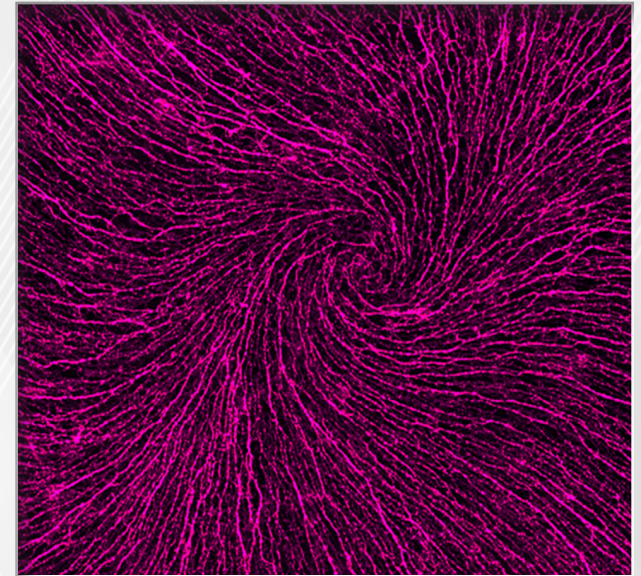
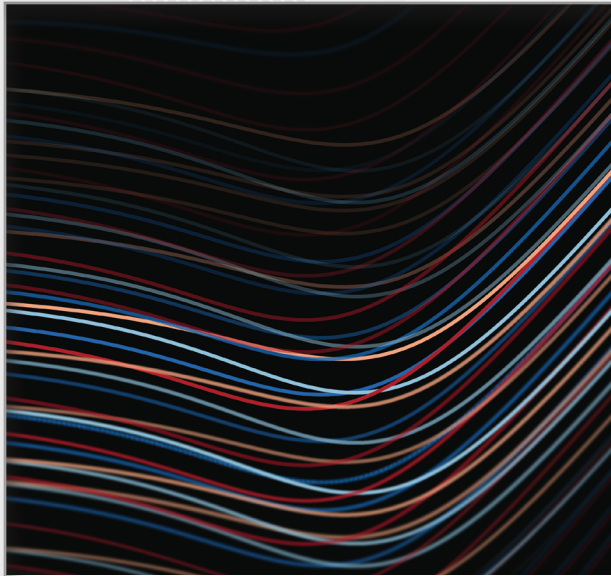
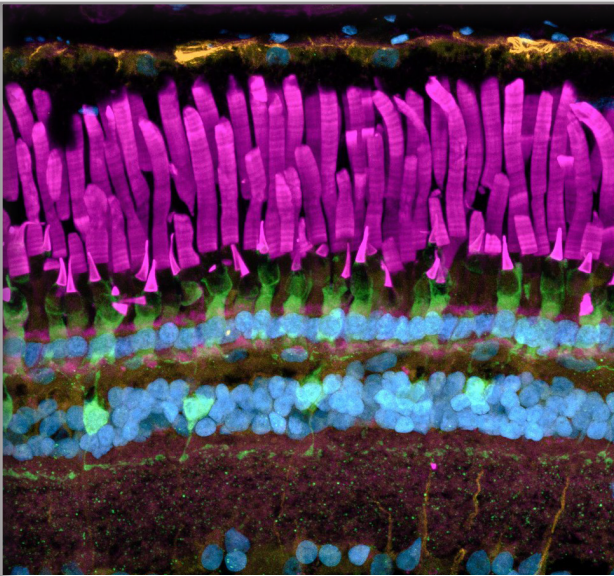


2022 – 2023 Media Kit



Year-round opportunities to reach
eye and vision researchers

ARVO Members

Founded in 1928, the Association for Research in Vision and Ophthalmology (ARVO) is the largest and most respected eye and vision research organization in the world. ARVO serves an international membership of nearly 10,000 members in 79 countries.

