



Dear Members and Colleagues:

Association of Schools and Colleges of Optometry is pleased to announce that we have chosen to expand our work with Naylor Association Solutions as our official integrated media communication partner. Naylor will provide advertising, publication and media services that build your company's image and link your brand with buyers in the optometry industry. We are partnering with Naylor to provide the following:

- *ASCO Website Retargeting*
- *ASCO Monthly eNewsletter*

In addition to the above services, Association of Schools and Colleges of Optometry has joined Naylor's Programmatic Network to extend your reach through audience retargeting. Our participation in the network increases your ability to stay in front of those high intent professionals that visit our website.

By extending our services we are expanding your reach with display targeting tactics. You will achieve maximum opportunities through Geo-fencing, Search retargeting, Site targeting and Contextual retargeting.

ASCO is proud to serve as the nation's leader in the industry and as the voice of the profession. Our media outlets provide your organization with valuable opportunities to present in-depth perspectives on the vast array of issues important to our membership across the web.

Since 1969, Naylor has crafted custom communication solutions for businesses like yours. When you advertise with ASCO through Naylor, you can expect:

- Top-quality exposure to key decision-makers with purchasing power
- Extended advertising reach with programmatic targeting capabilities
- Professional advertising design services
- Ongoing customer service support

Naylor is also committed to complying with the standards established by the U.S. and Canadian Anti-Spam Legislation (CASL). If you do not wish to be emailed by a Naylor representative, please contact Hannah Mule at [hmule@naylor.com](mailto:hmule@naylor.com) immediately to have your address removed from Naylor's lists.

Tell the optometry industry about your business' quality product or service and that you stand with your peers in support of our association. When an account executive from Naylor contacts you, please consider allocating part of your advertising budget to placing your message in our Programmatic Network solution.

Sincerely,

# ASSOCIATION OF SCHOOLS AND COLLEGES OF OPTOMETRY MEDIA KIT

**Promote your products and services**

FOR MORE INFORMATION, PLEASE CONTACT:

Nick Manis  
Project Leader  
(770) 576-2638  
[nmanis@naylor.com](mailto:nmanis@naylor.com)

**NAYLOR**   
ASSOCIATION SOLUTIONS



## ABOUT ASCO

The Association of Schools and Colleges of Optometry is the academic leadership organization committed to promoting, advancing and achieving excellence in optometric education.

Since 1941, ASCO has achieved this vision by representing the interests of institutions of optometric education, enhancing the efforts of these institutions as they prepare highly qualified graduates for entrance into the profession of optometry and serving the public's eye and vision needs.



### Audience Retargeting

Use ASCO's audience retargeting solution to create highly targeted ad campaigns to reach your desired audience around the web.

## OUR MEMBERS

- ASCO represents **more than 20** schools and colleges across the United States and Puerto Rico.
- ASCO membered schools employs **approximately 1,200** faculty members at their institutions.
- On average, ASCO schools receive more than **\$2.9 million** in general funding.\*



### Eye On Education eNewsletter

ASCO's Eye On Education eNewsletter is distributed to **more than 2,000** industry leaders on a monthly basis.

**Don't miss your chance to reach key decision makers in optometry schools across the United States and Puerto Rico! Contact Naylor today.**

**ASCO** ASSOCIATION of SCHOOLS and COLLEGES of OPTOMETRY

**NAYLOR** ASSOCIATION SOLUTIONS

\*ASCO Research Survey Report as of Dec. 2018

# EYE ON EDUCATION E-NEWSLETTER

Now more than ever, professionals consume information on the go. Our *Eye on Education* e-Newsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

## Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of **more than 2,600 decision-makers** on a regular basis
- In addition to ASCO members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to industry leaders within the optometry profession for additional exposure
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



## 1 1st Advertorial (180 x150 pixels)

12 Months | \$3,465 6 Months | \$1,915

- 180 x150 pixel thumbnail graphic
  - Can be logo or product image (JPEG or PNG File, @72 dpi, RGB)
  - Can have no more than a small tagline of text.
  - No contact info included.
  - Not to be treated as a regular banner ad.
- Headline Advertiser supplies 3-6 words.
- Summary text: Advertiser supplies 30-50 words.

## 2 1st Row of Rectangles (300 x 250 pixels)

12 Months | \$3,175 6 Months | \$1,785

- Only two spots available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed

