



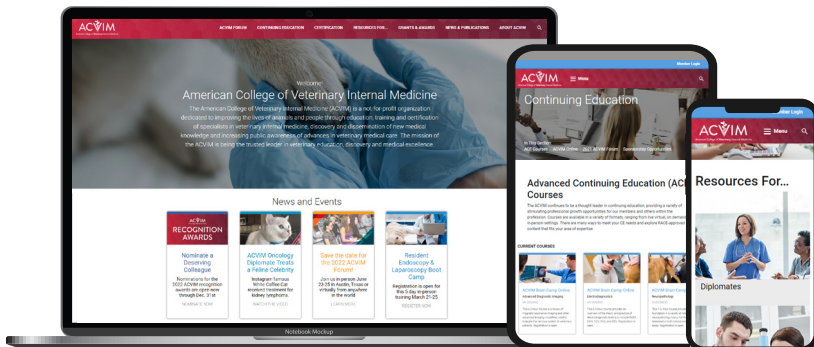
American College of **Veterinary** Internal Medicine

Media Kit

2024

ACVIM Advertising Opportunities

The American College of Veterinary Internal Medicine (ACVIM) is dedicated to being the trusted leader in veterinary education, discovery and medical excellence. Providing a unique opportunity to elevate your brand and reach a targeted group of veterinary specialists including Cardiology, Large Animal Internal Medicine, Neurology, Nutrition, Oncology and Small Animal Internal Medicine.

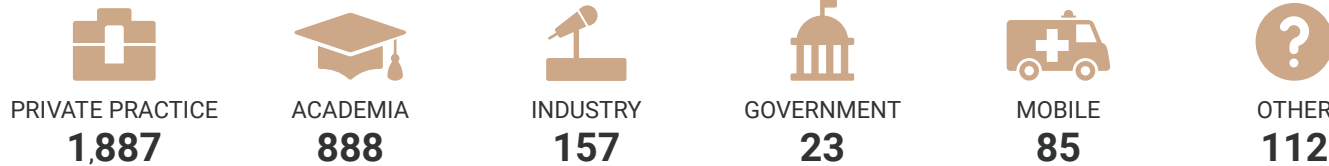


MEMBERSHIP

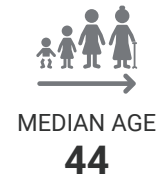
BY SPECIALTY



BY PRACTICE SETTING



AGE



ACVIM.ORG WEBSITE ADVERTISING

The website attracts over one million pageviews annually.

HORIZONTAL LEADERBOARD: 728(W) x 90(H) PX

Pages	Availability	6 Month price*	12 Month price*
Homepage 172,000 annual views	1	\$10,000	\$12,500
My Dashboard** 72,000 annual views	1	\$5,500	\$8,000
Resources for Candidates 7,400 annual views	1	\$4,000	\$7,500
Resources for Diplomates 6,000 annual views	1	\$4,000	\$7,500
Resources for Job Seekers & Employers 5,500 annual views	1	\$4,000	\$7,500

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

Resources for Candidates Specialty Pages	Availability	6 Month price*	12 Month price*
Cardiology Large Animal Internal Medicine Neurology Oncology Small Animal Internal Medicine Nutrition	1 per specialty page	\$4,000	\$7,000

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 300ppi.

*Option to update artwork quarterly!

**Not available on Mobile

PROGRAMMATIC RETARGETING

Target the right audience with precision and reach your desired customers with ease. This new opportunity allows exclusive, direct access to ACVIM.org's website visitors and retargets them with your company's ads that will showcase your program, services, and products as they visit popular websites. Our website visitors are often key decision-makers with significant influence, making them a highly-valuable, lucrative audience for your company. Generate new leads and boost conversions by directly targeting our veterinary specialty medicine audience.

Banner Ads	Total	CPM
100,000 impressions	\$3,000	\$30
300,000 impressions	\$8,400	\$28
1,200,000 impressions	\$31,200	\$26

Custom Packages are available.

