETT MOORE

DIRECTOR OF SALES AND BUSINESS DEVELOPMENT

✉ brett.moore@smartworkmedia.com

☎ (607) 437-5690

PETER SIENKIEWICZ

WEST COAST ACCOUNT EXECUTIVE

✉ pete@smartworkmedia.com

☎ (415) 385-6684

SMARTWORK MEDIA

☎ (212) 981-9625

🌐 smartworkmedia.com

📍 28 Valley Road, Suite 1
Montclair, NJ 07042

INVISION MULTIMEDIA OPPORTUNITIES

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](https://www.invisionmag.com), and send one custom e-blast to our full email list of 20,200+ 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](https://www.invisionmag.com), **PLUS your own custom e-blast** to our audience of more than 20,200 vision business professionals.



PACKAGES START AT

\$4,965

INVISION SPONSORSHIP OPPORTUNITIES**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 2024 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 2024-Nov/Dec 2024)

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 2024)
- * Logo on intro page of INVISION'S America's Finest winners feature in July-August 2024

**PACKAGE COST****\$7,295**4 SPONSORSHIPS
AVAILABLE

INVISION DIGIMAG**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 emails
- Your company logo on all INVISION digital edition promotions for that issue (including banners, rotators)

\$2,620 PER EDITION

**AVAILABLE AD
ENHANCEMENTS**

Video or audio integration

\$500 per ad

Ad animation

\$500 per ad



SEE LATEST EDITION AT:

invisionmag.com/digimag

INVISION 'DRIP' EMAIL CAMPAIGNS**A STRATEGIC NEW EMAIL PROGRAM TO POWER UP YOUR BRAND!**

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 20,200+ 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 20,200+ 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**



OUR SERVICES

CONTENT
MARKETING
(PRINT AND
ONLINE)

SOCIAL MEDIA
MARKETING

WEBINARS

PODCASTS

FOCUS
GROUPS

VIDEOS

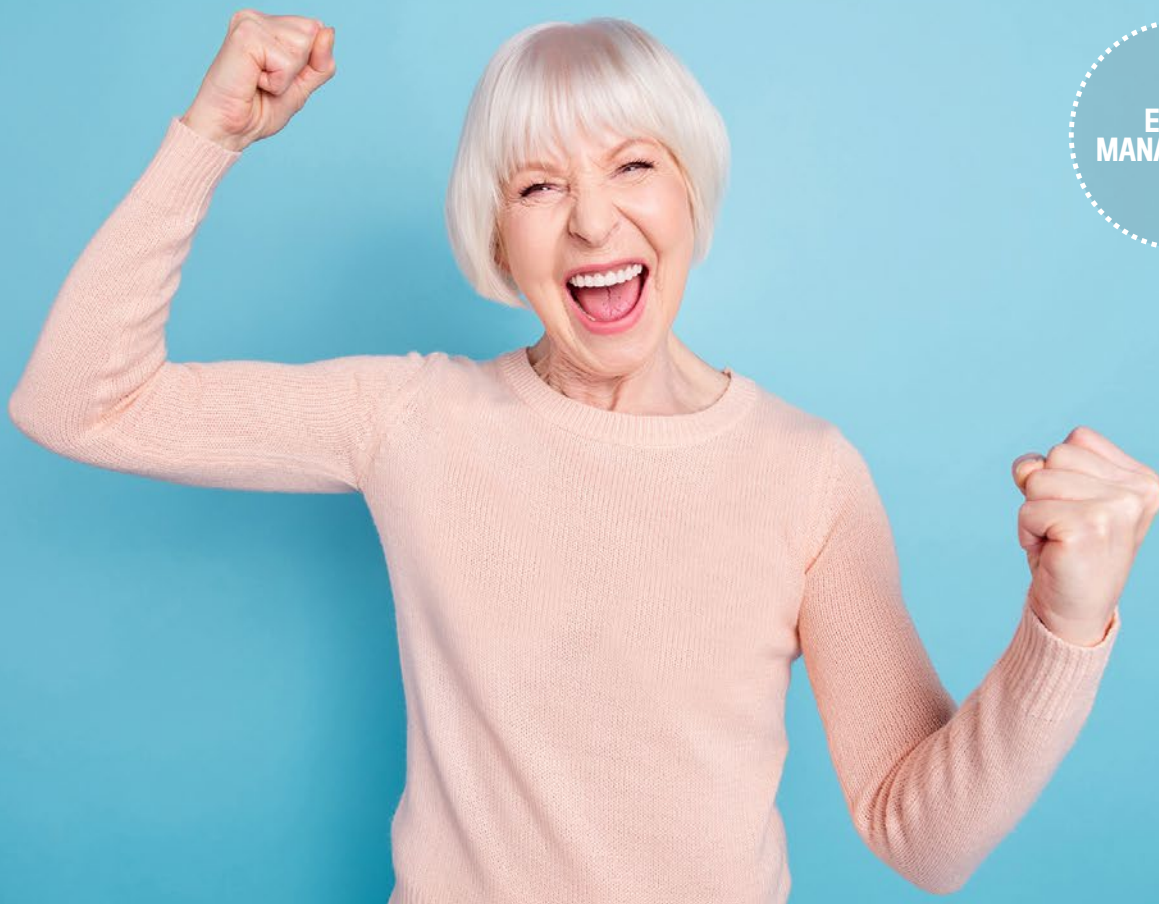
BLOGS

EMAIL
MARKETING

COLLATERAL
& POP
MATERIALS

PRINT &
DIGITAL
AD CAMPAIGNS

EVENT
MANAGEMENT



INVISION MARKETING SERVICES

LET US TELL THE STORY OF YOUR BRAND

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 20,200 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.

Smart
WORK
CONTENT STUDIO

INVISION

NEW!

WEBSITE TAKEOVER PROGRAM

Level Up Your Digital Presence Among INVISION'S Passionate Audience of Eye Care Professionals!

Make a powerful online marketing impact with INVISION's Website Takeover Banner Ads Program! With this program your banner ad creative populates a webpage all at once, making an impactful presentation. Place your banner creative in four (4) different sized positions so all appear simultaneously on the webpage when the INVISION digital reader visits the page.

WEBSITE TAKEOVER BANNER SIZES:

- ➔ **Billboard Banner: 1800x460, 400x300 pixels; 300KB max file size.**
- ➔ **Headline Banner: 740x190, 300x250 pixels; 100KB max file size.**
- ➔ **Skyscraper: 300x600 pixels; 100KB max file size.**
- ➔ **Side Standard: 300 x 300 pixels; 100KB max file size.**

RATE:

\$7,150

for 40K Cumulative Impressions.

Available in 40K & 80K Impressions per month.

BILLBOARD BANNERS

SKYSCRAPER BANNERS

SIDE STANDARD BANNERS

HEADLINE BANNERS



JUMPSTART YOUR WEBSITE TAKEOVER PROGRAM TODAY! CONTACT YOUR INVISION SALES REPRESENTATIVE BELOW TO LEARN MORE.

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