



Year-round opportunities to reach
eye and vision researchers

2021 Media Kit



Contact ARVO Sales | +1.703.683.8500 | ARVOSales@ntpevents.com

ARVO Members

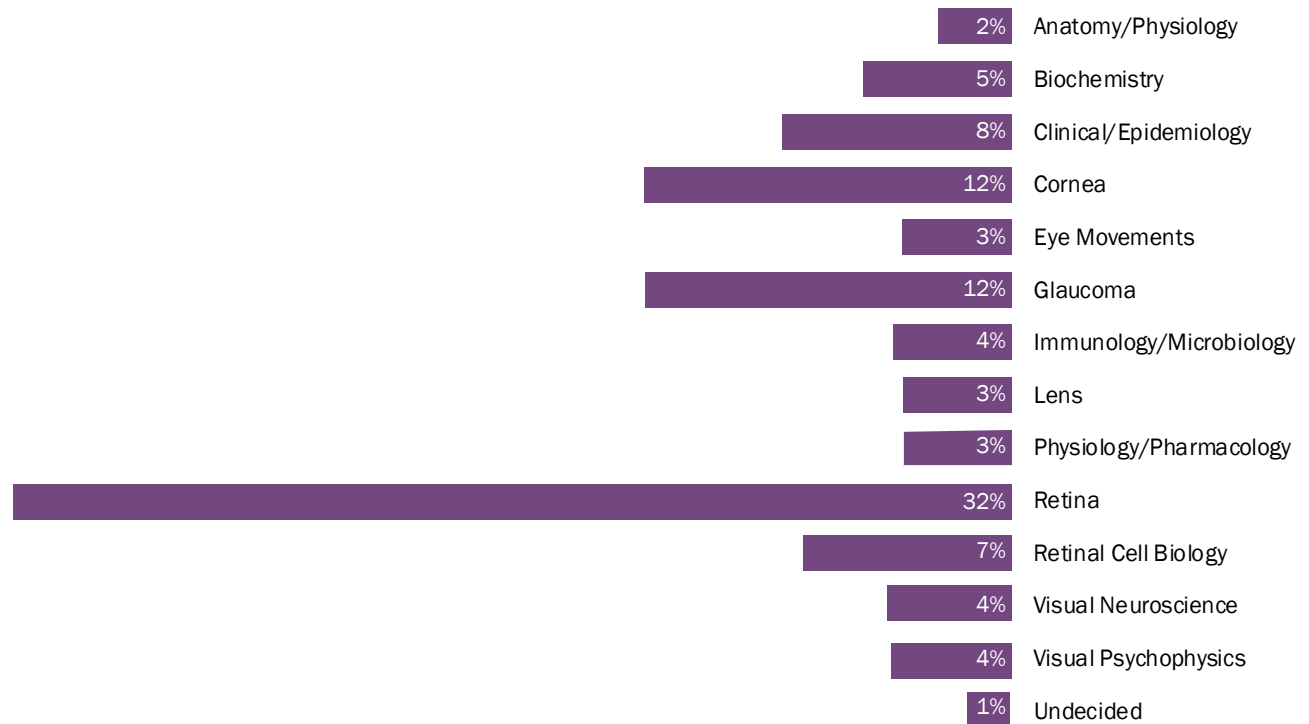
Founded in 1928, the Association for Research in Vision and Ophthalmology (ARVO) is the largest and most respected eye and vision research organization in the world. ARVO serves an international membership of nearly 10,000 members in 75 countries.

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?

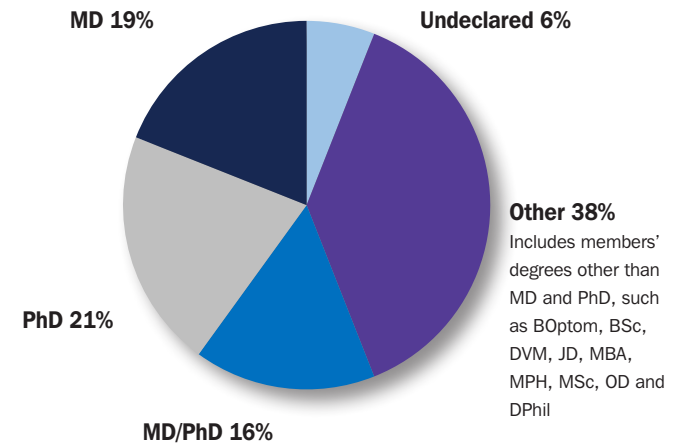
- ARVO is globally-recognized and respected as a leading provider of quality content and research
- Members rely on ARVO for ground-breaking technologies and industry trends that advance their areas of research
- Prior to the COVID pandemic, ARVO had a worldwide membership of 10,000 and Annual Meeting attendee base of more than 10,000.
- ARVO's Annual Meeting is the industry's premier gathering place for information exchange and networking