Additional media options:

Video ads and Native ads

AD SIZES:

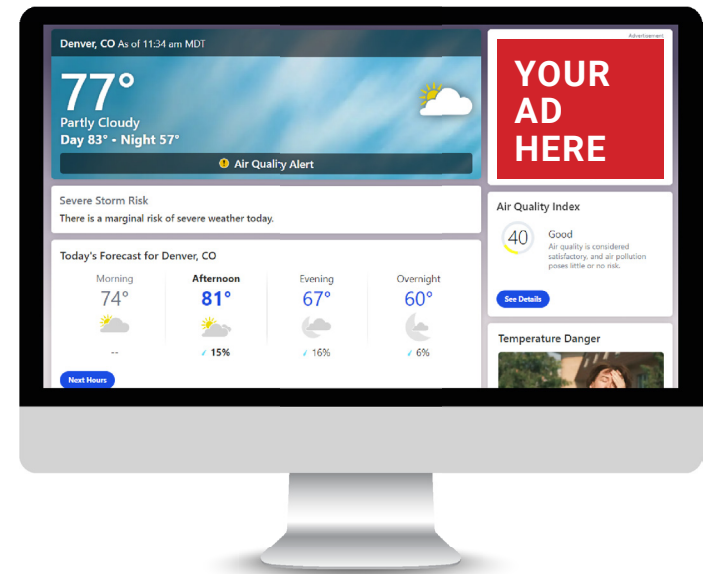
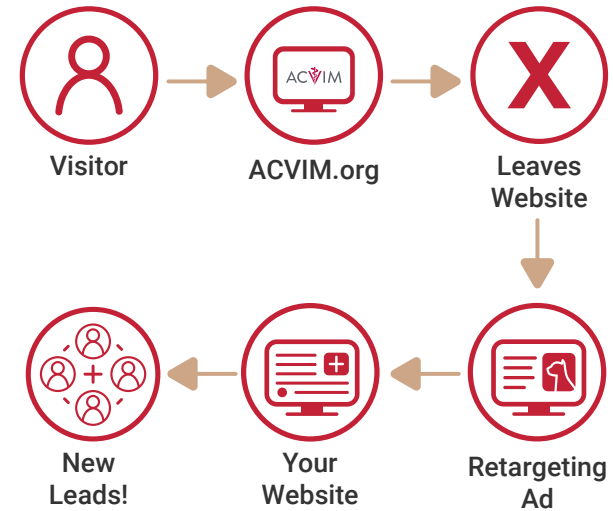
728X90, 300X250, 160X600, 320X50 (Mobile)

Ad URL Address:

Provide a click-through URL for your ad.

Analytics reports include:

- Impressions delivered
- Clicks
- Click through rate
- CPM rate
- Cost per click
- A breakdown of impressions/clicks per artwork item
- A list of top 50 sites on which the campaign appeared



ACVIM360 (MEMBER'S ONLINE COMMUNITY)

ACVIM360 is the centralized community where ACVIM members network and build connections. This highly sought after member benefit is used widely by ACVIM Diplomates and Candidates and gives you a chance to showcase your brand in front of the audience that means the most to you.

COMMUNITY WEBSITE

Pages	Availability	6 Month price	12 Month price
Interior - Top logged in	1	\$5,500	\$8,000
Interior - Bottom logged in	1	\$3,500	\$6,500
Homepage - Top and Bottom logged out	1	\$4,000	\$7,500
Specialty Specific Community Pages logged in	1 per community	price based on number of members	

EMAIL DIGESTS (MEMBER DISCUSSIONS)

