

# Vendor Marketing Rx

Advertising Solutions from Primary Eyecare Network



Marketing Opportunity	Distribution	Specs	Cost
<b>Direct Mail Piece</b>	2,000+ PEN Member ODs	Full page, color ad or letter	\$500, plus postage
<b>Billing Statement Insert</b>	2,000+ ODs, mailed the first week of each month	½ page, color Full page, color Flyers supplied by vendor, must contain <u>exclusive</u> offer for PEN Members only	\$300.00 \$500.00 FREE
<b>Focal Point Newsletter</b>	3,000+ practices, quarterly	½ page, color Full page, color Flyers supplied by vendor or newsletter ad, must contain exclusive offer for PEN Members only	\$400.00 \$600.00 FREE
<b>Website Logo Placement</b>	Unlimited	Placed on Current Promotions Page, click-thru to vendor website  Placed on Home Page, click-thru to vendor websites	Quarterly - \$150.00 Annually - \$500.00 (SAVE \$100)  Quarterly - \$300.00 Annually - \$1,000.00 (SAVE \$200)
<b>Vendor Ad Model</b>	Unlimited	6-page dynamic advertising portal + video, quarterly updates	Annually - \$5,000.00
<b>Email Marketing</b>	4,000+ eyecare practices, sent weekly	Headline style e-newsletter, includes logo, click-thru to vendor website Exclusive offer for PEN Members only	\$300.00 FREE

Note: PEN limits the number of marketing pieces it sends to its members. Therefore, it is advisable to schedule your advertising piece well in advance of targeted distribution date.