

# LOOKING OUT FOR KIDS

An initiative to address the vision care needs of children

## OTHER WAYS TO HELP

### EYE EXAM | \$50

A gift of \$50 can fund an eye exam.

### TWO PAIRS OF GLASSES | \$60

A gift of \$60 can fund TWO pairs of eyeglasses.

### TOTAL EYE CARE PACKAGE | \$110

A gift of \$110 can fund an eye exam and TWO pairs of eyeglasses.

### BUS RIDE | \$200

A gift of \$200 can fund transportation for children to and from any of The Eye Institute's three locations to receive comprehensive care.

### A FULL DAY OF CARE - \$1,080 | \$1,960

Depending on the size of the donation, 8-16 children can receive comprehensive eye exams, TWO pairs of eyeglasses if needed, and transportation to and from one of The Eye Institute's three locations.

## PROGRAM ADVERTISING

Program Size: 5.5" (width) x 8.5" (height)

### STANDARD AD RATES

FULL PAGE: 5.5" (width) x 8.5" (height) | \$500

HALF PAGE: 5.5" (width) x 4.25" (height) | \$275

¼ PAGE: 2.75" (width) x 4.25" (height) | \$150

### PREMIUM AD RATES

INSIDE COVER (FULL PAGE) | \$1,000

BACK COVER (FULL PAGE) | \$1,500