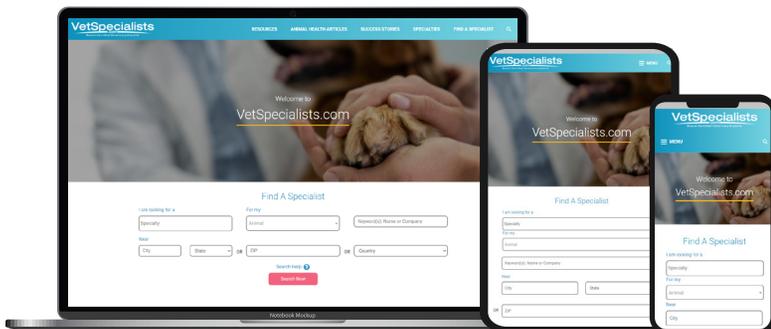


# VetSpecialists.com

Board-Certified Veterinary Experts

## Media Kit 2024



## 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

Pages	Availability	6 Month price*	12 Month price*
<b>Site wide   Top Sticky Banner - 3 rotations</b> 350,000 annual views	3	\$7,500	\$10,000
<b>Homepage</b> 40,000-60,000 annual views	1	\$5,000	\$7,500
<b>Find a Specialist</b> 40,000-50,000 annual views	1	\$4,500	\$6,500
<b>What is a Veterinary Specialist?</b> 10,000-14,000 annual views	1	\$4,500	\$6,500

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

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	\$3,000	\$5,500

### 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 300ppi.

\*Option to update artwork quarterly!

# WEBSITE ADVERTISING - SEARCH RESULTS

Every month, thousands of animal owners are actively seeking ACVIM specialists. Make sure your ad gets noticed by placing it in a prime spot that reaches this extensive audience. Our specialty result pages are customized to match each user's search criteria, providing you with a unique opportunity to target a specific audience effectively.

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

Search Results Pages	Availability	6 Month price*	12 Month price*
<b>Cardiology Search Results</b> 5,170 monthly searches	1	\$7,000	\$9,500
<b>LAIM Search Results</b> 5,059 monthly searches	1	\$7,000	\$9,500
<b>Neurology Search Results</b> 3,718 monthly searches	1	\$4,500	\$6,000
<b>Nutrition Search Results</b> 4,469 monthly searches	1	\$5,500	\$8,000
<b>Oncology Search Results</b> 3,378 monthly searches	1	\$4,500	\$6,000
<b>SAIM Search Results</b> 5,835 monthly searches	1	\$7,500	\$10,000

### SPECS:

**Ad URL Address:** Provide a click-through URL for your ad.

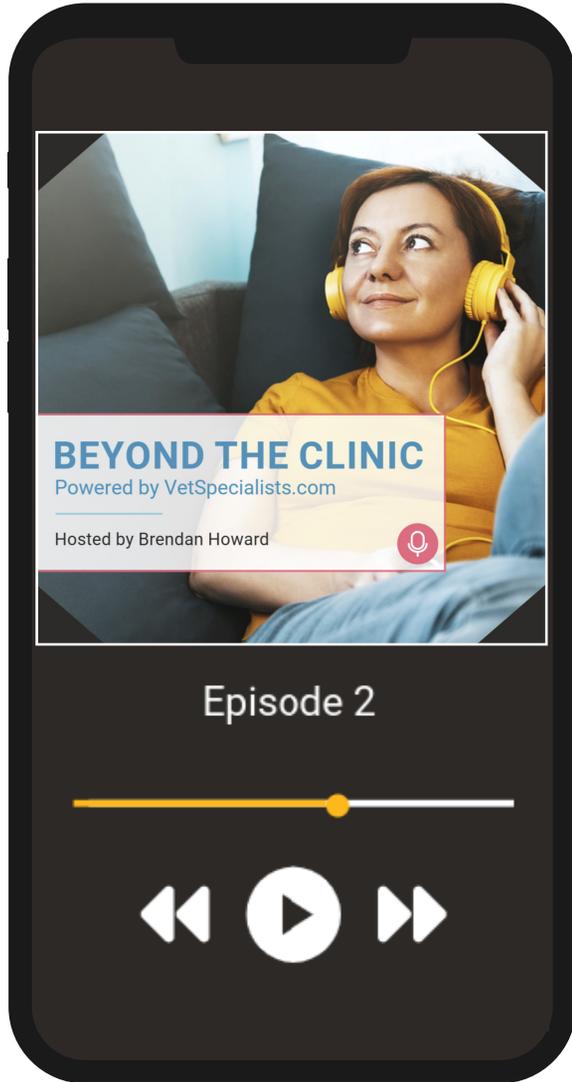
**Color Profile:** RGB

**File Type:** PNG, JPEG or GIF

**Resolution:** Set your images to maximum quality with a resolution of 300ppi.

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# PODCAST EPISODE SPONSOR



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     
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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