Specialty Specific Community Emails	1 per community	price based on number of members
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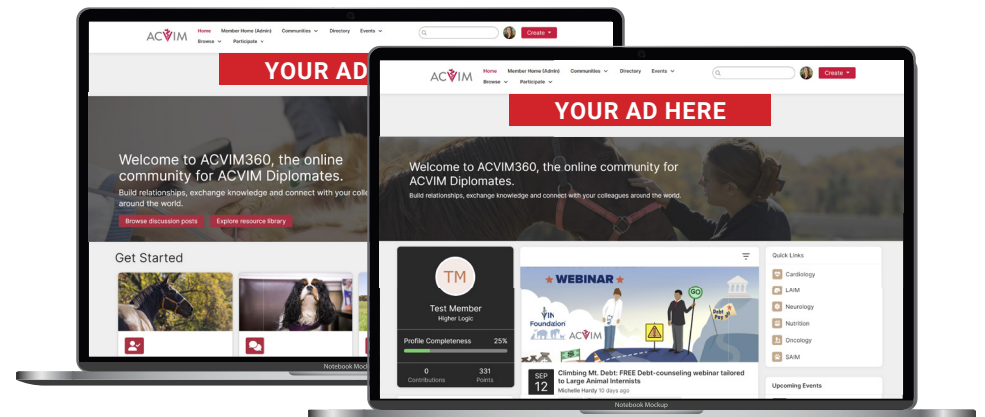
Specialty Community Options:

Cardiology Discussion- 458 members
 Large Animal Internal Medicine Discussion- 921 members
 Neurology Discussion- 505 members
 Nutrition Discussion - 126 members
 Oncology Discussion- 589 members
 Small Animal Internal Medicine Discussion - 1.7K members

HORIZONTAL LEADERBOARD: 728(W) x 90(H) PX

Ad URL Address:

Provide a click-through URL for your ad.



eNEWSLETTERS

Two Exciting Opportunities to reach the ACVIM Membership!

Diplomate Digest, a monthly eNewsletter exclusively for ACVIM members, reaches veterinary specialists in Large Animal Internal Medicine, Cardiology, Neurology, Oncology, and Small Animal Internal Medicine.

Candidate Connection, a bi-monthly eNewsletter, reaches ACVIM Candidates in the specialties listed above, as well as Program Directors, Residency Advisors, and the entire ACVIM Board of Regents.

HORIZONTAL LEADERBOARD: 1200(W) x 200(H) PX

Pages	Availability	1 Issue Price	6 Issues Price
Diplomate Digest sent monthly	2 per Issue	\$2,500	\$14,000
Candidate Connection sent every other month	2 per Issue	\$1,500	\$8,000

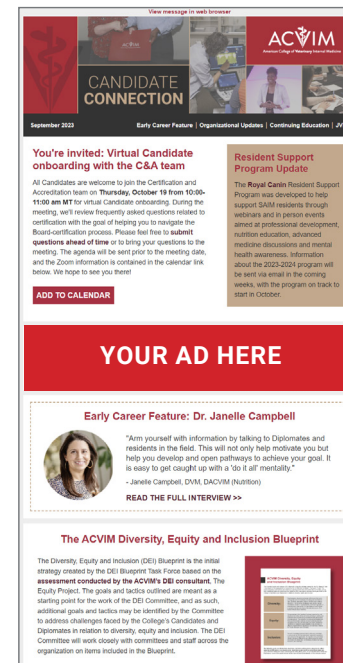
Diplomate Digest Stats

Monthly Average
Recipients: 3,568
Open Rate: 61.81%
Click Rate: 11.17%

Candidate Connection Stats

Monthly Average
Recipients: 1,469
Open Rate: 68.66%
Click Rate: 17.38%

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 300ppi.



View message in web browser

CANDIDATE CONNECTION

September 2023 | Early Career Feature | Organizational Updates | Continuing Education | JAVM

You're invited: Virtual Candidate onboarding with the C&A team

All Candidates are welcome to join the Certification and Accreditation team on **Thursday, October 19 from 10:00-11:00 am MT** for virtual Candidate onboarding. During the meeting, we'll review frequently asked questions related to certification with the goal of helping you to navigate the Board-certification process. Please feel free to **submit questions ahead of time** or to bring your questions to the meeting. The agenda will be sent prior to the meeting date, and the Zoom information is contained in the calendar link below. We hope to see you there!


