



**ACVS**<sup>®</sup>  
A M E R I C A N C O L L E G E *o f*  
V E T E R I N A R Y S U R G E O N S

## 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 2021 certification examination, ACVS includes more than 2,290 Diplomates.

Connect with ACVS!



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## What ACVS Provides

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 or service, increase brand awareness, reach a specific audience, or drive website traffic, ACVS is here to aid you in achieving your marketing and advertising goals.

## Member Snapshot

ACVS is the specialty board which sets the standards for advanced professionalism in veterinary surgery with more than 2,290 Diplomates, 95 residency program directors, and 100 third-year residents.

[Diplomate Demographics](#)

## Contact Us

### Website

[www.acvs.org](http://www.acvs.org)

### Address

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

### Industry Relations Manager

Amanda Miller, CEM

### Phone

(301) 916-0200 x100

### Email

[amiller@acvs.org](mailto:amiller@acvs.org)

## ACVS Job Board Postings

Attract diverse candidates and candidates who span early- to later-year tenure in the profession to your job openings. Our 30- and 60-day postings start at \$299. Increase your visibility by highlighting your posting in our monthly Job Flash email to more than 2,000 veterinary professionals.

[Learn more.](#)

## 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 potential employees.

Monthly average impressions: 1200+

- Posted for up-to three consecutive months (30, 60, or 90 days)
- Appears on the 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)

## Targeted Banner

Our audience is your audience. Increase your brand exposure with a banner ad in an ACVS email with a targeted audience. (Examples: ACVS residents, program directors, technicians, etc.)

**Investment:** \$3,000 (1 month)

**Investment:** \$4,500 (2 months)

## 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 surgery 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.

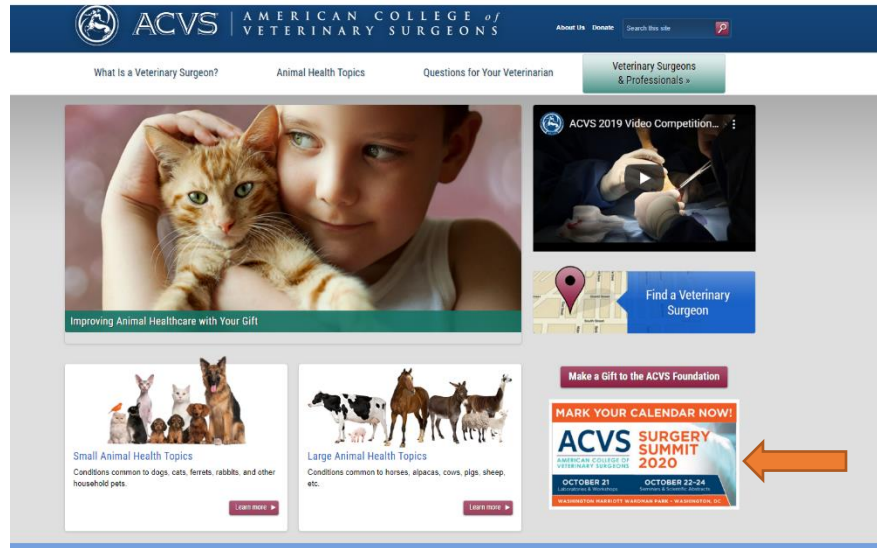
Monthly average impressions: 8.2K+

- 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:** \$1,500 (30 days)

**Investment:** \$2,500 (60 days)

**Investment:** \$3,500 (90 days)



## Residents' Training Log Banner

The perfect opportunity to promote your products and services to ACVS surgery 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:** \$2,500 (60 days)

**Investment:** \$3,500 (90 days)

**Sr. Veterinary Residents Course: Arthroscopy & Joint Surgery**  
Nov. 15-17, 2018, Naples, FL

**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
<b>Total</b>	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.

## ACVS Digital Learning Opportunities

### Large Animal Residents' Workshop

*(Limited to one sponsor)*

The Large Animal Residents' Workshop is a series of four two-hour webinars presented by ACVS Diplomates on four separate days.

