

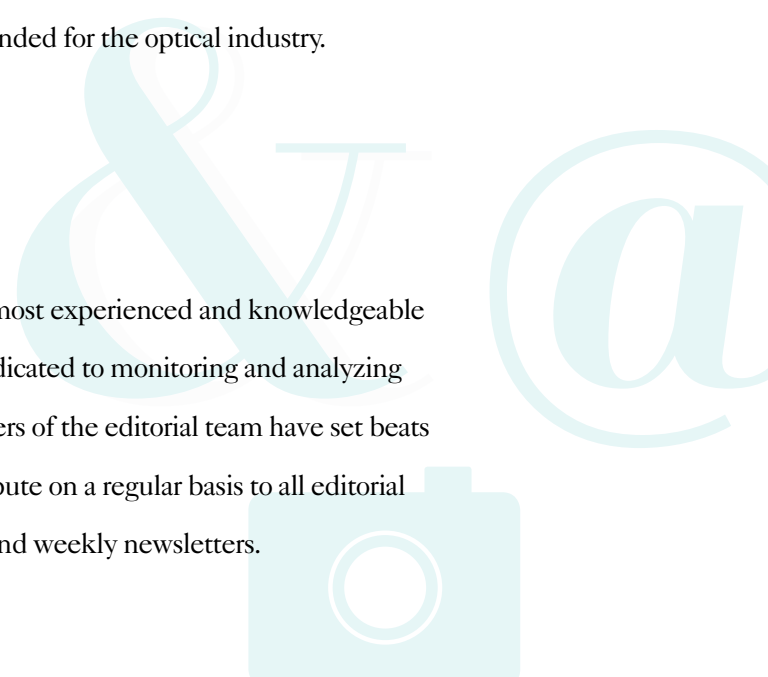
Vision Monday's integrated multimedia approach encompasses print, web and electronic newsletters, delivering the latest in optical industry developments. Each vehicle provides valuable insight into how successful retailers and practitioners build their business and stay profitable.



The following pages provide you with a brief outline of our editorial products, along with editors' contacts, due dates and deadlines.

This useful guide will help you communicate with us about: new initiatives, executive and management changes, business expansions and store openings, product launches, company news or any other vital information intended for the optical industry.

Vision Monday's editorial team brings together the most experienced and knowledgeable editors covering the news of the optical industry, dedicated to monitoring and analyzing key sectors of the optical business. Although members of the editorial team have set beats and specific areas of expertise, all VM editors contribute on a regular basis to all editorial products including print editions, the web, e-news and weekly newsletters.



WHO'S WHO AT VISION MONDAY



MARGE AXELRAD,
SR VP/EDITORIAL DIRECTOR

212-274-7029
maxelrad@jobson.com

- Overall editorial direction of Vision Monday and its print publication, VMail, e-newsletters, VisionMonday.com and special events including VM Global Leadership Summit
- General corporate and company news, industry developments and business trends, financial news
- Frame and sunwear companies, practice management programs, spectacle lens and contact lens companies, managed care, wholesale laboratories, research
- Editor of CLICK, a twice-a-month e-newsletter



MARY KANE,
EXECUTIVE EDITOR

212-274-7010
mkane@jobson.com

- Deadline queries and operational questions for Vision Monday print and VMail
- General company news, industry developments and business trends
- Professional associations news and features
- Editor, International Vision Expo Dailies
- Oversees editorial content and online postings for VisionMonday.com



ANDREW KARP,
GROUP EDITOR, LENSES & TECHNOLOGY

212-274-7080
akarp@jobson.com

- Spectacle lenses and lens treatments, processing and technology developments and corporate news
- Wholesale laboratory developments and trends, lab management systems, financial news
- Editor of weekly VMail Technology and Lab Advisor, monthly e-newsletter



