



MEDIA KIT

Who Are We?

Founded in 1965, the American College of Veterinary Surgeons (ACVS) is the specialty board which sets the standards for advanced professionalism in veterinary surgery.

ACVS is the AVMA-recognized veterinary specialty organization™ for certification of veterinarians in large animal surgery and small animal surgery. ACVS defines the standards of surgical excellence for the profession, promotes advancements in veterinary surgery, and provides the latest in surgical educational programs.

Following the 2020 certification examination, ACVS includes more than 2,200 Diplomates.

What Can We Provide?

Diverse and cost-effective advertising opportunities to help you reach your target audience and achieve marketing objectives. Whether you are looking to launch a new product/service, increase brand awareness, reach a specific audience, and/or drive website traffic, ACVS is here to aid you in achieving your marketing and advertising goals.

Contact Us

Website

www.acvs.org

Address

American College of Veterinary Surgeons
19785 Crystal Rock Dr, Suite 305
Germantown, MD 20874

Phone

(301) 916-0200 x100

Email

amiller@acvs.org

Connect with ACVS!



Tailored audiences and hashtag targeting! Promote new products/services and encourage people to visit your website through keyword

Job Board Banner

JOBS.ACVS.ORG

Looking for qualified candidates? Extend the reach of your search and expand your exposure through this straightforward and cost-effective way to connect with your customers.

Monthly average impressions: 1200+

- Posted for up-to three consecutive months (30, 60, or 90 days)
- Appears on the **NEW** ACVS Job Board (jobs.acvs.org)
- May rotate with up to three other advertisements
- Ad can be changed at 30-day intervals during the 60- or 90-day cycle
- Specs: 200px high x 200px wide (PNG or JPEG; min 72DPI)
- Web advertisement will hyperlink to company website
- Impressions, clicks, and click-rate report provided



Investment: \$1,500 (30 days)

Investment: \$2,500 (60 days)

Investment: \$3,500 (90 days)

Cut to the Point Banner

Cut to the Point is the official monthly ACVS email bulletin. This resource provides nearly 2,650 ACVS Diplomates and surgical residents with the latest ACVS news, educational offerings, and industry updates.

Investment: \$3,000 (1 month)

Investment: \$4,500 (2 months)



ACVS.org Advertisement

Want the ACVS community to easily recognize your branding and products?

Take advantage of advertising on the ACVS website. Place your company's brand on the landing page of acvs.org and multiple pages throughout acvs.org.

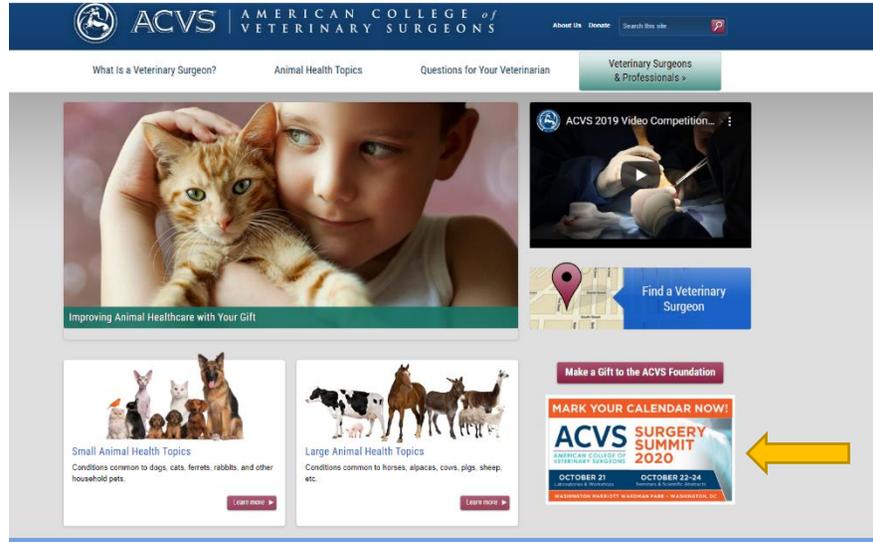
Monthly average impressions: 8.2K+

- Posted for up to three consecutive months (30, 60, or 90 days)
- May rotate with up to five other advertisements
- Advertisement can be changed during the 60-day and 90-day period
- Advertisement cannot be changed during the 30-day period
- Specs: 200px high x 400px wide (PNG or JPEG; min 72DPI)
- Advertisement will hyperlink to your company website
- Impressions, clicks, and click-rate report provided

Investment: \$1,000 (30 days)

Investment: \$1,500 (60 days)

Investment: \$1,750 (90 days)



Residents' Training Log Banner

The perfect opportunity to promote your products and services to ACVS surgical residents who are required to log their research, work hours, and training each week.

