

Corporate Optometrist®

THE VOICE OF CORPORATE OPTOMETRY®



Corporate Optometrist® is the official publication of the American Association of Corporate Optometrists.

In addition to AACO members, more than 10,000 additional corporate-affiliated optometrists receive the magazine at their Walmart, Vision Works, Pearle Vision, Sam's Clubs, America's Best Target, BJ's, EyeMart, Costco and other practices.

Editorial

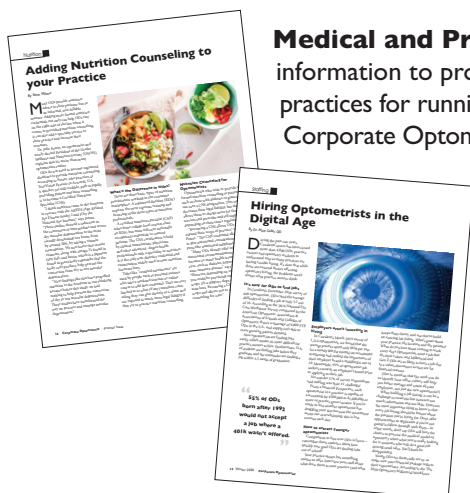
Corporate Optometrist® provides three types of must-read content for COs:

Around the Profession – Corporate Optometrist® keeps COs abreast of pending or recent legislation, mergers, studies, awards, society meetings and other relevant industry information that helps them stay current as practitioners.

Medical and Practice Content – COs need the latest medical information to provide the best patient care, and also need best practices for running their small businesses to optimize their revenues and profits. Corporate Optometrist® delivers both in our departments and features sections.

AACO News – The American Association of Corporate Optometrists was formed to enhance the practice of corporate-affiliated optometry, and each issue of Corporate Optometrist® keeps both member and non-member COs up to date about AACO's activities, member benefits, events and other offerings.

If your customers include corporate-affiliated optometrists, you want to be in their magazine. Remember, if you're not – your competitors soon will be.



To advertise and to learn about other marketing opportunities with AACO, see the reverse side of this page.

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Total Circulation = 12,000

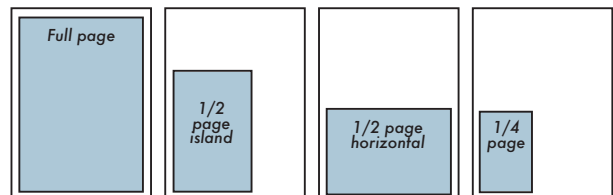
Corporate-Affiliated Optometrists: Leaseholders & Owners, Optometrist Employees/Associates, Independent Optometrists affiliated with Retail Corporation

Circulation by Key Retail Brand: List of the 10 retailers with the highest concentration of distribution

• Walmart	4000
• LensCrafters	875
• VisionWorks	725
• Pearle Vision	575
• Sam's Club	500
• America's Best	450
• Costco	400
• Target	350
• BJ's	200
• EyeMart	150

Print Ad Rates:

Size	1x	4x	6x
Full Page	\$5582	\$5000	\$4500
1/2 page	\$3882	\$3300	\$3000
1/4 Page	\$1882	\$1600	\$1400
Back Cover	\$7647	\$6500	\$6000
IFC	\$7060	\$6000	\$5500
IBC	\$7060	\$6000	\$5500



Coming Soon!

Web, Video and Digital Marketing



Ask us about the following soon-to-launch marketing opportunities:

- AACOEyes.org
 1. Webpage Banner Advertising
 2. Knowledge Center videos
 3. Continuing Education portal – Course presentation opportunities
- AACO eNews

Regular eNewsletter for AACO members and subscribers
- Corporate Optometry Blog
- Knowledge Center Videos
- Product Listing

Contact us today!

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