OVERVIEW

Vision Online (www.visiononline.org) is the official website of the Association for Advancing Vision + Imaging (AIA) and your global resource for vision information. As the world’s largest global vision and imaging trade group, the AIA offers a variety of media resources your company can leverage to influence industry decision makers worldwide. Vision Online is the top online industry portal for vision and imaging users to find companies, products, and services. AIA’s advertising and sponsorship opportunities are essential components of any marketing program, reaching highly qualified vision users around the globe.

OUR ADVERTISING AND SPONSORSHIP PACKAGES ARE AN OPPORTUNITY TO:

• Increase brand visibility within the industry
• Promote new products, technologies, and services
• Position your company as a vision expert
• Capture valuable sales leads
• Stand out from your competitors
AUDIENCE PROFILE

Vision Online - the world’s most visited, proven and trusted resource for vision and imaging products and information. Vision Online uses the latest technologies to maximize SEO and will improve the volume and quality of traffic to your website from top search engines. Our audience reaches over 200,000 unique visitors each year from all over the world.

GEOGRAPHICAL REACH

- North America: 47%
- Europe: 23%
- Asia: 24%
- South America/Other: 6%

Vision and image professionals stay informed and up-to-date on the vision industry with our Vision Online E-Newsletters. AIA's E-Newsletters highlight featured articles, important industry news, new products, videos, case studies and upcoming events, all featured on Vision Online. E-Newsletters are sent twice per month to over 20,000 qualified vision and imaging buyers who have opted in to receive the latest news from AIA.

AIA Webinars provide free, educational content to audiences all over the globe. Companies can present and/or sponsor a webinar in order to showcase their expertise in the industry, increase brand visibility and capture valuable sales leads to build relationships with a targeted audience. A typical webinar audience includes 300-350 vision and imaging professionals.
# 2015 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>MONTH</th>
<th>TOPIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>January Early</td>
<td>What MV Companies Expect in 2015</td>
</tr>
<tr>
<td>January Late</td>
<td>Machine Vision in Vision Guided Robotics</td>
</tr>
<tr>
<td>February Early</td>
<td>Product Tracking and Sorting</td>
</tr>
<tr>
<td>February Late</td>
<td>Machine Vision in Military, Security</td>
</tr>
<tr>
<td>March Early</td>
<td>Machine Vision in Interactive Installations</td>
</tr>
<tr>
<td>March Late</td>
<td>Latest Trends in Line Scan Cameras</td>
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<tr>
<td>April Early</td>
<td>IR Machine Vision</td>
</tr>
<tr>
<td>April Late</td>
<td>Life Sciences</td>
</tr>
<tr>
<td>May Early</td>
<td>Qualifying Your Machine Vision Integrator</td>
</tr>
<tr>
<td>May Late</td>
<td>Smart Camera MV</td>
</tr>
<tr>
<td>June Early</td>
<td>MV Light, Optics, with Focus on LED Lights</td>
</tr>
<tr>
<td>June Late</td>
<td>What’s New in Image Sensor Technology</td>
</tr>
<tr>
<td>July Early</td>
<td>Non-Industrial Machine Vision in Entertainment, Gaming</td>
</tr>
<tr>
<td>July Late</td>
<td>Selecting Machine Vision Software</td>
</tr>
<tr>
<td>August Early</td>
<td>Machine Vision in Agriculture / Food Safety</td>
</tr>
<tr>
<td>August Late</td>
<td>Machine Vision in Medical Device Manufacturing</td>
</tr>
<tr>
<td>September Early</td>
<td>ITS, Traffic, etc.</td>
</tr>
<tr>
<td>September Late</td>
<td>Choosing Between 2D, 2.5D, 3D</td>
</tr>
<tr>
<td>October Late</td>
<td>Machine Vision in Electronics / Semiconductors</td>
</tr>
<tr>
<td>November Early</td>
<td>Machine Vision and Industrial Networks, Security Protocols, etc.</td>
</tr>
<tr>
<td>November Late</td>
<td>High Speed Machine Vision Systems</td>
</tr>
<tr>
<td>December Early</td>
<td>Color Vision</td>
</tr>
<tr>
<td>December Late</td>
<td>Imaging in Drones / AUVSI</td>
</tr>
</tbody>
</table>

*Editorial calendar is subject to change.*
DISCOUNTED PACKAGES

Take advantage of steep discounts and comprehensive exposure with discounted advertising packages. Companies that purchase a discounted advertising package will display higher in the search result rankings on Vision Online (based on relevant content). Packages are scheduled within a 12-month period.

