

ESSILOR DIGITAL AD INSTRUCTIONS

We appreciate your continued trust in Essilor to provide you with the most innovative products to address your patients' needs. Implementing digital ads to your website is an easy way to remind your patients that you carry leading products in the eyecare industry.

PLEASE FOLLOW THE INSTRUCTIONS BELOW to integrate Essilor digital ads onto your website.

1

Choose your ad size

2

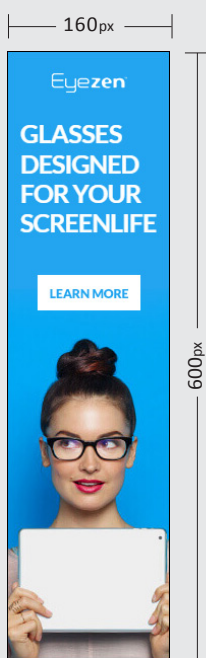
Copy the digital ad HTML code

3

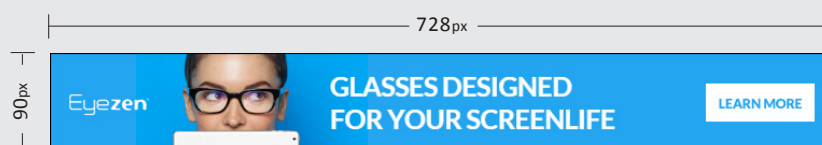
Paste the chosen ad HTML code onto your website*

DIGITAL AD SIZES

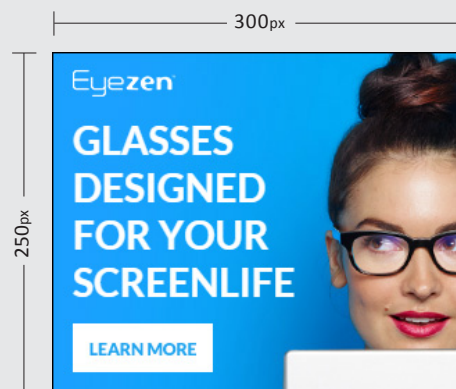
From the following three sizes, select the one that best compliments your webpage:



Size A - Skyscraper



Size C - Leaderboard



Size B - Banner

ADS SHOWN ARE EXAMPLES ONLY

PLEASE NOTE:

- You must push HTML code to your FTP server where your website is hosted; your ads will not show up otherwise. Your webpage must be live in order to see the ads.
- Pause ad blocker extensions in your browser.
- Promotional ads may be updated periodically.
- For technical questions, please consult your IT manager.

*Implementation will vary based on the platform being utilized.

Size A – Eyezen Screen Life 160x600 Skyscraper:

```
<!--Eyezen Screen Life 160-600 Skyscraper--><span data-id="19" class="mav1_1"><script>(window.jQuery || document.write("<script src="//ajax.googleapis.com/ajax/libs/jquery/1.11.0/jquery.min.js"></script>"))</script><script type="text/javascript">(function(){if (mysa_mav1_1) return; var ma = document.createElement("script"); ma.type = "text/javascript"; ma.async = true; ma.src = "http" + ("https:"==document.location.protocol?"s":"" ) + "://myessilorads.com/api/index.php?js&a&1&v=2"; var s = document.getElementsByTagName("script")[0]; s.parentNode.insertBefore(ma, s )})();var mysa_mav1_1=true;</script></span>
```

Size B – Eyezen Screen Life 300x250 Banner:

```
<!--Eyezen Screen Life 300x250 Banner--><span data-id="20" class="mav1_1"><script>(window.jQuery || document.write("<script src="//ajax.googleapis.com/ajax/libs/jquery/1.11.0/jquery.min.js"></script>"))</script><script type="text/javascript">(function(){if (mysa_mav1_1) return; var ma = document.createElement("script"); ma.type = "text/javascript"; ma.async = true; ma.src = "http" + ("https:"==document.location.protocol?"s":"" ) + "://myessilorads.com/api/index.php?js&a&1&v=2"; var s = document.getElementsByTagName("script")[0]; s.parentNode.insertBefore(ma, s )})();var mysa_mav1_1=true;</script></span>
```

Size C – Eyezen Screen Life 728x90 Leaderboard:

```
<!--Eyezen Screen Life 728x90 Leaderboard--><span data-id="18" class="mav1_1"><script>(window.jQuery || document.write("<script src="//ajax.googleapis.com/ajax/libs/jquery/1.11.0/jquery.min.js"></script>"))</script><script type="text/javascript">(function(){if (mysa_mav1_1) return; var ma = document.createElement("script"); ma.type = "text/javascript"; ma.async = true; ma.src = "http" + ("https:"==document.location.protocol?"s":"" ) + "://myessilorads.com/api/index.php?js&a&1&v=2"; var s = document.getElementsByTagName("script")[0]; s.parentNode.insertBefore(ma, s )})();var mysa_mav1_1=true;</script></span>
```