

# ACVS MEDIA KIT

## ABOUT ACVS

Founded in 1965, the American College of Veterinary Surgeons (ACVS) is the specialty board that 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 veterinary surgery education. ACVS helps the veterinary profession achieve its goals of providing outstanding service to the public and care to animals by fostering the highest standards of excellence in veterinary surgery.

---

## WHAT ACVS PROVIDES

ACVS provides diverse and cost-effective advertising opportunities to help you reach your target audience and achieve your 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.

---

## CONNECT WITH US



## CONTACT US

American College of Veterinary Surgeons

19785 Crystal Rock Drive, Suite 305 | Germantown, MD 20875

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

(301) 916-0200 x122

Hannah Streetman-Cook, industry relations specialist, [hcook@acvs.org](mailto:hcook@acvs.org)

# TABLE OF CONTENTS

## **JOB BOARD OPPORTUNITIES**

*Attract diverse candidates to your job openings.*

**PAGE 3**

## **BANNER ADVERTISING**

*Promote your brand with a banner advertisement on one or all of ACVS's digital platforms.*

**PAGES 3-5**

## **MONTHLY E-NEWSLETTER**

*Engage ACVS Diplomates and surgery residents through banner advertising in ACVS's monthly e-newsletter.*

**PAGE 4**

## **DIGITAL LEARNING**

*Elevate your company presence by sponsoring ACVS's engaging continuing education webinars.*

**PAGES 5-7**

## **ACVS LABORATORIES**

*Support innovation and surgical excellence by sponsoring a hands-on laboratory.*

**PAGE 7**

## **MAILING LIST RENTAL**

*Deliver your targeted message to ACVS members with direct mail marketing.*

**PAGE 7**

## ACVS JOB BOARD POSTINGS

[jobs.acvs.org](https://jobs.acvs.org)

Attract diverse candidates with varying degrees of experience in the profession by posting your job openings on the ACVS Job Board. ACVS's 30-day posting starts at \$299. Maximize your visibility by promoting your posting in our monthly Job Flash email to more than 2,000 veterinary professionals.

[Learn More](#)



## JOB FLASH EMAIL BANNER ADVERTISEMENT

Increase your exposure to candidates with a banner advertisement (ad) featured in the ACVS Job Flash email that goes to veterinary professionals and job seekers twice a month. Impressions, clicks, and click-rate report provided.

**Investment:** \$2,270 (two emails)  
\$4,530 (four emails)  
\$6,800 (six emails)

## JOB BOARD BANNER ADVERTISEMENT

[jobs.acvs.org](https://jobs.acvs.org)

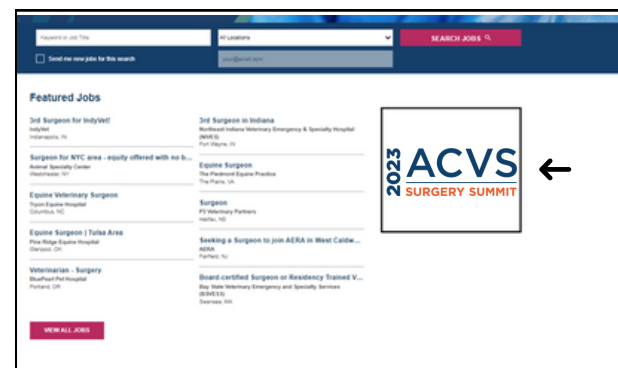
Looking for qualified candidates? Extend the reach of your search and expand your exposure with a banner ad on the ACVS Job Board, a straightforward and cost-effective way to connect with potential employees.

Average monthly impressions: 1.2K+

### DETAILS

- Posted for up-to three consecutive months (30, 60, or 90 days)
- Appears on the ACVS Job Board ([jobs.acvs.org](https://jobs.acvs.org))
- May rotate with up to three other ads
- Ad can be changed at 30-day intervals during the 60- or 90-day cycle; ad cannot change during 30-day posting
- Specs: 250px high x 250px wide (PNG or JPEG; min 72DPI)
- Ad hyperlinks to company website
- Impressions, clicks, and click-rate report provided