DEIRDRE CARROLL,
**SENIOR EDITOR & SOCIAL MEDIA
COORDINATOR**

212-274-7076
dcarroll@jobson.com

- Frames, sunwear, fashion accessories—products, marketing initiatives, companies and brand licenses
- Retail buying and merchandising trends
- Editor of weekly VMail ProductWatch
- Editor, Style.Pages; Editor, Bold Face and High Visibility on VisionMonday.com
- Oversees social media efforts @VisionMonday, Facebook.com/VisionMonday



JOHN SAILER,
SENIOR EDITOR

212-274-7015
jsailer@jobson.com

- News and feature coverage of national and regional optical retailers, managed vision care organizations, software systems and technology
- Works closely with other members of the VM editorial staff to monitor developments in online optical retailing and other industry issues
- Co-Editor, High Visibility, with Deirdre Carroll, on VisionMonday.com.



DELIA PAUNESCU,
ASSISTANT EDITOR

212-274-7176
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- Retail, independent and multi-location
- Optical store/boutique news and trends—including opening, community outreach, frame additions and local events
- Editor, Local Diary, In/Store, Communiqué, Endpage.
- Coordinator, @VisionMonday, Facebook.com/VisionMonday

VISION MONDAY MAGAZINE

Vision Monday

Vision Monday's 14-x/year print editions feature innovative and "signature" reports such as the Annual Top 50 U.S. Retailers, The Most Influential Women in Optical, Optometric Business Innovators, Top Optical Labs and VM's D.A.R.E. (Dispensing and Retailing Excellence) Awards.

Vision Monday print delivers in-depth stories on the hot topic issues facing the optical industry today reaching those with the most purchasing influence in the optical industry.

DEPARTMENTS INCLUDE:

Points of View

Front Lines

Cover Topic

Style.Pages

Launches

Lab

End.Page



SUBMISSION OF IMAGES/PHOTOS:

Try to include a photograph with every news release.

We prefer to receive DIGITAL art, which should be a minimum of 300 dpi, with the image measuring at least 5 inches wide.

Send as a JPEG, TIFF or EPS file; do not send art as a Text file.

Each image should be clearly identified.

Deadline: one month prior to the issue date (see editorial calendar)

Jobson Medical Information LLC ("JMI"), the publisher of Vision Monday®, reserves the right to publish any submitted material in whichever JMI publications, newsletters, or other products JMI considers appropriate, including, without limitation, the print and/or electronic editions of Vision Monday®, VMail® Extra, VMail® Headlines, and the print and electronic editions of 20/20®.



VMail Extra

An essential daily read, VMail Extra is issued 3 days a week, including VMail Extra, VMail Headlines and Breaking News as it happens. Every Monday, Wednesday and Friday morning, VMail delivers the latest industry news and need-to-know information to your inbox.

To be featured in VMail Extra, please contact Marge Axelrad at maxelrad@jobson.com and Mary Kane at mkane@jobson.com

Deadline:

10 a.m. ET on Tuesdays, Thursdays and Fridays



VMail ProductWatch

Lively briefings on frame, sun, spectacle lens and contact lens line additions. This weekly newsletter is a morning staple for successful retailers looking for the latest in brand merchandise—every Tuesday.

To be featured in VMail ProductWatch, please contact Deirdre Carroll at dcarroll@jobson.com

Deadline:

Online deadlines are rolling



VMail Technology

Essential updates on lens processing equipment, software, diagnostic and web tech developments. Fans of technology will enjoy this insightful and important weekly update—every Thursday.

To be featured in VMail Technology, please contact Andy Karp at akarp@jobson.com

Deadline:

Online deadlines are rolling

SUBMISSION FORMAT:

Please email as a Microsoft Word RTF file, transmitted in the body of an email or as an attachment.
Please send images at 300 dpi JPEGS or TIFFS. Deadline: 3 weeks prior to issue date.