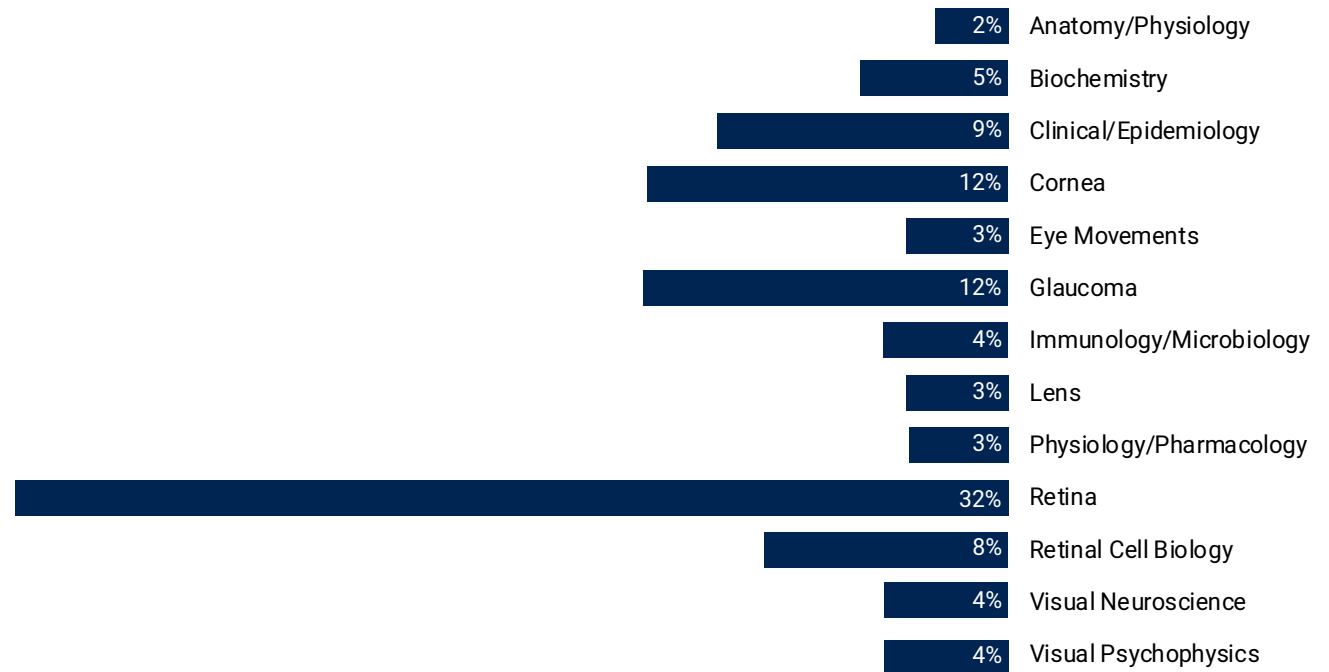
From basic research scientists to clinicians, ARVO is the ideal forum for you to engage and impact global clients and prospects. Connect with faculty and clinical staff at universities, medical colleges, teaching hospitals, private practices, clinics and managed care practices. Marketing with ARVO allows you to reach eye and vision investigators at private research facilities, in pharma and other related companies, at community or government hospitals and government agencies.

Why market with ARVO?

- ARVO is globally-recognized and respected as a leading provider of quality content and research
- Members rely on ARVO for ground-breaking technologies and industry trends that advance their areas of research
- ARVO's Annual Meeting is the industry's premier gathering place for information exchange and networking

