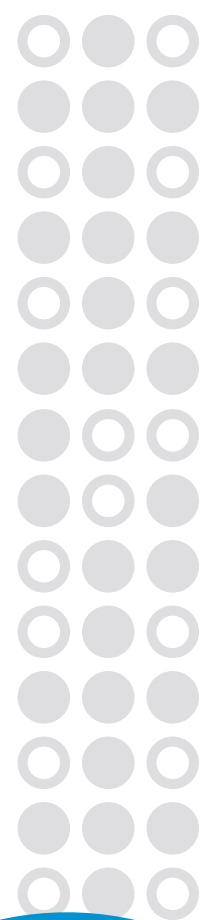




GROWING EYE EXAMS ACROSS PENNSYLVANIA

thinkabout
youreyes.com

Brought to you by the AOA
AMERICAN OPTOMETRIC ASSOCIATION

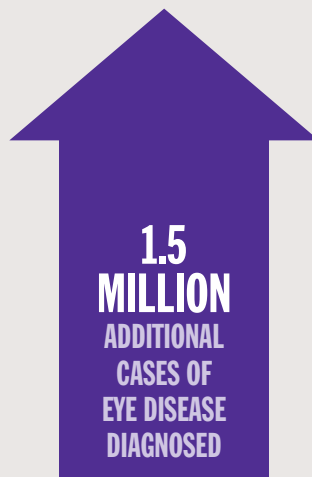
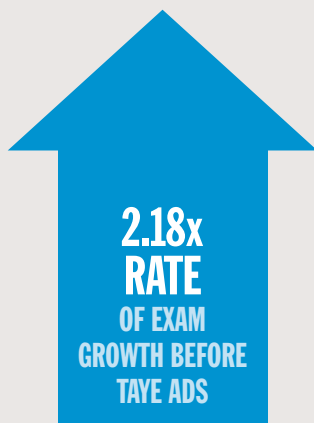
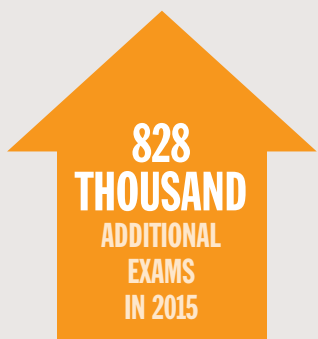


Think About Your Eyes (TAYE) advertising has been running on prime time cable TV and radio stations all across Pennsylvania, plus on Pandora, Spotify, and over 2000 websites targeting health care decision makers – adults aged 25 to 54.

Starting January 1st, 2017, as a member benefit from the POA, all Active and Partial Practice members will automatically receive a Basic listing on the TAYE practice locator at the greatly reduced price of \$50 per year (this will be added to your dues statements for 2017). Other member classes will have the opportunity to opt-in to this program.

POA is partnering with TAYE – to change public behavior, raise awareness of Optometry, and grow the number of eye exams done in Pennsylvania. Together, we’re doing what the dental industry did 40 years ago! We’re training the public on the need for eye health and vision care – and just as important – to NEVER miss their annual eye exam!

Think About Your Eyes Impact



BE SEEN NOW! List your practice for the second half of 2016 for only \$25.00!

Contact TAYE customer service at **855-449-TAYE (8293)** or info@thinkaboutyoureyes.com

The Campaign to Help America See Better:

2016 Advertising Venues

The Think About Your Eyes national public advertising campaign has had a great year so far in 2016, with over 600 million impressions since January - and the second half of this year should be even bigger! TAYE is reaching the American public and building awareness of Optometry and the need for better eye health and vision care. Since our national advertising launch over 2,500,000 people have visited the TAYE website. To be seen now by these searching patients, take advantage of the POA-member price of \$25.00 for a Basic listing running from now until December 31, 2016!

Advertising coverage for the second half of 2016 includes:

Television (see the TAYE commercials at www.thinkaboutyoureyes.com/videos)

3,550 TV spots across 21 targeted cable networks with a majority of spots during Prime Time:



Broadcast Radio

- **335,000 drive-time spots** across 10,000 stations, in every radio market in the US.
- **311 stations broadcast into Pennsylvania alone!**

Online Audio

- **18+ million** Online Audio Spots on desktops, mobile, tablet, and in-car
- **23+ million** incremental banner ads across both channels



Digital Banner Ads

- **55+ million** Digital Banner Ad Views

Public Relations

Drive consumer media attention around the importance of annual eye exams. Publication targets include healthcare, parenting, and general interest.

Social Media

Maintain a steady drumbeat of messaging throughout the year and increase social reach using core social media vehicles like Facebook, Twitter, Pinterest, and other sites

A Great Campaign!

POA is proud to offer its members this valuable benefit at a reduced cost - and to be a part of the largest public exposure for eye health, vision care, annual eye exams, and the profession of optometry - ever!