

# ACVS Website Advertising Order Form\*

## Advertisements:

- Are posted for up to three consecutive months (30, 60 or 90 days)
- Appear on multiple www.acvs.org website pages
- May rotate with up to five other advertisements, depending on the number of concurrent advertisers
- Must comply with the required specifications (200px high & 400px wide (PNG or JPEG- min 72DPI)
- Order form, image file and URL must be emailed to Mike McNally at [mmcnally@acvs.org](mailto:mmcnally@acvs.org)

## Web advertisement guidelines:

- **If included in advertisement or hyperlink, the language “board eligible,” “board qualified,” and “individuals with credentials accepted by ACVS” are unacceptable under current guidelines.** Guidelines established by the ACVS necessitate changing the terms “board eligible” or “board qualified” to “individuals who have completed residency training.” Additionally, the term “surgeon” can be used only to refer to ACVS board certified veterinary surgeons.
- The official name for the annual ACVS Surgery Summit is the year followed by the “ACVS Surgery Summit.” (e.g. “2018 ACVS Surgery Summit”)

### 1) Advertisement reservation request

Advertisement option 1: \$750 for 30 day run \$ \_\_\_\_\_

Requested date: \_\_\_\_\_

Advertisement option 2: \$1,250 for 60 day run \$ \_\_\_\_\_

Requested date: \_\_\_\_\_

Advertisement option 3: \$1,500 for 90 day run \$ \_\_\_\_\_

Requested date: \_\_\_\_\_

**Total payment:** \$ \_\_\_\_\_

**The ACVS is a 501(c)6 tax-exempt organization. Tax charged: \$0.00**

### 2) Payment

Check #: \_\_\_\_\_ Make checks payable to: American College of Veterinary Surgeons (U.S. dollars)

Charge:  Visa  MasterCard

Card # \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on card: \_\_\_\_\_

Signature: \_\_\_\_\_

Credit Card Billing Address (required for credit card payment):

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### 3) Organization contact: Provide contact information for the person placing this order:

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

### 4) Payment by check: mail **another** copy of the form and payment to:

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

\*ACVS reserves the right to cancel orders if images do not meet the specifications or are not considered to be in good taste. Inclusion of an advertisement or a hyperlink on the ACVS website is not, and should not be construed as, an endorsement of the product or service by ACVS.