

Optometry Association of Louisiana



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ADVERTISEMENT OPTIONS, MAY 2017

All ad packages must be paid in full prior to publication.

NEWSLETTER (ELECTRONIC) ADS: our newsletter is sent out, electronically, 4 times yearly (Winter, Spring, Summer, Fall) to ALL licensed Louisiana ODs (400+), paraoptometricians (150+), and Optometry Students (80+). The e-newsletters are scheduled for delivery times proximate to the OAL CE Conferences (where applicable). [Click here for a sample.](#)

	Full Page Ad	½ Page Ad	¼ Page Ad
Cost per publication	\$575	\$400	\$200
SPECIAL! Purchase ALL 4 editions & SAVE!	\$2000 (Save \$300!)	\$1400 (Save \$200!)	\$700 (Save \$100!)

ADS FEATURED ON OAL WEBSITE: The OAL website is www.optla.org. It is an extremely valuable resource to Optometrists, Paraoptometric, and Optometry Students. Additionally, much of the website is accessible to the general public, who may be seeking eyecare or eyecare information.

Features of Website Ad	Premier Banner Ad	Premier Prime Ad	Premier Assigned Ad	Left Column Prime Ad	Left Column Assigned Ad	Right Column Ad	Classified Ads
Cost	\$8,000 / yr	\$1,000/1st month \$800 ea add'l month	\$800/1st month \$600 ea add'l month	\$700 / 1st month \$500 ea add'l month	\$550 / 1st month \$400 ea add'l month	\$600 / 1st month \$500 ea add'l month	\$300 / month FREE to OAL ODs**
e-mail blast to 500+ OAL ODs & students	N/A--contract via MultiView	\$1,000 per e-mail blast, per month, limited to 3 per yr (ONLY with purchase of ad)	\$1,000 per blast, per mon, limited to 3 per yr (ONLY with purchase of ad)	\$1,000 per e-mail blast, per month, limited to 3 per yr (ONLY w purchase of ad)	\$1,000 per e-mail blast, per month, limited to 3 per yr (ONLY w purchase of ad)	\$1,000 per e-mail blast, per month, limited to 3 per yr (ONLY with purchase of ad)	1 free e-mail for OAL ODs**, limited to 1 e-mail blast in any 12 month period
Shared w/ others?	Yes, scheduled by MultiView: rotates w other vendors	No, only 1 Premier Ad will be listed, per month	No, only 1 Premier Ad will be listed, per month	No, only 1 Premier Ad will be listed, per month	No, only 1 Premier Ad will be listed, per month	No, only 1 Premier Ad will be listed, per month	Yes, any number of ads may be posted at any time
Location of Ad	Scrolls across top & bottom of EVERY page	Homepage, center (white); just below "Find An Optometrist"	Homepage, center (white); final listing on page	Homepage, left column (blue) just below "Have Your Baby's Eyes Examined"	Homepage, left column (blue); final listing in column	Immediately above the "CONTINUING EDUCATION" button.	W/I OAL member portal (requires login); listed under Classified Ads & Job Opportunities
Viewability and pages	Public, All Pages top & bottom	Public, homepage only	Public, homepage only	Public, homepage only	Public, homepage only	Public, All Pages^^	OAL members only, requires login.
Max / min Sizes	fixed by Multiview	Max, incl graphics &/or text: 450 px X 400 px *	Max, incl graphics &/or text: 450 px X 400 px *	fixed by website design, may include an image. * Text for ad which appears on home page limited to <200 words	fixed by website design, may include an image.* Text for ad which appears on home page limited to <200 words.	fixed by website design, may include an image. * Text for ad which appears on home page limited to <200 words.	Max, incl graphics &/or text: 450 px X 400 px*

ALL WEBSITE & e-Newsletter ADS MAY BE HYPERLINKED TO YOUR COMPANY OR OFFICE WEBSITE, AT NO ADDITIONAL FEE!

^^ Other than rotating Premier Banner Ads (by Multiview), Right Column Ads ARE THE ONLY ADS WHICH CARRY OVER TO ANY AND ALL OTHER PAGES TO WHICH THE VIEWER MAY NAVIGATE; THAT IS, UPON LEAVING THE HOME PAGE, Right Column Ads FOLLOW TO EACH NEW PAGE LOADED.

* All ads, with the exception of the rotating Premier Banner Ads (by Multiview), have the option of adding additional text, graphics, stories, or other info via a link from the homepage or classified ad.

**For classified ads and e-mail blasts, "Free to OAL ODs" applies ONLY to OAL ODs who are sole proprietors of their practice, or, to those OAL ODs who own 50% or more of the primary practice (that location at which they work more than 3 days/week).