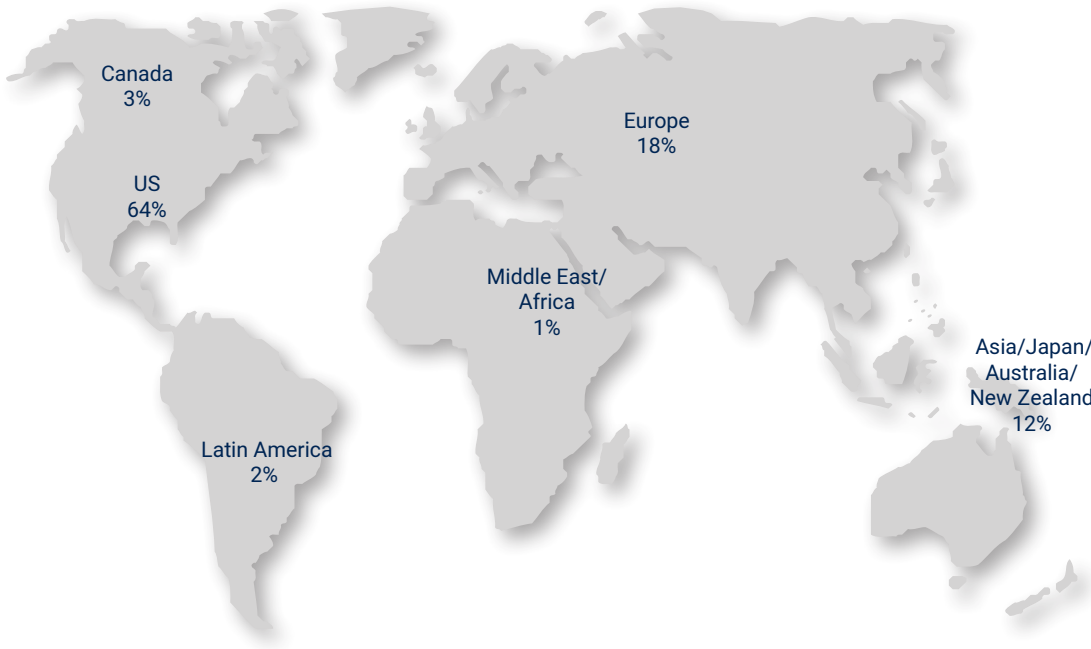


Members by area of interest

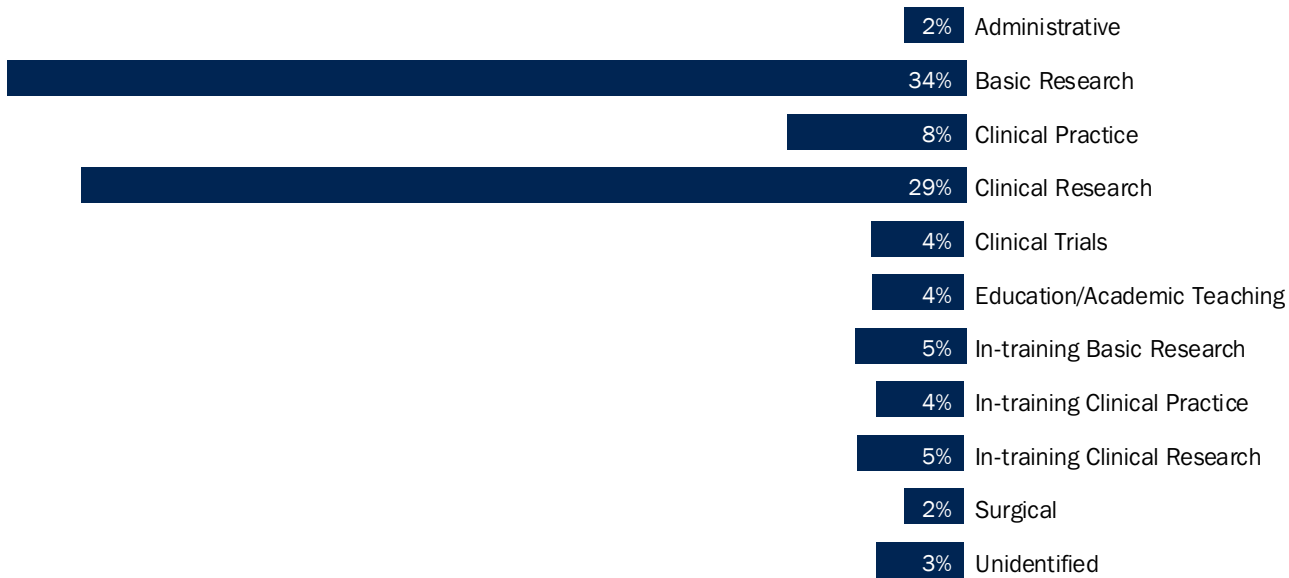


Source: ARVO Data (Dec. 2022)

Members by region of residence



Members by Professional Focus



ARVO journals are fully open access and online only, allowing unrestricted access to their content by anyone from anywhere, unlike subscription journals that restrict access to authorized users. They are internationally recognized for their quality and are affiliated with ARVO, the most prestigious international eye research organization. All three journals are listed in all major citation databases (Web of Science, SCOPUS, PubMed, etc.) and all have received Impact Factors.

