Updated: 3/28/2024

American Optometric Association Member Mailing & Email List (AOA)

www.aoa.org

List Universe

51,776	Active Member Records Available	$120/M*
47,490	U.S. Email Addresses	$220/M

Minimum Order: 3,000 Names

* See below for discount rates

Selects

Address Type	$15/M
Credentials	$15/M
Member Type	$15/M
Gender	$15/M
State/SCF/ZIP	$15/M
Email Fees	INQ

About

Founded in 1898, the American Optometric Association (AOA) is the premiere authority in the optometric industry. AOA members are primarily Doctors of Optometry (licensed practicing optometrists) who serve as independent primary health care providers examining, diagnosing, treating and managing diseases and disorders of the visual system, the eye and associated structures.

AOA professional members are directly involved in the management of their solo or group practice in addition to performing their duties as optometrists. As optometrists, they examine the internal and external structure of the eyes and prescribe eyeglasses and contact lenses, low vision aids, vision therapy and medicines to treat eye diseases. AOA members are considered an integral part of the health care system. That's why they serve as influential decision-makers for a wide variety of optometric, medical and business management products and services.

Discount Rates:
Postal:
Advertiser/Exhibitor/Ophthalmic Rate: $70/M
AOA Affiliate Rate: $35/M

Email:
Advertiser/Exhibitor/Ophthalmic Rate: $135/M
AOA Affiliate Rate: $75/M

Addressing

EMAIL TRANSFER*	$100/F
KEYCODE	$10/M
FTP*	$100/F
NCOA Fee	$40/F

*Includes DPV and CASS

Contact:
INFOCUS Marketing
Phone: 800.708.5478
Fax: 866.708.5478
sales@infocusmarketing.com
www.InfocusMarketing.com

We Offer All the Services You Need to Effectively Deliver Your Mail and Email Campaigns:

- List Acquisition
- Mail Fulfillment
- Design & Copywriting
- Email Services
- Print Production
- List Management

Let us quote your job today!

Other Recommended Lists

Ophthalmology & Optometry

Specifications & Important Notes

SOURCE: AOA membership records
LIST UPDATED: Monthly

Terms & Conditions
20% commission to qualified list brokers.
Allow 2-5 business days to process order after list owner approval.
Reuse discount: $10/M off base price. Approval required.
All email transmissions must be completed through INFOCUS Marketing.
Appending of phone numbers, fax numbers, or email addresses is strictly prohibited.
List rental quote and list rental agreement must be signed and returned to secure email transmission date.
Sample mail/email piece required for association approval.
Any abbreviation or version of the name or logo of this association may not be used in any mail/email piece.
The universe noted on this datacard may or may not strictly coincide with the organization's membership totals.
Lists must be used within 6 months of date of receipt.

Payment
Customer is responsible for all costs of collection, including reasonable attorney fees and court costs, if it becomes necessary to pursue any debt owed by customer.
Pre-payment required for first-time emailers and mailers.
Orders cancelled prior to the scheduled mail date/email transmission date are subject to a $100 cancellation fee plus applicable production charges.
Orders cancelled after the mail date/email transmission date are due in full.

Usage Available Upon Request

Disclaimer
We believe the information on this datacard to be accurate, however, make no guarantees on accuracy or the results of usage. To verify any information on this datacard, call 800-708-5478 or email sales@infocusmarketing.com.

Selects

Address Type		
Business Address		26,291
Residential Address		25,015

Credentials		
ABOC	ABOC	27
BSC	B. Sc.	21
CAE	CAE	1
CPO	CPO	2,146
CPOA	CPOA	678
CPOC	CPOC	107
CPOT	CPOT	280
DIPLOM_ABO	Diplomate, ABO	1
MA	M.A.	3
MD	M.D.	1
MED	M.Ed.	
OD	O.D.	28,263

Member Type		
ACTVMEM	Active Membership	21,415
DISTMEM	Distinguished Membership	33
HONRMEM	Honorary Membership	3
LIFEMEM	Life Membership	4,255

Member Type (cont.)		
OPTEDUC	Optometric Educator Membership	579
PARASCT	Optometric Staff	16,000
PRTPRAC	Partial Practice Membership	1,257
POSTGRD	Post-Graduate Membership	310
RETIRED	Retired Membership with Benefits	581
RETNOBN	Retired Membership without Benefits	750

Gender		
F	Female	27,576
M	Male	19,821

Email Fees
HTML/Text Transmission Setup Fee: $50/F
A/B Split: $150/F
All text, code, and/or artwork changes to HTML email document(s) are the sole responsibility of the emailer. Any changes handled by INFOCUS will incur a charge of $100/Hour with a 1 hour minimum.
Greater than 2 Tests/Changes: $50 per Test/Change
Image Hosting: $50 per Image
Personalization of Transmission: $100/F
Suppression: $100/F
Tracking Report: $25/F
Transmission: $125/M