VISION MAX PACKAGE

The most comprehensive way to promote both your company and your products and services. This package features a full 12 months of complete exposure to a targeted audience, plus a webinar sponsorship which will generate valuable sales leads.

Cost: $13,500
Valued at $21,600

- Ten months of Internal Leaderboard Ads ($7,000 Value)
- Two months of Home Page Leaderboard Ads ($1,700 Value)
- Six months of Button Ads ($3,600 Value)
- Four months of Featured Product Ads on the Home Page and in the E-Newsletter ($3,800 Value)
- Two Featured Article Skyscraper Ads with bonus E-Newsletter Logo ($1,600 Value)
- Two Featured Article Boombox Ads ($700 Value)
- One month Company Search Banner Ad ($300 Value)
- Four E-Newsletter Logo Sponsorships ($1,400 Value)
- One Webinar Sponsorship ($1,500 Value)

VISION VALUE PACKAGE

A corporate and product focused package, an excellent way to get your name in front of vision users throughout the year, plus a webinar sponsorship which will generate valuable sales leads.

Cost: $9,700
Valued at $14,750

- Ten months of Internal Leaderboard Ads ($7,000 Value)
- Three months of Button Ads ($1,800 Value)
- Two months of Featured Product Ads on the Home Page and in the E-Newsletter ($1,900 Value)
- One Featured Article Skyscraper Ad with bonus E-Newsletter Logo ($800 Value)
- One Featured Article Boombox Ad ($350 Value)
- Four E-Newsletter Logo Sponsorships ($1,400 Value)
- One Webinar Sponsorship ($1,500 Value)
### BRAND BUILDER PACKAGE

Use this package to position your corporate brand with a full 12 months of consistent exposure.

- Six months of Internal Leaderboard Ads ($4,200 Value)
- Two months of Home Page Leaderboard Ads ($1,700 Value)
- Three months of Button Ads ($1,800 Value)
- One month Company Search Banner Ad ($300 Value)
- Three E-Newsletter Logo Sponsorships ($1,050 Value)

**Cost:** $6,200  
**Valued at:** $9,050

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### POWER PRODUCTS PACKAGE

This package allows you to promote your products in a cost effective way. A great way to launch a new product or generate immediate interest in an existing product.

- Four months of Featured Product Ads on the Home Page and in the E-Newsletter ($3,800 Value)
- Two months of Button Ads ($1,200 Value)
- One Product Search Banner Ad ($300 Value)
- Two E-Newsletter Logo Sponsorships ($700 Value)

**Cost:** $4,900  
**Valued at:** $6,000

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### BASIC PACKAGE

This package is great for first time advertisers on Vision Online or for companies with a small budget who are looking to expand their online presence.

- Two months of Internal Leaderboard Ads ($1,400 Value)
- Two months of Button Ads ($1,200 Value)
- One E-Newsletter Logo Sponsorship ($350 Value)

**Cost:** $2,200  
**Valued at:** $2,900
INDIVIDUAL AD OPTIONS

HOME PAGE LEADERBOARD ADS

Home Page Leaderboard Ads are the first thing your prospects will see when they visit Vision Online. These ads are located across the top of the Vision Online Home Page and link to your company’s website. Homes Page ads rotate with each “hit” or page refresh and will be sold on a first come basis.

Maximum of 6 slots are available each month.  
Size: 728x90  
Cost: $850

INTERNAL LEADERBOARD ADS

Be seen on all Vision Online internal pages! With prime real estate and high visit / click frequency, these leaderboard ads receive the most impressions and clicks and rotate with each “hit” or page refresh. Leaderboard ads will be sold on a first come basis and link to your company’s website.

Maximum of 10 slots are available each month.  
Size: 728x90  
Cost: $700
FEATURED PRODUCT ADS

Featured Product Ads appear on the Home Page of Vision Online and in the E-Newsletters. They include a thumbnail of the product photo you are featuring and 120 characters of descriptive text in the ad. Ads link to that product’s Catalog page which has a photo, detailed text description, the ability for a customer to request a quote directly from you, as well as a link to your Company Profile page for more information.

Maximum of 10 slots are available each month. **Cost:** $950

DOUBLE EXPOSURE!
FEATURED ARTICLE SKYSCRAPER AD + LOGO

Skyscraper Ads appear on our heavily visited Featured Article page and rolls with the scroll bar. You’ll also receive a bonus color logo in our E-Newsletter (that announces the article) — giving you two placements for the price of one! Readers who click on your logo or the article title in the newsletter will be taken to the full article on Vision Online, where your skyscraper ad will be in full view. Skyscraper ad will link out to your website.