***Investigative Ophthalmology & Visual Science* | iovs.arvojournals.org**

Launched in 1962, *IOVS* had been publishing the highest quality basic eye research for the last 60 years emphasizing original clinical and laboratory hypothesis-based research with statistically valid results that clearly advance knowledge of the normal and abnormal processes impacting vision. The scope of *IOVS* is broad, covering the research interests of all 13 ARVO Sections. *IOVS* has a broad scope, having published over 25,000 articles and 120,000 Annual Meeting abstracts.

- 2021 Impact Factor of 4.925; the most cited ophthalmology journal
- Exposure: 5,239,381 hits from May 1, 2021 – April. 30, 2022; monthly average is 436,615*
- 381 articles published in 2021

***Translational Vision Science & Technology* | tvst.arvojournals.org**

Launched in 2012, *Translational Vision Science & Technology (TVST)* complements *IOVS* by publishing translational research that bridges the gap between basic research and clinical care. *TVST* recently expanded its scope to include all stages of clinical trials, as well as studies focused on outcomes and effectiveness of clinical practice in communities. After receiving its first impact factor and introducing the expanded scope in 2020, *TVST* more than doubled its annual number of published articles.

- 2021 Impact Factor of 3.048
- Exposure: 425,196 hits from May 1, 2021 – April. 30, 2022; monthly average is 35,433*
- 419 articles published in 2021

***Journal of Vision* | jov.arvojournals.org**

The *Journal of Vision (JOV)* is devoted to all aspects of visual function in humans and other organisms. Its scope overlaps with ARVO's Visual Psychophysics/Physiological Optics and Visual Neuroscience Sections, but also with our sister Vision Science Society. *JOV* was pioneering in 2001 in its adoption of online only publication, and all electronic processing. It is respected for hands-on datasets and models that users can easily manipulate online, as well as for the quality of its science.

- 2021 Impact Factor of 2.004
- Exposure: 1,126,259 hits from May 1, 2021 – April. 30, 2022; monthly average is 93,855*
- 206 articles published in 2021

* Source: ARVO data, collected from Google Analytics (May 2022)



Banner advertisements are available in all three of our open access journals



Specifications

Banner ads are 728 X 90px. Tower ads are 160 X 600px. Responsive ads must accompany banner and tower ads; responsive ads are 300 X 250px. Online ads must be under 200k in file size. Images that are PNG, JPG, GIFs (animated or otherwise) in the specified dimensions are acceptable. SWF (Flash-based ads) cannot be accepted.

Rates	3 month	6 month	1-year
Banner (728 X 90px; 300 X 250px mobile)	\$3,000	\$5,000	\$10,000
Tower (160 X 600px; 300 X 250px mobile)	\$2,400	\$4,000	\$8,000
Combined	\$5,000	\$8,000	\$15,000

Ads are posted within two business days of materials receipt. We require a link to the advertiser's product or corporate website. Ads will rotate equally and be positioned as shown, above fold upon first-come, first-served basis.

e-Table of Contents (eTOC)

ARVO journals send out a weekly email to subscribers alerting them to new articles published in the journal. Banner advertising is available in this communication. Each journal alert reaches approximately 8,000 subscribers.



The numbers:

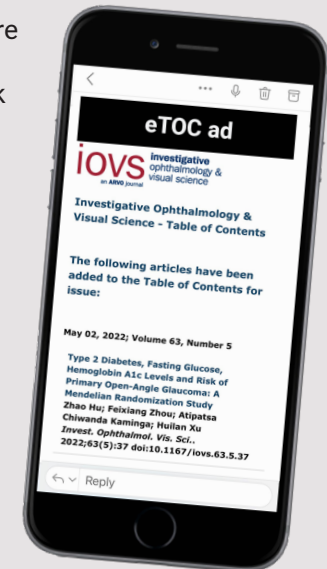
- **IOVS** – Delivered to 7,899 subscribers; Average open rate = **26%**.
- **JOV** – Delivered to 7,899 subscribers; Average open rate = **32%**.
- **TVST** – Delivered to 7,421 subscribers; Average open rate = **28%**.

Rates

\$1,000 per email/per journal. \$2,500 per email for all three journals.

Specifications


eTOC banner ads are 420 X 84px. Ads must be under 200k in file size. Images that are PNG, JPG, GIFs in the specified dimensions are acceptable. Animated GIFS or SWF (Flash-based ads) are not accepted.