**Continue on the next page for additional rates....**

For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

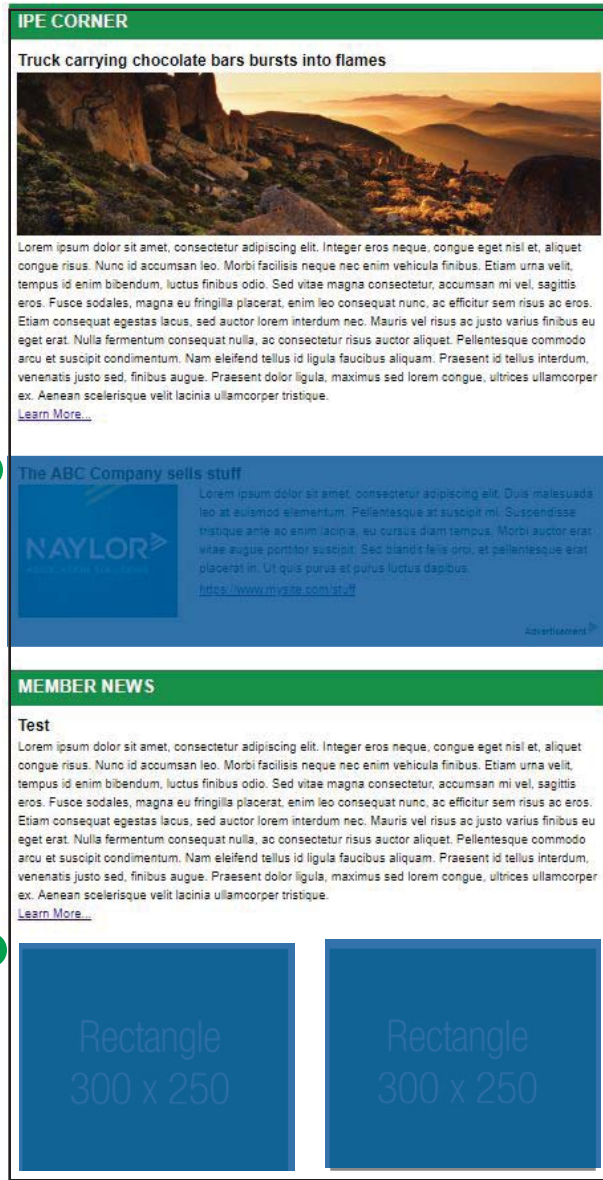
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.



# EYE ON EDUCATION E-NEWSLETTER

## ABOUT THE E-NEWSLETTER



### 1 2nd Advertorial (180 x150 pixels)

12 Months | \$2,890 6 Months | \$1,600

- 180 x150 pixel thumbnail graphic
  - Can be logo or product image (JPEG or PNG File, @72 dpi, RGB)
  - Can have no more than a small tagline of text.
  - No contact info included.
  - Not to be treated as a regular banner ad.
- Headline Advertiser supplies 3-6 words.
- Summary text: Advertiser supplies 30-50 words.

### 2 2nd Row of Rectangles (300 x 250 pixels)

12 Months | \$2,600 6 Months | \$1,445

- Only two spots available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed

**Distributed on a monthly basis.**

### Sections include

- President's Point of View
- ASCO News
- IPE Corner
- Member News
- SIG News
- Corporate Contributor News

For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

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# AUDIENCE RETARGETING

## EXTEND YOUR REACH

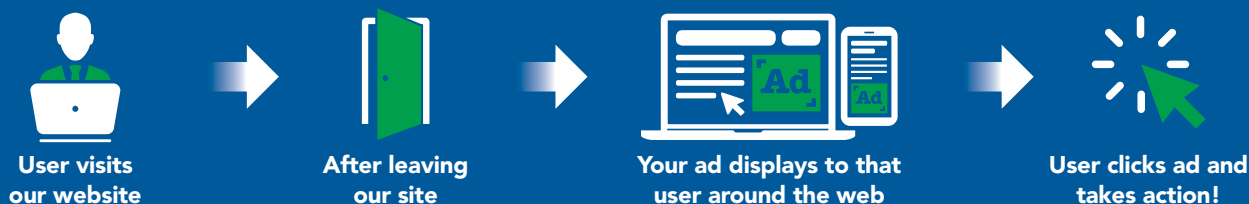
Our programmatic network allows you to stay in front of those high intent industry professionals who visited our websites, as well as those with characteristics, behaviors, and online activities similar to your target market. By expanding your reach with display targeting tactics, you have infinite possibilities to make an impression. You can drive brand awareness and reach your targeted audience across the web, while increasing accuracy and eliminating waste.

### Targeting Tactics

Using a combination of our top targeting tactics will help you achieve your campaign goals.

- **Geo-fencing** location based advertising focused on specific geographic shapes
- **Search retargeting** target prospects with display ads based on the searches they perform across the web
- **Site retargeting** targets users who have already visited your site while they are visiting other sites across the web
- **Contextual targeting** looks at the *category* or *keywords* of the current page a consumer is viewing and then serves them ads that are highly relevant to that content

### HOW RETARGETING WORKS



### PROGRAMMATIC PACKAGES

GO	PRO	PRO+
Starting at \$1,500/month	Starting at \$3,000/month	Starting at \$6,500/month
12 Months Contract	6 Months Contract	3 Months Contract
46,000 Approximate Impression Goal	92,000 Approximate Impression Goal	200,000 Approximate Impression Goal
INCLUDES:	INCLUDES:	INCLUDES:
<ul style="list-style-type: none"> <li>✓ Standard Month End Results</li> <li>✓ End of Campaign Performance Metrics</li> </ul>	<ul style="list-style-type: none"> <li>✓ Standard Month End Results</li> <li>✓ End of Campaign Performance Metrics</li> <li>✓ Strategic Insights/Recommendations</li> </ul>	<ul style="list-style-type: none"> <li>✓ Standard Month End Results</li> <li>✓ End of Campaign Performance Metrics</li> <li>✓ Customized Campaign Reporting</li> <li>✓ Campaign Optimization</li> <li>✓ Creative Optimization</li> <li>✓ Strategic Insights/Recommendations</li> </ul>

**Customized targeting solutions are available, please contact:**