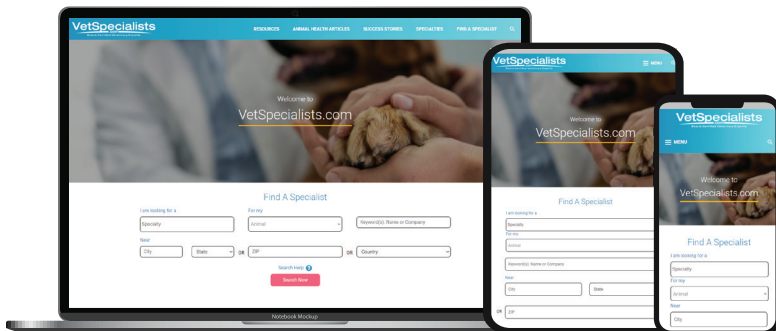


VetSpecialists.com

Board-Certified Veterinary Experts

Media Kit 2023



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* |
|--|--------------|----------------|-----------------|
| Site wide Top Sticky Banner - 3 rotations 350,000 annual views | 3 | \$7,500 | \$10,000 |
| Homepage 40,000-60,000 annual views | 1 | \$5,000 | \$7,500 |
| Find a Specialist 40,000-50,000 annual views | 1 | \$4,500 | \$6,500 |
| What is a Veterinary Specialist? 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 (New!) | 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!

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](#)

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.

\$5,500

SPONSORED FEATURE STORY

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 >>](#)



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