ARVO websites (arvo.org)

ARVO is the largest and most respected eye and vision research organization in the world. ARVO's scientists, clinicians, students and others from across the globe rely on ARVO for research, training, publication and knowledge-sharing in vision and ophthalmology. Our website serves as a vital portal, providing the most up-to-date information on the Annual Meeting, conferences, journals, ARVO Foundation events, educational opportunities, government policies and programs, funding and job opportunities, and more.

The ARVOBlog includes continually updated content from member researchers on topics such as Women in Research, Member Spotlights, entrepreneurship, science communications, and much more. The blog drives users to the site and keeps them coming back.

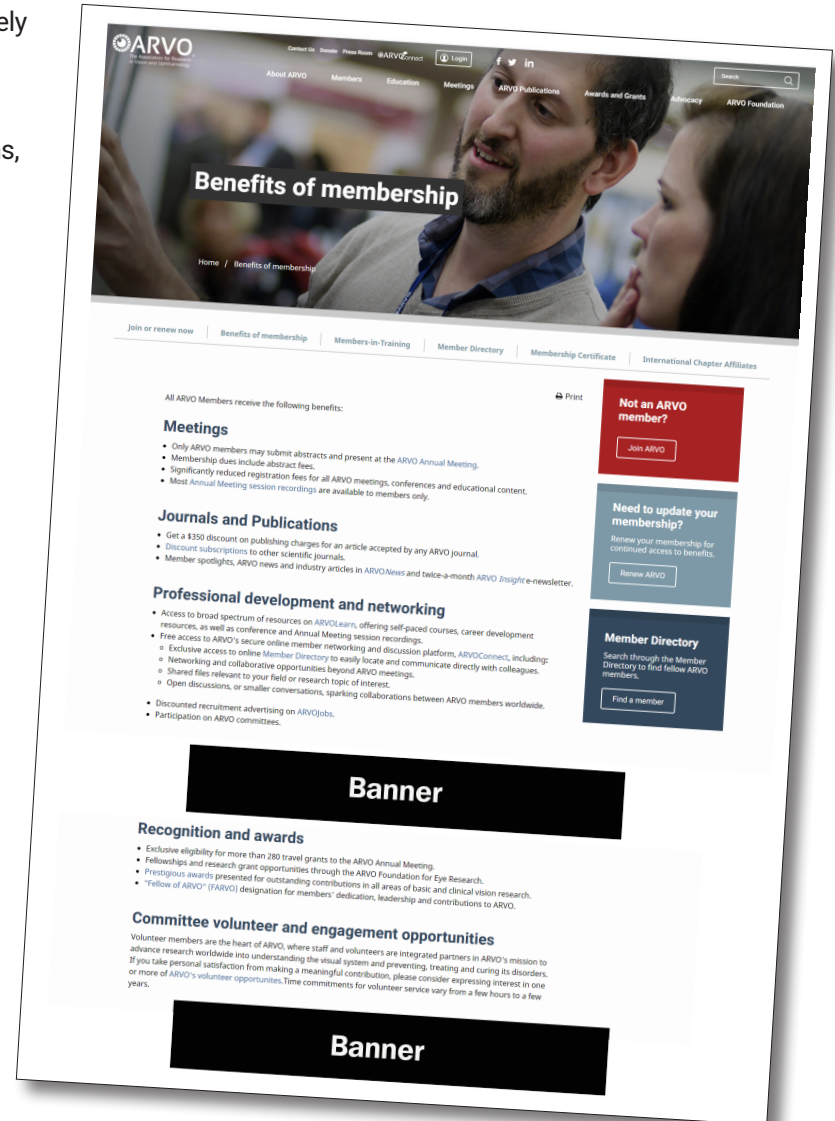


The numbers:
 Average unique visitors per month = **27,012**
 Average page views per month = **167,278**
 Source: Google Analytics (monthly average from May 2021 to May 2022)