Members by area of interest

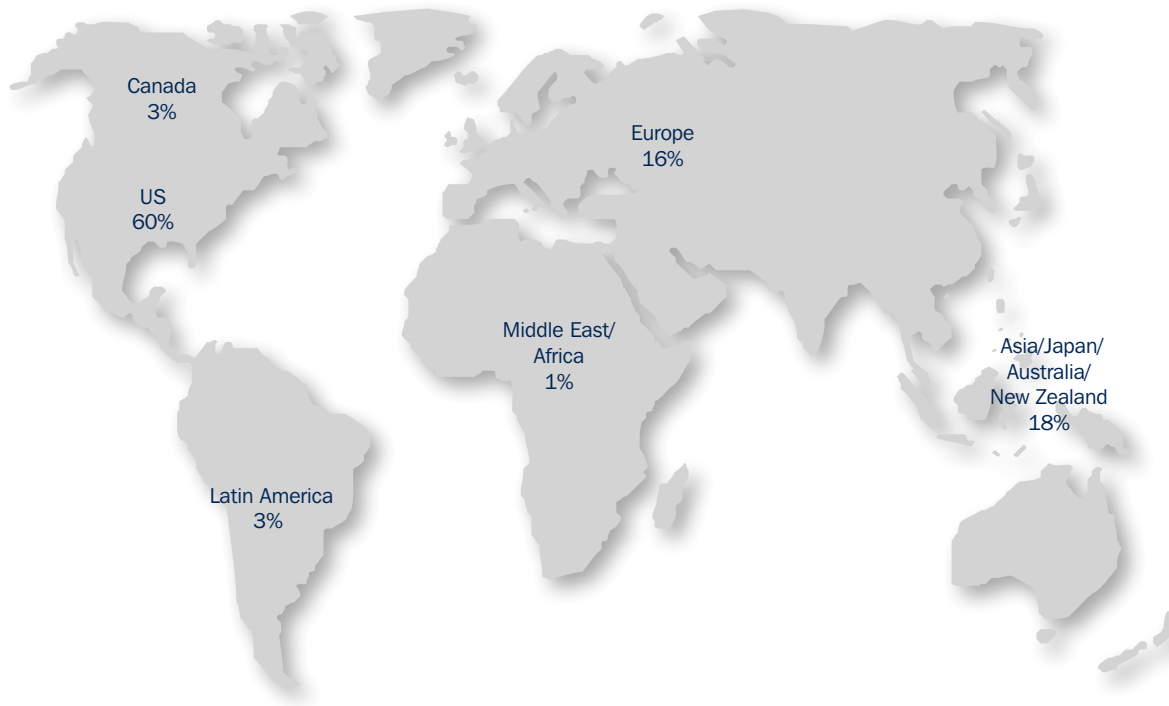


Source: ARVO Data (Dec. 2020)

