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!
Social Media Reach

Build awareness and increase your reach with social media advertising through ACVS.

**Facebook**

Facebook is the most targeted form of advertising. Send traffic to your website, increase engagement, and encourage customer outreach.

- ACVS (general) Facebook followers: 16K+
- ACVS Diplomates Group: 800+
- ACVS Surgical Residents’ Group: 190+

Accepted Formats: Image or Video

**Investment:**
- One Facebook post to ACVS general followers: $1,500
- One Facebook post to ACVS Diplomates Group: $1,000
- One Facebook post to the ACVS Surgical Residents’ Group: $500

**Twitter**

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

- ACVS Twitter followers: 800+

Accepted Formats: Text or Image

**Investment:** One Twitter post to ACVS account: $750

**Combination Investment:**
One Facebook post to ACVS general followers and one Twitter post to the ACVS account.

**Investment:** $2,000

**LinkedIn**

Marketing on LinkedIn helps you engage the ACVS community. Promote your company with an ad on the ACVS LinkedIn page.

- LinkedIn Followers: 650+

Accepted Formats: Text or Image

**Investment:** One LinkedIn ad placed on the ACVS account: $750
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:** $2,500 (1 month)
**Investment:** $4,000 (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:** $750 (30 days)  
**Investment:** $1,250 (60 days)  
**Investment:** $1,500 (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)
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 Managers 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

- All ACVS Diplomates Approx. 1,900
- All Large Animal ACVS Diplomates Approx. 625
- All Small Animal ACVS Diplomates Approx. 1,250
- Credentialed Candidates 95
- Pre-Surgery Summit Registrants (available mid-September) TBD
- Post-Surgery Summit Attendees (available late November) TBD
- Recently Board-Certified Diplomates (three years) Approx. 250
- New Board-Certified Diplomates (current year) Approx. 70
- ACVS Residency Program Directors Approx. 100
- Third-Year Large Animal Residents Approx. 25
- Third-Year Small Animal Residents Approx. 65