

Colorado Vision Summit



## **2012 ADVERTISING INVITATION**

**for the Colorado Vision Summit**

**July 12-15, 2012**

**Steamboat Springs, CO**



*Maximize Exposure! • Target Your Market!*

**NEW!**

The Colorado Vision Summit (CVS) Advertising Program is designed to recognize those companies who offer support beyond a presence in our exhibit hall. We understand that just as our doctors' offices vary in size and resources, so do the companies that provide products and services to optometry. With this in mind, we have developed several options for advertising.

**WE INVITE YOU TO CHOOSE YOUR ADVERTISING PACKAGE FOR 2012**



## ADVERTISEMENTS

Thank you for supporting the  
Colorado Vision Summit!

Steamboat Springs, Colorado  
July 12-15, 2012

PACKAGES	SUMMIT PACKAGE	MOUNTAIN PACKAGE	FOOTHILLS PACKAGE
SEE PAGE 3 FOR PACKAGE OPTIONS	\$1000	\$750	\$450
WEBSITE (COLOR)*	WEB BANNER Large (≈500X200)	WEB BANNER Medium(≈200X200)	WEB BANNER Small(≈200X100)
<b>COA Homepage</b> Appx. Impressions 6 mo. Prior to CVS = 21,820 Appx. Impressions 3 mo. Prior to CVS = 11,430 Appx. Impressions 1 mo. Prior to CVS = 4,040	\$400	\$300	\$225
<b>CVS Homepage</b> Appx. Impressions 6 mo. Prior to CVS = 4,330 Appx. Impressions 3 mo. Prior to CVS = 2,560 Appx. Impressions 1 mo. Prior to CVS = 1,200	\$400	\$300	\$225
BROCHURE (4 COLOR)	FULL PAGE AD	HALF PAGE AD	QUARTER PAGE AD
<b>Inside Cover (Front or Back)</b>	\$600	N/A	N/A
<b>Inside Page</b> Appx. Downloads 6 mo. Prior to CVS = 14,815 Appx. Downloads 3 mo. Prior to CVS = 11,691 Appx. Downloads 1 mo. Prior to CVS = 5,759	\$300	\$225	\$150
REGISTRATION PACKET INSERT (B/W)	FULL PAGE AD	HALF PAGE AD	QUARTER PAGE AD
Approximate Attendees = 250	\$400	\$350	\$125
TOTE BAGS (2 COLOR LOGO)			
Approximate Attendees = 250	\$3,000		
LANYARDS (2 COLOR LOGO)			
Approximate Attendees= 250	\$1,500		
DISPLAY POSTERS (COLOR LOGO)			
2 Posters Displayed during CVS at: Registration Desk and Lecture Hall/Exhibit Hall	\$200		

**NOTE: All advertising opportunities are awarded on a 'first-come, first served' basis.**

\*Website ads displayed within 1 week of payment receipt and continue throughout CVS.

\*All website files must contain no more than 10 words of text.

\*Price includes setup fee and URL link to your website. \*File format must be JPEG or GIF.

Questions? Please contact either of us by phone or email.

Suggestions: We welcome your feedback and ideas for other advertising possibilities.  
We sincerely thank you for your continued support.

P.S.: Want to make your company visible to Colorado Optometrists after CVS?  
Advertise on the COA website throughout the year!

Sincerely,  
CVS Advertising Chairpersons  
Andrew Adamich, O.D., F.C.O.V.D. and Tara Peterson, O.D.  
Ph 303.979.4505 F 303.933.0714  
[andrew.adamich@yahoo.com](mailto:andrew.adamich@yahoo.com) [tpeterson22@hotmail.com](mailto:tpeterson22@hotmail.com)





# ADVERTISING CONTRACT - CVS 2012

**PLEASE CHOOSE FROM THE FOLLOWING:**

- Summit Advertising Package: \$ 1000** COA or CVS Homepage 488x60, Brochure Inside Full Page, Registration Packet Full Page, Display Poster Logo
- Mountain Advertising Package: \$ 750** COA or CVS Homepage 160x160, Brochure Half Page, Registration Packet Half Page, Display Poster Logo
- Foothills Advertising Package: \$ 450** COA or CVS Homepage 160x80, Brochure Inside Quarter Page, Registration Packet Quarter Page, Display Poster Logo

**ALA CARTE:**

- |   |          |  |        |
|---|----------|--|--------|
| <input type="checkbox"/> COA Homepage Large Banner  | \$ 400   | <input type="checkbox"/> Brochure Cover Full Page                  | \$ 600 |
| <input type="checkbox"/> COA Homepage Medium Banner | \$ 300   | <input type="checkbox"/> Brochure Inside Full Page                 | \$ 300 |
| <input type="checkbox"/> COA Homepage Small Banner  | \$ 225   | <input type="checkbox"/> Brochure Inside Half Page                 | \$ 225 |
| <input type="checkbox"/> CVS Homepage Large Banner  | \$ 400   | <input type="checkbox"/> Brochure Inside Quarter Page              | \$ 150 |
| <input type="checkbox"/> CVS Homepage Medium Banner | \$ 300   | <input type="checkbox"/> Registration Packet Insert Full Page      | \$ 400 |
| <input type="checkbox"/> CVS Homepage Small Banner  | \$ 225   | <input type="checkbox"/> Registration Packet Insert Half Page      | \$ 350 |
| <input type="checkbox"/> Tote Bags – Doctors        | \$ 3,000 | <input type="checkbox"/> Registration Packet Insert Quarter Page   | \$ 125 |
| <input type="checkbox"/> Lanyards – Doctor          | \$ 1,500 | <input type="checkbox"/> Display Poster Logo Free with 3 Other Ads | \$ 0   |
| <input type="checkbox"/> Display Posters Logo       | \$ 200   |  |        |

We hereby agree to advertise in the Colorado Vision Summit publications above for a total of \$\_\_\_\_\_.

**PLEASE PRINT OR TYPE:**

NAME OF COMPANY ADVERTISING \_\_\_\_\_

NAME OF AGENCY HANDLING  
ADVERTISING IF DIFFERENT FROM ABOVE \_\_\_\_\_

ADDRESS FOR BILLING PURPOSES \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

NAME OF REPRESENTATIVE \_\_\_\_\_

REPRESENTATIVE SIGNATURE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_

**TO SUBMIT:**

1. Email signed contract to tpeterson22@hotmail.com or fax to Dr. Tara Peterson at 303-933-0714
2. Email your ad and/or logo to tpeterson22@hotmail.com
  - Deadline for Brochure Ads: 2.1.12
  - Deadline for Registration Packet Ads: 5.1.12
  - Deadline for Signage Logos: 6.1.12
3. Send payment to Colorado VisionSummit:
  - via Check: Mail to Dr. Jeri Schneebeck, CVS Treasurer: 10036 E. Pinewood Dr., Parker, CO 80138
  - via Credit Card: advertising.coloradovisionssummit.org