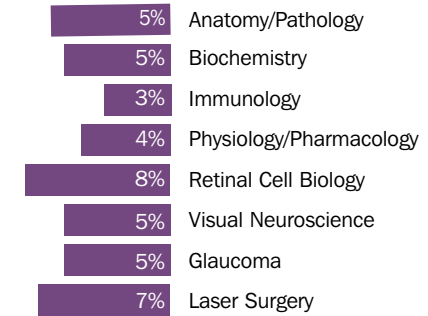
Members by degree



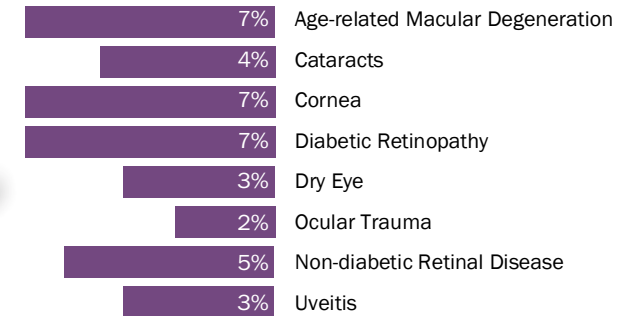
Members by region of residence



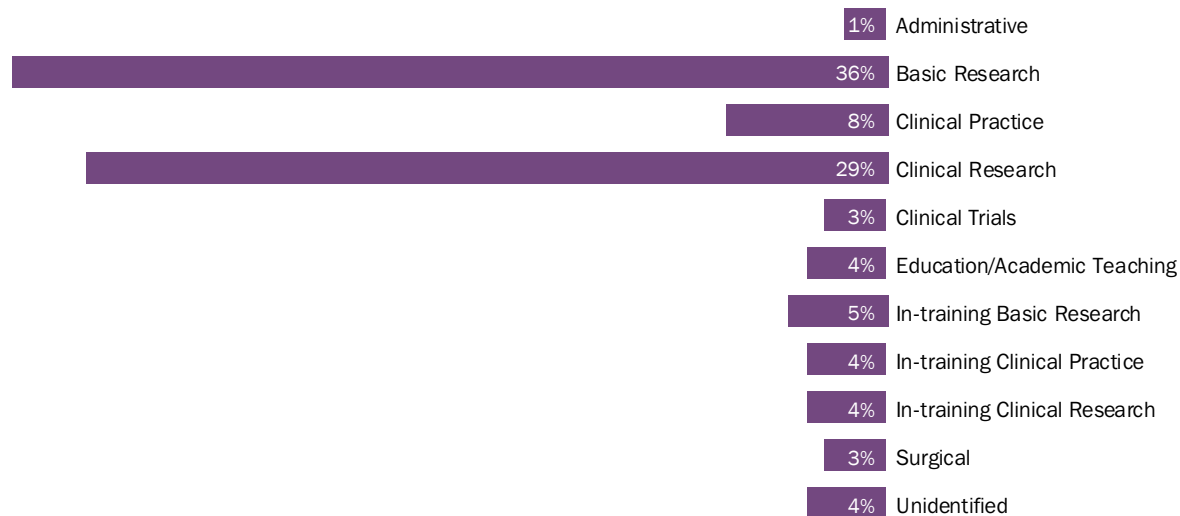
Basic Research Areas



Clinical Research Areas



Members by Professional Focus



ARVO publishes three distinct and well-respected peer-reviewed journals that include the latest advances in eye and vision science. Each journal offers advertisers a unique and focused opportunity to market products, events and services to targeted eye and vision science community members. All ARVO journals are open access for maximum readership and page views.

Investigative Ophthalmology & Visual Science

iovs.arvojournals.org

For more than 50 years, *Investigative Ophthalmology & Visual Science (IOVS)* has been an official journal of ARVO. All IOVS content is available online only and is published continually throughout each month. The science published in *IOVS* emphasizes clinical and laboratory hypothesis-based research with statistically good results that clearly advance the fields of ophthalmic and vision research. *IOVS* is recognized as the premier journal in ophthalmology and visual sciences, encompassing highly-respected, peer-reviewed content, as well as spectacular images.

- 2019 Impact Factor of 3.470 (ranking 10 out of 60 publications in the ophthalmology category).
- Exposure: 4,179,210 hits from Jan. 1 – Nov. 30, 2020; monthly average is 379,928.*
- 501 articles published from Dec. 2019 to Nov. 2020.

Journal of Vision

jov.arvojournals.org

For almost 20 years, the *Journal of Vision (JOV)* has been an official journal of ARVO and serves as an online-only, open-access, peer-reviewed scientific journal devoted to all aspects of visual function in humans and other organisms. *JOV* is widely respected for hands-on datasets and models that users can easily manipulate online.

- 2019 Impact Factor of 2.145, ranking 27 out of 60 publications in the ophthalmology category.
- Exposure: 917,678 hits from Jan. 1 – Nov. 30, 2020; monthly average is 83,425.*
- 225 articles published from Dec. 2019 to Nov. 2020