Maximum of 2 slots are available each month.  **Size:**  150x600  **Cost:** $800

FEATURED ARTICLE BOOMBOX AD

Boombox ads are horizontal and appear on our Featured Article page. Featured articles are our most consistently read articles on Vision Online. Boombox ad will link out to your website.

Maximum of 2 slots are available each month.  **Size:**  500x90  **Cost:** $350
E-NEWSLETTER LOGO SPONSORSHIP AD

Your company will be featured in our Vision Online E-newsletter which is distributed to nearly 20,000 targeted people (who have opted-in) twice each month. Your sponsorship will include your logo and link directly to your website. E-Newsletter ads will be included in both E-Newsletters for the month.

Maximum of 4 slots are available each month.  
Size: 1 inch logo (approximate)  
Cost: $350

BUTTON ADS

Button Ads are located on the right hand side of the page throughout the site – this popular ad space can be used to publicize special messaging, gain brand awareness or promote a specific product or event. Limited to eight ads per month, ads rotate up and down the page with each “hit” or page refresh. Ads link out to your website.

Maximum of 8 slots are available each month.  
Size: 150x150  
Cost: $600
SEARCH BANNER ADS

Search Banner Ads appear the Find a Company and Find a Product advanced search pages. The ads sit prominently on the main header of the page and link out to your website. You’ll dominate this area as only one ad per month is allowed per search page.

Maximum of 1 slot each are available each month. **Size:** 440x50  **Cost:** $300

Company Search is the same size as Product Search, but appears on the Find a Company Search Pages.
EXCLUSIVE SLIDE-IN VISION STANDARDS ADS

The AIA Vision Standards pages on Vision Online receive some of the highest traffic on our website. Your exclusive ad will slide-in from the right side of the screen in an un-obtrusive way and link out to your website. Only one ad per month is allowed per standards page – giving your company unique exposure. Standards Ads are available on the following pages:

- GigE Vision® Standard
- Camera Link® Standard
- Camera Link HS™ Standard
- USB3 Vision™ Standard

Maximum of 1 slot is available per standards page. **Size:** 250x250 **Cost:** $700
WEBINAR SPONSORSHIPS

Showcase your leadership in the vision and imaging industry and gain hundreds of quality leads!

AIA webinars are a great way to attract targeted leads and promote presenters and sponsors as vision industry leaders. By sponsoring an AIA educational webinar, your company will receive brand acknowledgment, point-to-point contact with a targeted audience, and promotion throughout Vision Online and the AIA E-Newsletter. Additionally, you will receive promotion through multiple e-mail blasts from our sister trade groups, Robotic Industries Association (RIA) and Motion Control Association (MCA).

Up to four sponsors are allowed per webinar; sponsors can expect an average of 300-350 leads per webinar. Webinar sponsorship opportunities are available in a variety of ways:

SPONSOR A WEBINAR

Sponsor a webinar topic that has already been scheduled. You can choose from the list of webinar topics found on Vision Online (under the “webinar” menu selection).

Cost: $1,500 per webinar

PRESENT & SPONSOR A WEBINAR

If your company is interested in presenting and sponsoring a webinar topic of your choice, please email Radhi Jagirdar (rjagirdar@visiononline.org) for more details.

EXCLUSIVE WEBINAR SPONSOR

With an exclusive sponsorship, the presenter does not share the sponsorship with other companies, so your logo alone would appear in all the pre-webinar marketing and in the live presentation. In addition, your company would exclusively receive the list of leads.

Cost: $5,000 for exclusive webinar sponsorship

Webinar sponsorships are filling up quickly. To reserve your spot today, contact Dana Whalls at dwhalls@visiononline.org or call 734.994.6088.
SUMMARY OF WEBINAR SPONSORSHIP BENEFITS

Pre webinar
- Your logo and link on all AIA promotional emails before the webinar
- Your logo and link on Vision Online pages building up to the webinar
- Your logo and link on at least one Vision Online E-Newsletter prior to the webinar date – sent to over 20,000 subscribers

During the webinar
- Company logo / info on Welcome slide at the beginning of the webinar
- Opportunity to include content (video or images) pertaining to the topic
- Verbal recognition and company description during the webinar

