



ACVS[®]
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

Address

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Germantown, MD 20874

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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)



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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.

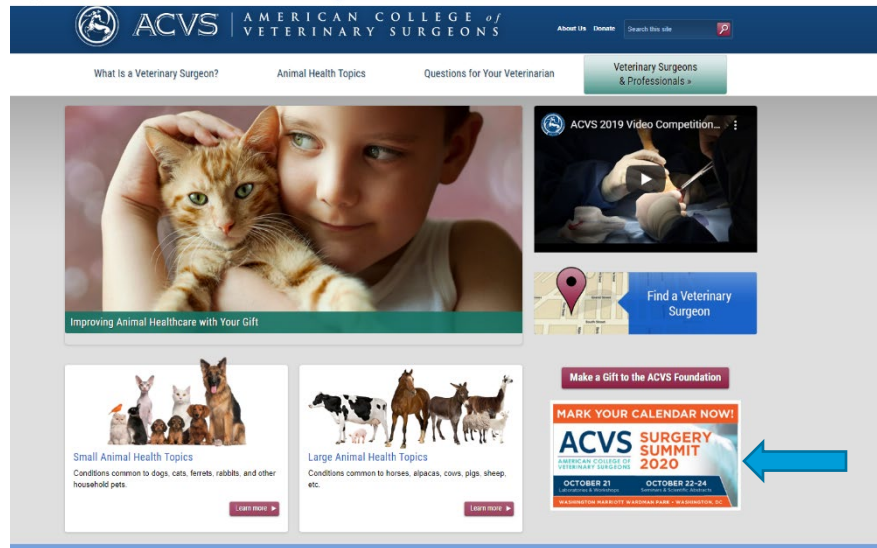
Monthly average impressions: 8.2K+

- 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)

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
- A 90-day rotating tower ad on the ACVS 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
- A 60-day banner ad on the Residency Training Log

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
- A 90-day rotating tower ad on the ACVS 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
- A 60-day banner ad on the Residency Training Log

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

2023 Webinars

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

Investment: \$2,000

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 promotional emails for the individual webinar
- Extended exposure with the on-demand recording

Webinar Topic	Facilitator	Tentative Date
Advanced GI Surgery in Small Animals	Eric Monnet	January 25, 2023
Canine Osteochondral and Tendon Allografts	Anke Langenbach	February 8, 2023
Canine Osteochondral and Tendon Allografts	Alison K. Gardner	February 22, 2023
Large Facial Resection / Maxillectomy	Vanna Dickerson	March 15, 2023
Optimizing Outcome in Orthopedic Surgery: Where Performance Matters	Anke Langenbach	May 24, 2023
Surgery and Post-Operative Rehabilitation for Impingement of the Dorsal Spinous Processes in Horses	Carrie Jacobs	June 14, 2023
Surgery and Post-Operative Management of the Equine Foot	Britta S. Leise	August 2, 2023
Farm Animal Reproductive Surgery	Andrew J. Niehaus,	August 23, 2022

Mobile Surgery: The Best of Both Worlds	Phil Zeltzman	November 8, 2023
Standing Respiratory Surgeries: Tips and Tricks	Britta S. Leise	Date to be determined

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](#)

For more information on the ACVS advertising and sponsorship opportunities, please contact ACVS's Industry Relations Specialist, Tashana Anderson (tanderson@acvs.org).