Translational Vision Science & Technology

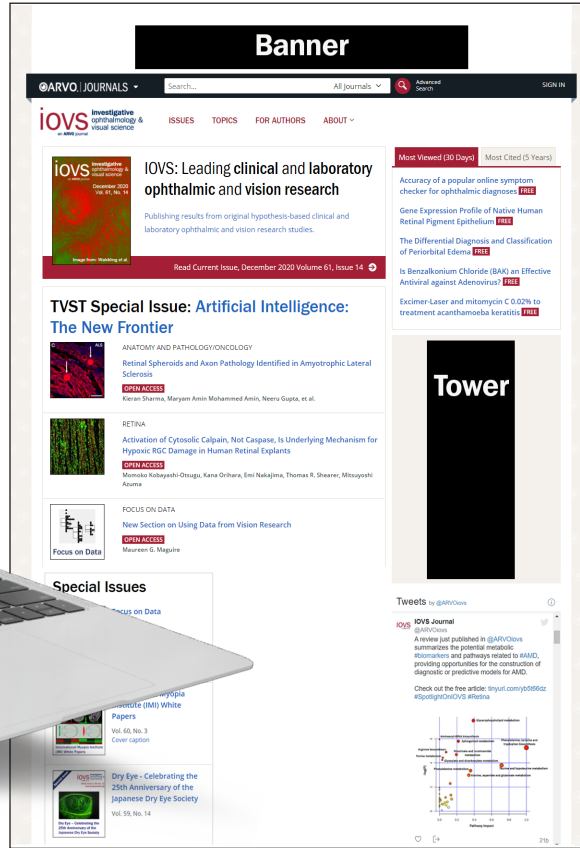
tvst.arvojournals.org

Launched in 2012, *Translational Vision Science & Technology (TVST)* is ARVO's newest official journal and serves as an online-only, open-access, peer-reviewed journal emphasizing multidisciplinary research that bridges the gap between research and clinical care.

- 2019 Impact Factor: 2.112, ranking 28 out of 60 publications in the ophthalmology category.
- Exposure: 252,2698 hits from Jan. 1 – Nov. 30, 2020; monthly average is 22,934.*
- 431 articles published from Dec. 2019 to Nov. 2020.

* Source: ARVO data, collected from Google Analytics (Dec. 2020)





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 9,000 subscribers.

The numbers:

- **IOVS** – Delivered to 8,993 subscribers; **19%** opened the eToCs.
- **JOV** – Delivered to 8,292 subscribers; **18%** opened the eToCs.
- **TVST** — Delivered to 7,962 subscribers; **19%** opened the eToCs.

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.

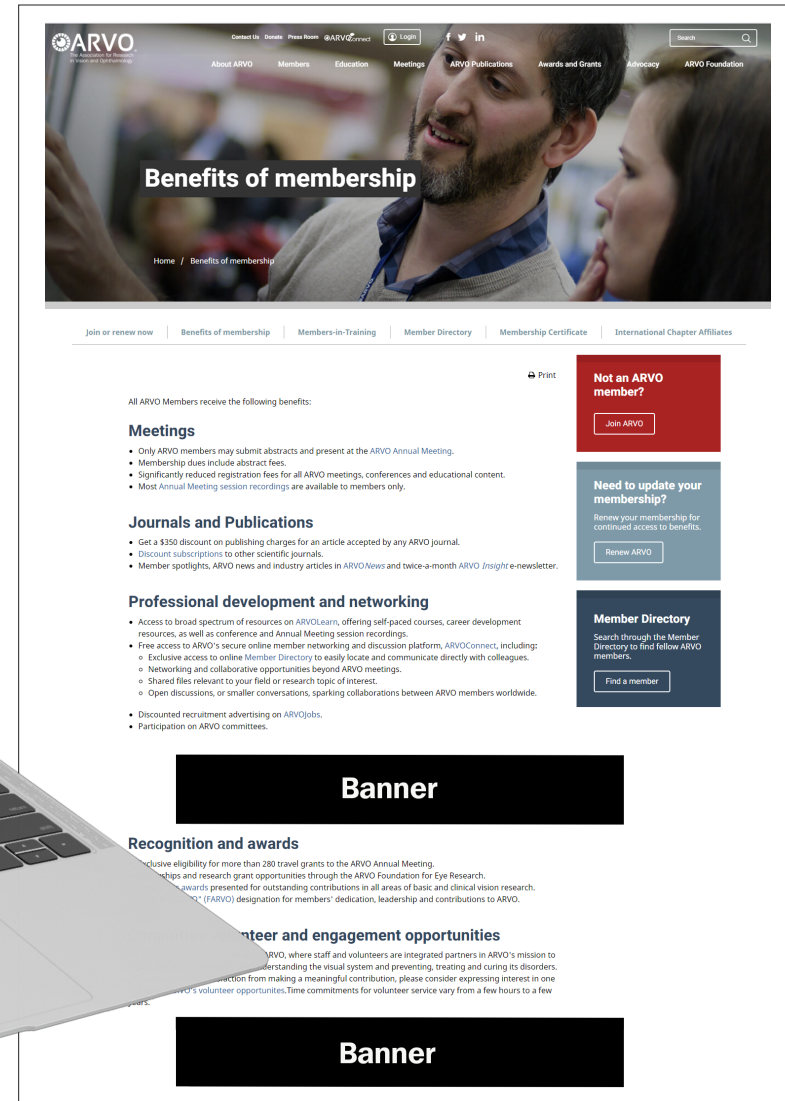


ARVO websites

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.