- One (600px x 75px) website banner advertisement with hyperlink
- Exclusive opportunity and only available on the ACVS Residents' Training Log webpage
- Banner advertisement design can be changed quarterly

Investment: \$8,000 (12 months)

Investment: \$5,000 (6 months)

Investment: \$2,500 (3 months)

Resident Summary

Resident:	Guest 123 User (Year 10)	Program:	Test University Small Animal (09)
Program Director:	Debbie Director	Resident Advisor:	

Requirements Summary (Totals in green have met the requirement) »

[View Change History](#) | [Print](#) | [Instructions](#)
[Residency Standards and Requirements](#)

[Activity](#) | [Surgery Cases](#) | [Specialty Services](#) | [Seminars](#) | [Semi-Annual Reviews](#)

Click here to collapse or expand all sections

Activity (in weeks) »

	New	Declined	Awaiting RA	Awaiting Semi-Annual Review	Awaiting Deadline	Awaiting RCC	Total	Approved	Min. Req.
Surgical Rotation DACVS* supervised	0	0	0	0	0	0	0	0	94
Alternate ACVS Supervisor	0	0	0	0	0	0	0	0	12
Surgical Rotation not DACVS* supervised	0	0	0	0	0	0	0	0	0
Special Rotation	0	0	0	0	0	0	0	0	31
Vacation	0	0	0	0	0	0	0	0	0
Total	0	0	0	0	0	0	0	0	156

Surgery Cases »

	New	Declined	Awaiting RA	Awaiting Semi-Annual Review	Awaiting Deadline	Awaiting RCC	Awaiting Lead RCC	Total	Approved	Min. Req.

Continuing Education Sponsorships

ACVS Laboratories

ACVS coordinates laboratories several times a year at facilities around the US. Be a part by supporting these continuing education opportunities. Past topics have included Small Animal Minimally Invasive Surgery and Veterinary Interventional Radiology. Your support will be recognized through on-site signage and digitally.

Target Audience: ACVS Diplomates and surgical residents

Investment: \$2,500

For more information on the ACVS Laboratory sponsorship opportunities, please contact ACVS's Industry Relations Manager Amanda Miller (amiller@acvs.org).

Surgery Summit

The annual ACVS Surgery Summit offers extensive opportunities for continuing education sponsorships to align with your company's advertising focus. The educational sponsorships include: keynote lectures, special sessions, large animal and small animal programs, laboratories, and programming geared towards primary care veterinarians and technicians.

Average attendance: 1,800

Event time of year: October

For more information on the ACVS Surgery Summit sponsorship opportunities, please contact ACVS's Industry Relations Manager Amanda Miller (amiller@acvs.org).

ACVS Mailing List Rental

Complement your marketing mix and introduce new products and services by renting an ACVS mailing list. Deliver your targeted message to ACVS members with direct mail marketing. The list rental is for one-time use and is only sent to licensed and bonded mail houses. Mailing labels are also available for purchase.

[ACVS List Rentals and Mailing Labels Order Form](#)

ACVS Foundation Research Grant Initiative

Since its inception 25 years ago, the ACVS Foundation has funded more than \$1.3 million dollars in research grants, supporting more than 140 research projects. The Foundation has steadily increased funding in each of the last three years, making it possible to grow the number of recipients who receive grants through the Foundation's two grant programs, Surgeon-in-Training and Diplomate Clinical Research. The Foundation hopes to do even more and, with the help of the ACVS Foundation Research Grant Initiative, will increase funding of research grants to a minimum of \$200,000 per year within five years.

The ACVS Foundation is inviting you to become a champion of the Research Grant Initiative. By supporting the initiative, your company name and brand will be introduced through a variety of media to residents early in their journey and to board-certified veterinary surgeons in private practice and academia. This will help your company establish a relationship with these residents that will last throughout their careers and renew awareness with leaders and decision makers in veterinary surgery.

We hope you will join us in becoming a part of future groundbreaking research in veterinary surgery for small and large animals through the ACVS Foundation Research Grant Initiative.

Tier 1 (\$5,000-\$9,999 per year)

- Recognition on a dedicated ACVS Foundation web page highlighting all corporate supporters, including the Corporate Supporter's logo and URL.
- Quarterly social media recognition.
- Recognition on ACVS Foundation Research Grant Initiative web page.
- Recognition in the email for the "call for grant submissions."
- Recognition in ACVS Foundation Research Grant Initiative emails.
- Inclusion in one ACVS *Veterinary Surgery* journal ad per year thanking all supporters.
- Rotating recognition on the ACVS Foundation monitor at the ACVS Surgery Summit.

Tier 2 (≥\$10,000 per year) includes the following additional benefits:

- Individual supporter recognition in one issue of *Cut to the Point*, ACVS's monthly e-newsletter to residents and ACVS Diplomates.
- Individual supporter "thank you" on the ACVS Foundation Facebook and Twitter accounts.