VetSpecialists.com Opportunities

VetSpecialists.com was developed by the American College of Veterinary Internal Medicine (ACVIM) to provide education about diseases and conditions affecting animals and to increase awareness of veterinary specialty medicine to the animal owning community. The website attracts over 300,000 pageviews annually.
## WEBSITE ADVERTISING

### HORIZONTAL LEADERBOARD - 728(W) x 90(H) PX

<table>
<thead>
<tr>
<th>Pages</th>
<th>Availability</th>
<th>6 Month price*</th>
<th>12 Month price*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site wide</td>
<td>Top Sticky Banner - 3 rotations 350,000 annual views</td>
<td>3</td>
<td>$7,500</td>
</tr>
<tr>
<td>Homepage</td>
<td>1</td>
<td>$5,000</td>
<td>$7,500</td>
</tr>
<tr>
<td>Find a Specialist</td>
<td>1</td>
<td>$4,500</td>
<td>$6,500</td>
</tr>
<tr>
<td>What is a Veterinary Specialist?</td>
<td>1</td>
<td>$4,500</td>
<td>$6,500</td>
</tr>
</tbody>
</table>

### VERTICAL SIDEBAR - 250(W) X 250-450(H) PX

<table>
<thead>
<tr>
<th>Specialty Pages</th>
<th>Availability</th>
<th>6 Month price*</th>
<th>12 Month price*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardiology</td>
<td>1 per specialty page</td>
<td>$3,000</td>
<td>$5,500</td>
</tr>
<tr>
<td>Large Animal Internal Medicine</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Neurology</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Oncology</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Small Animal Internal Medicine</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Nutrition (New!)</td>
<td></td>
<td></td>
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</tbody>
</table>

### SPECS:
- **Ad URL Address**: Provide a click-through URL for your ad.
- **Color Profile**: RGB
- **File Type**: PNG, JPEG or GIF
- **Resolution**: Set your images to maximum quality with a resolution of 300 ppi.

*Option to update artwork quarterly!
The ACVIM recently launched a podcast through VetSpecialists.com titled *Beyond the Clinic*. The goal is to provide relevant timely discussions to animal owners and demonstrate the value of a veterinary specialist through a common marketing channel.

**Calendar of topics:**
- January/February: End of life care
- March/April: Animal Owner Q&A
- May/June: Senior pet care
- July/Aug: Overall veterinary specialty
- Sept/Oct: CBD to manage chronic health conditions
- Nov/Dec: Heart conditions in pets - Cardiology

**Call for Pricing**

Available on [Podcast Provider 1]([Podcast Provider 1]) [Podcast Provider 2]([Podcast Provider 2]) and wherever you get your podcasts.
SUCCESS STORY PACKAGE

Elevate a patient story by featuring a veterinary specialist, patient and animal owner in a video produced by the ACVIM and promoted on VetSpecialists.com and social media channels. Package includes written long-form article, advertisement on individual success story page, video interviews and production plus promotion of the story on various social media channels and in an email blast to ACVIM Members.

$5,500

FEATURE STORY ONLY

Share a story featuring your company's practice, veterinary specialist and patient. Sponsored feature includes recognition on landing page tile, company logo and link to your website. Plus a banner advertisement on individual story page. The feature will be promoted on VetSpecialists.com and ACVIM social media platforms and in an email blast to ACVIM members.

$3,000

View success stories in action >>
BLOG POSTS
Have an article topic idea? Share it with us as a one-time blog post article. Content relevant to animal owners or primary care veterinarians performs best on the VetSpecialists.com website.
800-1000 words
Call for pricing

TRIAD OF CARE INSIDER EMAIL NEWSLETTER
The Triad of Care Insider is powered by VetSpecialists.com and is intended to support the primary care veterinarian in discovering how to make and strengthen connections with veterinary specialists when patients need advanced care. Distributed on a quarterly basis to more than 4,000 primary care veterinarians who have expressed interest in ACVIM initiatives.
Call for pricing

HORIZONTAL BANNER (2 AVAILABLE PER ISSUE)
815(W) x 115-300(H) PX

CONTACT
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