E-NEWSLETTERS

CLICK

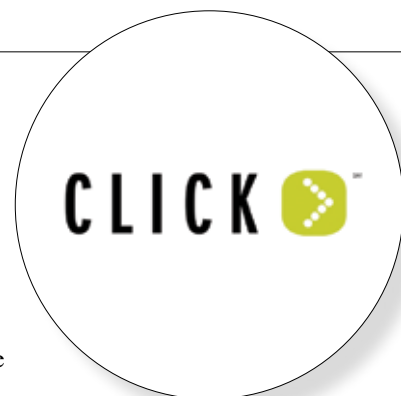
CLICK is a twice-a-month e-newsletter for eyecare professionals, reaching an audience of almost 59,000 subscribers, on what's happening with web technology and the internet as well as social/digital media business trends to help them grow and improve their presence online. CLICK is designed specifically to provide practical insights and ideas about the latest website features, tools and web-based applications being implemented throughout the optical industry, helping businesses to run more efficiently. CLICK sections include:

IN-FOCUS: A targeted look at a trend, web or digital media development or a practice/ECP/optical retailer's program.

SOLUTIONS: Pragmatic info about new ways to improve and raise visibility on the web.

COOL TOOLS: Unique, different and unusual web tools to enliven sites, add interest to web content, learn something new.

SITES TO SEE: New optical site enhancements and launches for web and social media.



To be featured in CLICK,
please contact Marge Axelrad
at maxelrad@jobson.com
Deadline: first week of the month prior



To be featured in Lab Advisor,
please contact
Andy Karp at akarp@jobson.com

Lab Advisor

Lab Advisor targets optical laboratory owners and managers, delivering the latest lab-related news and practical articles on the issues relating to prescription lens processing, technology, finances, sales and marketing. Lab Advisor is published monthly and reaches an audience of over 2,000 subscribers. Lab Advisor departments include:

LAB NOTES: The latest news about the optical laboratory business.

DOLLARS & SENSE: Expert financial advice and analysis from Jason A. Meyer, managing director, HPC Puckett & Co., a firm specializing in mergers and acquisitions of wholesale optical laboratories.

FOCUS ON... A monthly visit with lab owners and managers who discuss their lab's latest programs and products.

MAKE WHAT YOU SAY, PAY: Sales guru Anne Miller offers practical advice about effective sales techniques.

NEW PRODUCTS: Snapshots of new lens products and lens processing equipment.

LAB TALK SPOTLIGHT: A preview of a feature article from Lab Talk magazine's current issue.

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VISIONMONDAY.COM + VM VIDEO

VisionMonday.com

VisionMonday.com is one of the most heavily-trafficked sites in the optical industry, a vital source for ECPs, optical retailers and suppliers alike. VisionMonday.com gives our readers 24/7 access to the eyecare industry's latest news, feature stories, VM Digital Editions, VM Video, story archives and exclusive Only On The Web interviews, special features and information including Bold Face, High Visibility, Personnel File and Meetings which are updated each weekly.



VM's new Digital Edition archives section features issues dating back to over 40 issues. Readers can search the archives by cover story, names, topics, or dates to find Vision Monday signature features, department reports and news.



VisionMonday.com Video

Video is becoming one of the fastest growing advertising channels in the eyewear industry, and VisionMonday.com is staying ahead of the trend.

To submit your video for editorial consideration, send a zipped file to **Mary Kane** at mkane@jobson.com OR online at <http://visionmonday.com/VMVideo/tabid/480/Default.aspx> and select "submit video"

FORMATS:

Recommended: wmv (Windows Media), mp4 (h.264), or mov (Quicktime)

Accepted: asf, avi, flv, mov, mpg, mp4, mp3, m4v, m4a, wmv, wma, wav, 3gp

Not Accepted: .swf, .ppt, .webex, .zip (non-video formats)

SIZE LIMIT: 1 GB (1000 MB)

Encoding Recommendations:

http://faq.fliqz.com/mediawiki/index.php?title=Encoding_Recommendations

In addition, please provide us with:

The Video's Title
A sentence or two describing the video.

