

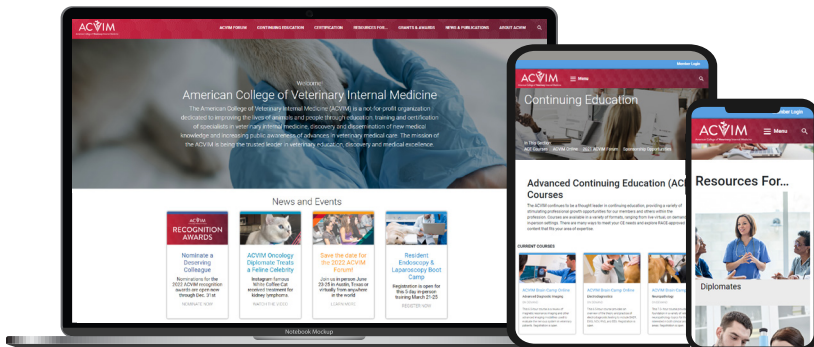


Media Kit

2023

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.



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

*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

BANNER AD SIZES:

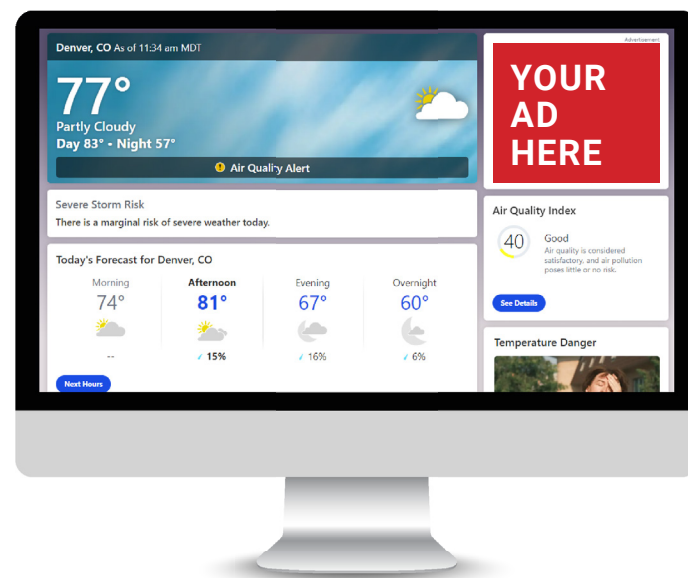
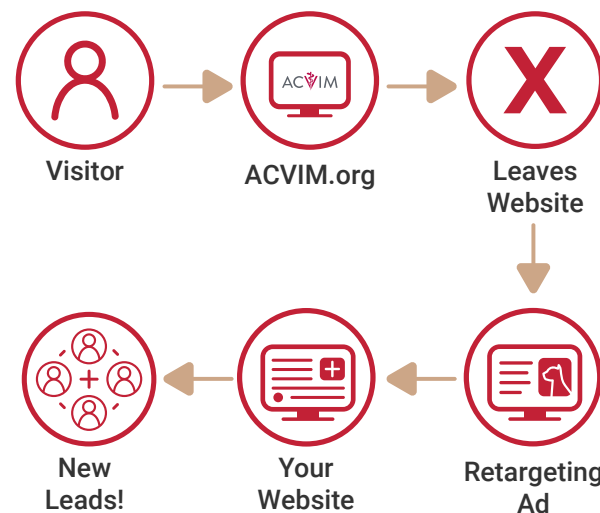
728X90, 300X250, 160X600, 320X50 (Mobile)

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

Home Banners (Top & Bottom): 962(W) x 125(H) PX

Interior Banner Top: 640(W) x 125(H) PX

Interior Banner Bottom: 962(W) x 125(H) PX

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 gives you a chance to showcase your brand in front of the audience that means the most to you.

Call for pricing

OVID DISCOVERY

New Opportunity!

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. Through a vertical sidebar ad, your advertisement can reach thousands of veterinary specialists.

Call for pricing

ACE COURSES

Virtual/On Demand Courses and In-person Events

These are exceptional opportunities to engage with a targeted audience of ACVIM and ECVIM Diplomates and Candidates in a small setting where one-on-one relationships can be developed and nurtured. This is a tremendous opportunity you would not get anywhere else. Courses are available in a variety of formats, ranging from live virtual, on demand and in-person settings. View more details online **here**.

Call for pricing

DIGITAL SPECS

These specs apply to all ACVIM.org and Ovid Discovery advertising.

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

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

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.



CONTACT

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