Post webinar
- Pre-registration and attendee contact list for the live and archived webinar for one year – average of 300-400 leads per webinar!
- Logo and link on Vision Online archive page for the webinar
- Logo and link on post-webinar thank you email to attendees
<table>
<thead>
<tr>
<th>MONTH</th>
<th>TOPIC</th>
<th>PRESENTER</th>
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<tbody>
<tr>
<td>February 25</td>
<td>Food Sorting Applications for Vision</td>
<td>Perry West</td>
</tr>
<tr>
<td>March 11</td>
<td>Vision in Life Sciences / R&amp;D</td>
<td>Jerry Fife</td>
</tr>
<tr>
<td>April 15</td>
<td>Line-Scan Imaging for Machine Vision</td>
<td>Perry West</td>
</tr>
<tr>
<td>May 6</td>
<td>Non-Visible Imaging</td>
<td>Jerry Fife</td>
</tr>
<tr>
<td>June 10</td>
<td>Smart Cameras</td>
<td>Perry West</td>
</tr>
<tr>
<td>July 8</td>
<td>What’s New in Image Sensor Technology</td>
<td>Jerry Fife</td>
</tr>
<tr>
<td>August 19</td>
<td>3D Imaging Techniques</td>
<td>Perry West</td>
</tr>
<tr>
<td>September 23</td>
<td>Machine Vision in Medical Imaging</td>
<td>Jerry Fife</td>
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<tr>
<td>October 7</td>
<td>What’s New in Machine Vision Cameras</td>
<td>Perry West</td>
</tr>
<tr>
<td>November 4</td>
<td>Machine Vision in Semiconductor / Electronics</td>
<td>Jerry Fife</td>
</tr>
<tr>
<td>December 16</td>
<td>Exploring Vision in Self-driving Cars</td>
<td>Perry West</td>
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<tr>
<td>TBD</td>
<td>Global Standards Update</td>
<td>Bob McCurrach, AIA’s Director of Vision Standards (and panel)</td>
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ORDER FORM

DISCOUNTED ADVERTISING PACKAGES

☐ Vision Max Package Cost: $13,500 per year $___________
☐ Vision Value Pack Package Cost: $9,700 per year $___________
☐ Brand Builder Package Cost: $6,200 per year $___________
☐ Power Products Package Cost: $4,900 per year $___________
☐ Basic Package Cost: $2,200 per year $___________

INDIVIDUAL AD PURCHASES

☐ Home Page Leaderboard Ad(s) Cost: $850 per month x _____ months = $___________
☐ Internal Leaderboard Ad(s) Cost: $700 per month x _____ months = $___________
☐ Featured Product Ad(s) Cost: $950 per month x _____ months = $___________
☐ Button Ad(s) Cost: $600 per month x _____ months = $___________
☐ Featured Skyscraper Ad(s) Cost: $800 per article x _____ articles = $___________
☐ Featured Article Boombox Ad(s) Cost: $350 per article x _____ articles = $___________
☐ E-Newsletter Logo Sponsorship Cost: $350 per month x _____ months = $___________
☐ Search Banner Ad(s) Cost: $300 per month x _____ months = $___________

Indicate: ☐ Company Search Ad ☐ Product Search Ad

☐ Slide-in Vision Standard Ads Cost: $700 per month x _____ months = $___________

Indicate: ☐ GigE Vision ☐ Camera Link ☐ Camera Link HS ☐ USB3 Vision

WEBINAR SPONSORSHIPS

☐ Webinar Sponsorship Cost: $1,500 per webinar $___________
☐ Webinar Presenter & Sponsor Cost: $2,500 per webinar $___________
☐ Webinar Exclusive Sponsorship Cost: $5,000 per webinar $___________

TOTAL COST $___________

All ads are placed on a first come, first served basis. All rates are Net.
COMPANY & BILLING INFORMATION

COMPANY INFORMATION

Name: 
Title: 
Company: 
Address: 
City/State: 
Zip/Postal Code: 
Country: 
Telephone:  Fax: 
Email address: 

I am authorized to execute this advertising contract on behalf of the company above. I understand that all advertising must be paid in full in advance of campaign start date.

Signature:  Date: 
Total Cost of Advertising (NET): $____________

PAYMENT INFORMATION

Enclose a check or money order payable to Association for Advancing Automation in U.S. funds drawn from a U.S. bank, or pay conveniently with credit or wire transfer.

Payment Options:  □ Credit Card  □ Check Enclosed  □ Send Invoice, PO #____________

Cards accepted:  □ MasterCard  □ VISA  □ American Express  □ Discover

Card Number:  Expiration Date:  Security code: 
Name on Card: 
Authorized Signature: 

SUBMISSION INSTRUCTIONS

Email (rjagirdar@visiononline.org) or fax (+1 734-994-3338) to Radhi Jagirdar. Have questions or need more information? Call +1 734-994-6088.

AIA – Advancing Vision + Imaging
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