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VISION MONDAY FRAME AND SUNWEAR COVERAGE REQUIREMENTS

The following is designed to help our contacts in the Frame, Sunwear and Accessories areas understand the type of information we need for coverage.

LAUNCHES

spotlights a brand new collection.

(appears in print and VMail ProductWatch e-blasts)

INFORMATION REQUIRED:

Product highlights and characteristics:

- Number of styles and design highlights
- Materials
- Technology

Philosophy:

- Timing
- Target demographic
- Channels of distribution
- Marketing angle (including P.O.P. and/or advertising)
- Price range to the dispenser

Artwork:

- High resolution headshot of exec/designer with quote
- One or two hi res images of frames, P.O.P. material or advertising campaign

SECOND LOOKS

focuses on significant innovations in established/existing collections

(appears in VMail ProductWatch e-blasts only)

INFORMATION REQUIRED:

Product highlights--what makes this collection stand out in terms of:

- Overall design influence/aesthetic
- Material highlights of one or two key pieces
- Technology
- Price range to the dispenser

Artwork: (at least one of the following)

- Frame imagery, P.O.P. and/or advertising

For any questions, please contact:

- **Deirdre Carroll**, Senior Editor, Vision Monday
(dcarroll@jobson.com)
- **Marge Axelrad**, Sr VP/Editorial Director
(maxelrad@jobson.com)

P.O.P & READERS/ACCESSORIES

provides information on a brand/supplier's updates to

P.O.P./merchandising materials and reader and accessories collections.

(appears in VMail ProductWatch e-blasts only)

INFORMATION REQUIRED:

- What's new about the collection's P.O.P, advertising or marketing
- How the accounts can obtain the new materials
- Info on reader or accessory offerings – design details, distribution, etc.

Artwork:

- POP material, advertising still, frame image

ONLINE ONLY FEATURES:

High Visibility features companies, products and collections that are raising brand awareness through strategic partnerships, sponsorships, consumer advertising campaigns and tie-ins to prominent events.

Bold Face explores the cult of celebrity and the styles, trends and brands that stars show off in movies, at events and living their daily lives.

INFORMATION REQUIRED:

- Who, what, when, where, why on events incl. names of key execs/celebs attending
- Event sponsorship or sports sponsorships
- Charity involvement
- Honors, awards
- Photo of ad stills, key execs or celebs in eyewear/at event, product "in the field"

VISION MONDAY LENSES, TECHNOLOGY AND LABORATORY COVERAGE REQUIREMENTS

The following is designed to help our contacts in the Spectacle Lens Products, Lens Processing Technology and Laboratory areas understand the type of information we need for coverage.

For any questions, please contact:

- Andrew Karp, Group Editor, lenses and technology
Vision Monday and 20/20 (akarp@jobson.com)
- Marge Axelrad, Sr VP/Editorial Director
(maxelrad@jobson.com)

LAUNCHES

(appears in Vision Monday print, VMail Technology and Lab Advisor e-blasts)

INFORMATION REQUIRED:

- Description of new product, process or program
 - Explanation of key features and benefits
 - Quote from senior company executive discussing how the product/process/program satisfies customers' needs, and how it expands or complements the company's other product offerings.
- Practical details such as performance stats, test results, prescription range, material availability, colors, size (equipment height, weight, depth)
- Company web site URL and toll-free phone number

Artwork:

- High resolution image, either a lifestyle or product shot

VISION EXPO EAST AND WEST DAILIES

The Vision Monday Dailies are exclusively offered at both International Vision Expo East and International Vision Expo West as the only official show publication. Each day, the Dailies provide live coverage of show news, events, product launches, seminar highlights and more.



If you have info for the Expo Dailies on giveaways, promotions or celebrity appearances please contact Mary Kane at mkane@jobson.com

Deadline: 4 weeks prior to the show dates
(see Vision Expo's websites: visionexpoeast.com or visionexpowest.com)



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