Investment: \$5,000

Benefits include:

- Recognition in the Large Animal Residents' Workshop promotional emails
- Recognition on the digital learning website
- Verbal recognition by a presenter during each of the four webinars
- Recognition on opening and closing slides for each of the four webinars
- Recognition in a one-time sponsor collage on the ACVS Facebook page

### Small Animal Residents' Workshop

*(Limited to one sponsor)*

The Small Animal Residents' Workshop is a series of four two-hour webinars presented by ACVS Diplomates on four separate days.

Investment: \$5,000

Benefits include:

- Recognition in the Small Animal Residents' Workshop promotional emails
- Recognition on the digital learning website
- Verbal recognition by a presenter during each of the four webinars
- Recognition on opening and closing slides for each of the four webinars
- Recognition in a sponsor collage on the ACVS Facebook page

### Branded Tower Ad

Tower banner ad on the landing page of the ACVS [digital learning website](#), which will link to the URL of your choice. *Only three tower ads will rotate at a time to allow for greater impact.*

Investment: \$1,500 for 90 days

## 2022 Webinars

Webinars are presented live by ACVS Diplomates to their fellow board-certified surgeons, surgery residents, and primary care veterinarians.

### Investment: \$1,000

Benefits Include:

- Recognition in conjunction with the individual webinar on the digital learning website
- Recognition on opening and closing slides of the individual webinar
- Verbal recognition by the facilitator during the webinar
- Recognition in a sponsor collage on the ACVS Facebook page

Webinar Topic	Facilitator	Tentative Date
Large Animal: Body Wall Complications Following Colic Surgery	Isabelle Kilcoyne	March 30, 2022
Small Animal M&M– Challenging Case: Orthopedic Fracture Repair	Jason Syrcle	April 27, 2022
Cleft Palate	Kelley Thieman	May 4, 2022
Large Animal-OCD	Britta Leise	May 18, 2022
Large Animal–Farm Animal	Pierre-Yves Mulon	June 29, 2022
Small Animal M&M– Challenging Case: Hepatobiliary	Kelley Thieman	July 27, 2022
Alternative Approaches to Sinus/Dental Surgeries	Jared Williams	August 31, 2022
Equine M&M Rounds	Britta Leise	September 14, 2022
Gastrointestinal Surgery: Tips, Tricks, and Difficult Cases	Penny Reiger	September 28, 2022
Small Animal: Optimizing Your Outcome in TPLO	Anke Langenbach	November 30, 2022
Optimizing Total Hip Replacement: Pre-, Intra-, and Postoperative Challenges	Ursula Krotscheck	December 14, 2022

## 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 surgery residents

**Investment:** \$2,500

## 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 Marketplace

The [ACVS Marketplace](#) is a digital directory of leading veterinary industry suppliers designed to assist visitors in finding and acquiring products or services they need to build and enhance their practice. ACVS Virtual Marketplace will put you on the laptops, desktops, tablets, and phones of established and up-and-coming decision makers in veterinary surgery.

**Investment:** \$1,000 (up to 2 products) (30 days)

**Investment:** \$1,750 (up to 2 products) (60 days)

**Investment:** \$2,500 (up to 2 products) (90 days)

Additional Product: \$250 per product

For more information on the ACVS advertising and sponsorship opportunities, please contact ACVS's Industry Relations Manager, Amanda Miller ([amiller@acvs.org](mailto:amiller@acvs.org)).

## ACVS Foundation Research Grant Initiative

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.

The ACVS Foundation hopes 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.

### Corporate Grant Supporter (\$10,000-\$24,999 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
- 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 Facebook and Twitter accounts

### Named Grant (≥\$25,000 per year)

In addition to all Corporate Grant Supporter benefits:

- Opportunity to specify large animal or small animal and orthopedic or soft tissue targeted research.
- Name recognition with grant(s). Grant may support one or more research projects, in full or in conjunction with ACVS Foundation unrestricted funds.
- Possible multi-year recognition.
- Amount of grant(s) awarded is dependent upon applications submitted annually and selected by the ACVS Research Committee. Unused funds will roll-over to the following year.
- Recognition on the ACVS Research Grant Programs webpages.

If you are interested in learning more about a multiyear commitment and the additional benefits, please contact Shana Rosenblatt, ACVS program coordinator, at [srosenblatt@acvs.org](mailto:srosenblatt@acvs.org).