

MARKETING MEDIA KIT

Vision West is pleased to offer our valued Vendors the opportunity to promote your products and services to all Vision West members.

Our goal is to offer the most effective promotional opportunities to help YOU build your customer base and give Vision West members access to the best products and services in the industry!

Each Vision West member is an independent eye care provider who can benefit from your company's message. Partner with Vision West today to reach independent optical practitioners across the nation. We offer a strategic mix of multi-media marketing channels to deliver your message to this motivated audience.

The Vendor Marketing Programs available to you through Vision West are cost-effective and targeted for "win-win" results – increasing your sales and benefiting Vision West members!

For further information on promotional opportunities through Vision West, please contact:

John Lucas
Technology and Communications Manager
800.640.9485 • john@vweye.com

Statement Stuffers

Inserts in Vision West monthly statements.

Cost per mailing \$350.

Direct Mail Programs

Your postcards, brochures, or catalogs mailed directly to Vision West members. Cost of postage and handling contingent on size of direct mail piece.



OptiCenter

Quarterly printed newsletter
Paid Advertising – rate contingent on size and frequency **FREE new Vendor announcements.**

We welcome contributing articles and advertorial content.

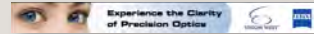


Website Banner

An exclusive and cost effective way to attract customers to your website by having it on our Vision West website.

746 x 74 Horizontal Banner
230 x 260 Vertical Banner

Cost is
\$350 for
12 months



eBlasts



A great way to expand your communication to customers. We'll create custom eBlasts for you to send to your customers. Or option to be apart of our regularly scheduled eBlasts

with a 600 x 200 Horizontal Footer Banner.

Cost varies on individual need and frequency.

Seminars and Training

Vision West will present best practice management seminars and training events on a wide range of topics – online Webcast presentations or onsite at the Vendor's business location. Vision West will promote all events.

Sponsoring a seminar/event is the perfect opportunity to deliver a "value add" to Vision West members, while creating a favorable image for your company. **Sponsor costs are from \$1500 and up per event.**

Vendor of the Month Program

Ask us for details.

All promotions are promoted through our social media channels at no extra cost.



Vendor Events

Partner with Vision West to promote your New Product Launch at a location of your choice. Vendor's cost contingent on event. You will provide the venue, all refreshments and prizes. Vision West will give you access to all our promotional channels at **NO COST** – to advertise the event, generate excitement and get your Vision West members and customers to attend.

Vendor Days

An **exclusive** vendor Phone Promotion from Vision West Customer Service staff who will spend a day reminding all our in-calling members of your superb product or service. The objective is to raise visibility for your new product, or tie-in to your special vendor event – plus reward Vision West members for loyalty to our Vendor of the Day.

Cost to vendor minimum \$300/day; vendor will supply prizes and giveaway promotional items.