Coming in 2020, ARVO will introduce a new blog with rotating content, guest writers and greater reach. This new blog will drive in users to the site and keep them coming back with fresh content.



The numbers:
 Average unique visitors per month = **14,850**
 Average page views per month = **113,463**

Source: Google Analytics (monthly averages from October 2019 to November 2020)

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 10,000 recipients

The Association for Research in Vision and Ophthalmology

Insight

THE LATEST EYE AND VISION COMMUNITY NEWS

TOP STORIES DEC. 8, 2020

Meetings

Update: 2021 Annual Meeting going virtual

As ARVO continues to closely monitor the impact of the COVID-19 pandemic on the eye and vision community, ARVO President Stephen Pflugfelder, MD, FARVO, has announced, "Due to the pervasive spread of the virus, in addition to limitations on the venue capacity and strict travel restrictions in place by worldwide governments and our members' universities and institutions, the Board of Trustees has decided to move the **ARVO 2021 Annual Meeting** to a fully virtual event. The health, safety and well-being of the ARVO global community continues to be our highest priority."

Registration for ARVO 2021 will open Dec. 14. More details about the virtual format will be provided soon.

[Read more](#)

Banner

Awards and Grants

Zuniga-Sanchez receives inaugural Genentech Career Development Award for URM Emerging Vision Scientists

The **ARVO Foundation** congratulates the first recipient of the **Genentech Career Development Award for Underrepresented Minority (URM) Emerging Vision Scientists** — Elizabeth Zuniga-Sanchez, PhD, Baylor College of Medicine, Houston, Tex. She will receive a two-year grant for \$100,000 to promote her research to identify key factors that result in proper retinal connectivity, information critical for developing new treatment therapies for patients with retinal diseases.

"I want to serve as a role model for those coming from a disadvantaged background," says Zuniga-Sanchez. "With this award, I will continue my work to teach, inspire and mentor young scientists."

[Learn more about the awardee](#)



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.

For more detailed information about the ARVO membership list, visit: infocusmarketing.com/datacard/ARVO

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

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.

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

The numbers:
 The 2020 Insight open rate is currently **38%**

Source: Google Analytics (Biweekly averages from October 2019 to November 2020)

ARVO is excited to offer a new digital advertising retargeting product to our sponsors. Ad retargeting uses cookies to track past ARVO.org website visitors and past event attendees and serves ads to these audiences on other websites across the Internet.

How ad retargeting works



Packages

ARVO provides quantifiable ROI from your campaign through realtime ad stats and your custom advertiser dashboard.

30,000 impressions=\$2,500

50,000 impressions=\$3,950

100,000 impressions= \$5,950

200,000 impressions=\$9,500

Ad Sizes & Specs

Ad images:
jpg or gif static images only
(no flash)

Banner:
728 X 90 px

Tower:
160 X 600 px

Box:
300 X 250 px



Virtual Conference

Top Level Sponsor — Exclusive
Price: \$20,000

Pre-event promotion

- Logo placement and link on all email promotion of the virtual conference
- Two social media posts with company link — Sponsor mentioned twice leading up to event in conjunction with meeting promotion
- Logo on sponsor page for the virtual conference
- Two week sponsored retargeted banner ad ahead of event

During event

- Logo and recognition on sponsor slide at beginning of virtual conference
- Verbal sponsor promotion by virtual conference moderator
- 30 second “commercial break” available to sponsor to show a video. ARVO will determine placement within the program

Post-event recognition

- Sponsors receive one post-event email blast to event attendees who opt-in to receive information from sponsors. ARVO to send email on sponsor’s behalf
- Virtual conference archived on association website

Individual sponsors for breakout sessions — \$2,000

ARVO will help identify a breakout session that aligns with sponsor’s goals

- Logo placement and link on all email promotion of the virtual conference
- Logo and recognition on sponsor slide at beginning of specific session
- Verbal sponsor promotion by virtual conference moderator
- Virtual conference archived on association website



Webinar

One sponsor per webinar
Price: \$5,000

Pre-webinar promotion

- Logo placement and link on all email promotion of webinar
- Logo on sponsor page for the webinar
- One week sponsored retargeted banner ad ahead of webinar

During webinar

- Logo and recognition on sponsor slide at beginning of webinar
- Verbal sponsor promotion by webinar moderator
- 30 second “commercial break” available to sponsor to show a video. ARVO will determine placement within the program

Post webinar

- Sponsors receive one post-event email blast to event attendees who opt-in to receive information from sponsors. ARVO to send email on sponsor’s behalf
- Webinar archived on association website





The Association for Research
in Vision and Ophthalmology

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