Specifications

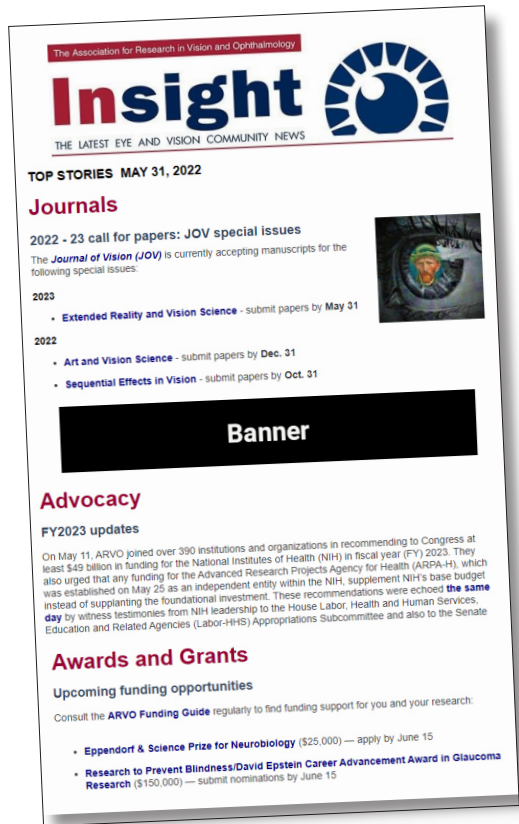

Banner ads are 728 X 90px; responsive ads that must accompany banner ads are 300 X 250px. Online ads must be under 200k in file size. Images that are PNG, JPG, GIFs (animated or otherwise) in the specified dimensions are acceptable. SWF (Flash-based ads) cannot be accepted.

Rates	3 month	6 month	1-year
Banner/Responsive	\$3,000	\$5,400	\$10,500



ARVO Insight e-newsletter

- Frequency:** Biweekly
- Content focus:** Member news, research and industry updates, advocacy efforts, grant/awards deadlines, ARVO Foundation news and the latest from ARVO journals.
- Circulation:** Approximately 9,000 recipients

The numbers:
Insight open rate is currently **46%**

Source: Google Analytics (Biweekly averages from May 2021 to May 2022)

Additional Opportunities

ARVO members mailing list

Reach ARVO members anytime, year-round
Promoting your products and services directly to ARVO members is a cost-effective way to reach the leaders in vision research, keeping your organization top-of-mind throughout the year. Utilizing our membership list will enable you to reach members of the largest and most highly respected vision research organization in the world – scientists who have significant influence over the purchasing decisions in research, clinical, academic and government institutions – as well as those in private practice.

To inquire about the ARVO list and to find out more about INFOCUS Marketing, contact INFOCUS

+1.800.708.5478
sales@infocusmarketing.com
InfocusMarketing.com

ARVO Jobs

Post your job on the ARVOJobs Job Board to reach ARVO members directly. Several pricing tiers exist to help your job posting gain the farthest reach. ARVO members are based in over 79 countries and are various levels of their career. Posting on ARVOJobs helps you meet members where they are and puts your job front and center to recruit the best vision scientists in the field.

Visit jobs.arvo.org to post your job.

Specifications

Banner ads are 560 x 100px. Ads must be under 200k in file size. Images that are PNG, JPG, GIF in the specified dimensions are acceptable. Animated gifs or SWF (Flash-based ads) cannot be accepted. A URL must accompany each banner ad.

	Rates	per issue	2+ issues
Banner (560 X 100px)	\$600		\$1,000

Webinars

One sponsor per webinar

Price: \$3,000

Pre-webinar promotion

- Logo placement and link on one email promotion of webinar
- Logo displayed on webinar web page
- Sponsor to receive one month banner ad on ARVO website

During webinar

- Logo and recognition on sponsor slide at beginning of webinar
- Verbal sponsor promotion by webinar moderator

View more upcoming webinars at

[ARVO.org/Education/
Online-Education/](https://www.arvo.org/Education/Online-Education/)



Virtual Conferences

Premier Partner

One partner sponsor per conference

Price: \$10,000

ARVO hosts two virtual conferences each year. Become a premier partner and gain access to the specialized group of attendees for each conference. Don't miss this exclusive opportunity.

■ Envisioning Equity in Eye Care

Nov. 16-17, 2022

■ Advance: Research Career Development Conference

Feb. 1-2, 2023

Pre-conference promotion

- Tiered logo recognition on event website, all promotional emails and ARVO messages
- Exclusive thanks in 2 tagged tweets prior to event

During conference

- Thanked during speaking program
- 10 complimentary registrations

Post-conference promotion

- Inclusion in follow-up message to attendees with link of sponsor's choice

