

# MARKETING Rx

## VENDOR ADVERTISING SOLUTIONS WITH PRIMARY EYECARE NETWORK

### VENDOR HIGHLIGHTS

*Statement Inserts*

*Focal Point Newsletter*

PEN's *Vendor Highlights* provide a flexible marketing option for exposure in either PEN's *Focal Point* newsletter, with a print and email distribution exceeding 3,000, or in our monthly billing statements, reaching a captive audience of 1,700 member practices.

**Spec's:**

1/4 Page, 1/2 Page, 8.5"x11" dedicated flyer insert, or content based article

### WEBSITE ADVERTISING

*Logo placement*

*Banner Ad*

*Vendor Ad Model*

The new PEN Web Network will allow preferred vendor partners to target, reach and impact our professional audience of over 1,700 key member optometrists. PEN's online network will quickly become one of the most effective professional market access opportunities in all of eye care.

**Spec's:**

**Logo:** Accompanies 20-25 words of text & click-thru to vendor website

**Banner Ad:** Jpg. image (sizes vary), including click thru to vendor website

**Vendor Ad:** A full 6-page portal on the new PEN Website, *ask for a demonstration*

### EDUCATION SPONSORSHIP

*Special Programs & Events*

*Doctor Seminars*

*Staff Education*

A leader in optometric education, PEN continues to provide exceptional training opportunities for both doctors and staff. Through the dedication of our vendor sponsors, PEN is able to offer affordable programs of the highest caliber, keeping PEN doctors at the forefront of industry news & education.

**Spec's:**

Company Name listed on all course marketing and materials  
Acknowledgement in PEN's Newsletter, *the Focal Point*, as a Partner in PEN Education  
Booth to exhibit products and services at the event

### EMAIL MARKETING

*Shared Email Space*

*Dedicated Email*

PEN's email marketing solution provides a cost-effective means of reaching targeted groups within PEN's growing list of approximately 4,000 eye care professionals and their staffs.

**Spec's:**

**Shared Email Space:** One email scheduled per month with Vendor Logos & multiple promotions, limited text.

**Dedicated Email:** With advance reservation & exclusive PEN Member promotion

If you are interested in taking advantage of any of the above listed marketing opportunities, please contact Cindy Orluck, Business Development Manager, **1.800.444.9230, ext. 713** or **Cindy@PrimaryEye.net**, to discuss specifics including pricing and reservations.