ADD TO CALENDAR

Resident Support Program Update

The **Royal Canin Resident Support Program** was developed to help support DVM residents through webinars and in-person events aimed at professional development, nutrition education, advanced medicine discussions and mental health awareness. Information about the 2023-2024 program will be sent via email in the coming weeks, with the program on track to start in October.

YOUR AD HERE

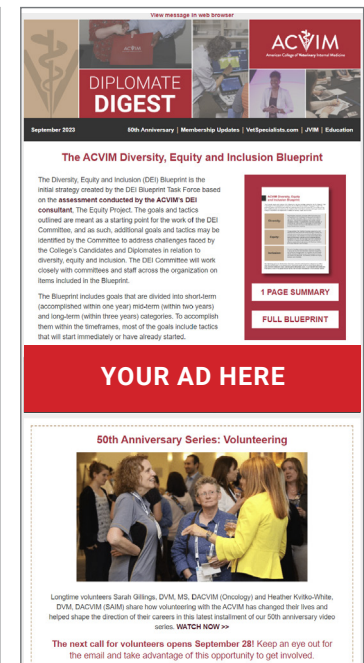
Early Career Feature: Dr. Janelle Campbell

 "Arm yourself with information by talking to Diplomates and residents in the field. This will not only help motivate you but help you develop and open pathways to achieve your goal. It is easy to get caught up with a 'yo it all' mentality."
- Janelle Campbell, DVM, DACVIM (Nutrition)
READ THE FULL INTERVIEW >>

The ACVIM Diversity, Equity and Inclusion Blueprint

The Diversity, Equity and Inclusion (DEI) Blueprint is the initial strategy created by the DEI Blueprint Task Force based on the assessment conducted by the ACVIM's DEI consultant. The Equity Project. The goals and tactics outlined are meant as a starting point for the work of the DEI Committee, and as such, additional goals and tactics may be identified by the Committee to address challenges faced by the College's Candidates and Diplomates in relation to diversity, equity and inclusion. The DEI Committee will work closely with committees and staff across the organization on items included in the Blueprint.

1 PAGE SUMMARY
FULL BLUEPRINT



View message in web browser

DIPLOMATE DIGEST

September 2023 | 50th Anniversary | Membership Updates | VetSpecialists.com | JAVM | Education

The ACVIM Diversity, Equity and Inclusion Blueprint


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The Blueprint includes goals that are divided into short-term (accomplished within one year) mid-term (within two years) and long-term (within three years) categories. To accomplish them within the timeframes, most of the goals include tactics that will start immediately or have already started.

1 PAGE SUMMARY
FULL BLUEPRINT

YOUR AD HERE

50th Anniversary Series: Volunteering

 Longtime volunteers Sarah Gillings, DVM, MS, DACVIM (Oncology) and Heather Kirkko-White, DVM, DACVIM (SAB) share how volunteering with the ACVIM has changed their lives and helped shape the direction of their careers in this latest installment of our 50th anniversary video series. **WATCH NOW >>**

The next call for volunteers opens September 28! Keep an eye out for the email and take advantage of this opportunity to get involved.

OID DISCOVERY

ACVIM's Library of Scientific Journals

The Ovid Discovery Platform provides ACVIM Diplomates and Candidates with a central location to access both open-access content for veterinary medicine, as well as subsidized veterinary journal subscriptions. ACVIM's one-stop, single-search solution that provides direct access to the most current information for veterinarian patient care, learning, teaching, and research needs. Through a vertical sidebar ad, your advertisement can reach thousands of veterinary specialists.

[Call for pricing](#)

HORIZONTAL LEADERBOARD: 728(W) x 90(H) PX

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

LOOKING FOR OTHER OPPORTUNITIES?

[ACE Courses](#)

[ACVIM Forum](#)

[VetSpecialists.com](#)



CONTACT

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