



Updated: 3/28/2024

## American Optometric Association Member Mailing & Email List (AOA)

[www.aoa.org](http://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](mailto:sales@infocusmarketing.com)

[www.InfocusMarketing.com](http://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](mailto:sales@infocusmarketing.com).

## Selects

Address Type			Member Type (cont.)		
Business Address		26,291	OPTEDUC	Optometric Educator Membership	579
Residential Address		25,015	PARASCT	Optometric Staff	16,000
			PRTPRAC	Partial Practice Membership	1,257
			POSTGRD	Post-Graduate Membership	310
Credentials			RETIRED	Retired Membership with Benefits	581
ABOC	ABOC	27	RETNOBN	Retired Membership without Benefits	750
BSC	B. Sc.	21			
CAE	CAE	1			
CPO	CPO	2,146	Gender		
CPOA	CPOA	678	F	Female	27,576
CPOC	CPOC	107	M	Male	19,821
CPOT	CPOT	280			
DIPLOM_ABO	Diplomate, ABO	1	Email Fees		
MA	M.A.	3	HTML/Text Transmission Setup Fee: \$50/F		
MD	M.D.	1	A/B Split: \$150/F		
MED	M.Ed.		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.		
OD	O.D.	28,263	Greater than 2 Tests/Changes: \$50 per Test/Change		
Member Type			Image Hosting: \$50 per Image		
ACTVMEM	Active Membership	21,415	Personalization of Transmission: \$100/F		
DISTMEM	Distinguished Membership	33	Suppression: \$100/F		
HONRMEM	Honorary Membership	3	Tracking Report: \$25/F		
LIFEMEM	Life Membership	4,255	Transmission: \$125/M		