**Investment:** \$1,500 (30 days)  
\$2,500 (60 days)  
\$3,500 (90 days)



## TARGETED ACVS EMAIL BANNER ADVERTISEMENT

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

**Investment:** \$3,000 (1 month)  
\$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)  
\$4,500 (2 months)



## ACVS WEBSITE ADVERTISEMENT

acvs.org

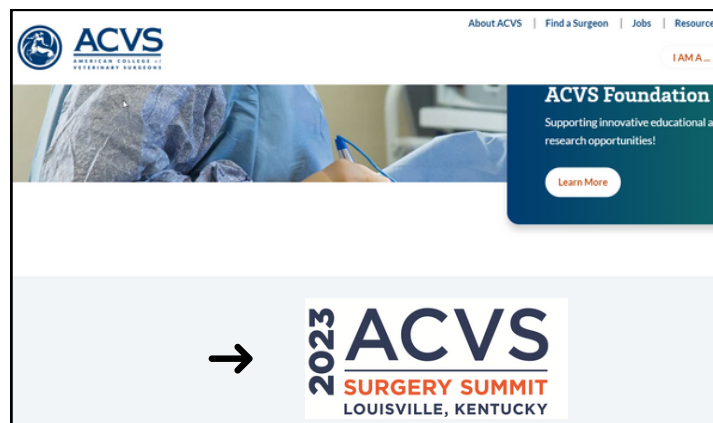
Want the ACVS community to easily recognize your branding and products? Take advantage of advertising on the ACVS website. Place your company's brand on the landing page and multiple other pages throughout acvs.org.

Average monthly impressions: 8.2K+

### DETAILS

- Posted for up to three consecutive months (30, 60, or 90 days) May rotate with up to five other ads
- Ad can be changed at 30-day intervals during the 60- or 90-day cycle; ad cannot change during 30-day posting
- Specs: 200px high x 400px wide (PNG or JPEG)
- Ad hyperlinks to your company website
- Impressions, clicks, and click-rate report provided

**Investment:** \$1,500 (30 days)  
\$2,500 (60 days)  
\$3,500 (90 days)



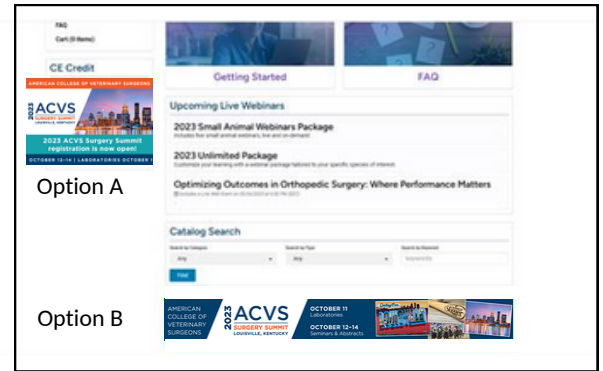
## ACVS DIGITAL LEARNING HOMEPAGE BANNER

The perfect opportunity to promote your products and services to veterinary professionals seeking continuing education on the all-new ACVS Digital Learning platform.

### DETAILS

- Ad can be changed at 30-day intervals during the 60- or 90-day cycle; ad cannot change during 30-day posting
- Ad hyperlinks with your company website
- Specs: Option A: 250px high x 250px wide (PNG or JPEG)  
Option B: 180px high x 1200px wide (PNG or JPEG)

**Investment:** \$1,500 per ad (30 days)  
\$2,500 per ad (60 days)  
\$3,500 per ad (90 days)



## ACVS RESIDENTS' WORKSHOPS

### 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.

### DETAILS

- Recognition in the Large Animal Residents' Workshop promotional emails
- A 90-day rotating 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

**Investment:** \$5,000

### 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.

### DETAILS

- Recognition in the Small Animal Residents' Workshop promotional emails
- A 90-day rotating 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

**Investment:** \$5,000

## 2023 ACVS WEBINARS

Webinars are presented live by ACVS Diplomates to their fellow board-certified surgeons, surgery residents, and primary care veterinarians. Each webinar is limited to one sponsor.

### DETAILS

- 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 webinar recording

**Investment:** \$2,000

### Upcoming Webinars

#### **Surgery and Postoperative: Rehabilitation for Impingement of the Dorsal Spinous Processes in Horses**

Facilitator: Carrie Jacobs

August 14, 2023

#### **Coaching, Feedback, and Appreciation: The Role for Each in Resident Training**

Facilitator: Britta S. Leise

July 19, 2023



#### **Surgery and Postoperative Management of the Equine Foot**

Facilitator: Britta S. Leise

August 2, 2023

#### **Farm Animal Reproductive Surgery**

Facilitator: Andrew J. Niehaus

August 23, 2023

#### **Standing Respiratory Surgeries: Tips and Tricks**

Facilitator: Britta S. Leise

September 13, 2023

#### **Mobile Surgery: The Best of Both Worlds**

Facilitator: Phil Zeltzman

November 8, 2023



#### **Wellness: The Science of Sleep**

Facilitator: Valery Scharf

December 6, 2023



## ACVS LABORATORIES

ACVS coordinates laboratories for ACVS Diplomates and surgery residents several times a year at facilities around the US. Gain visibility 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 digital and on-site signage.

**Investment:** \$2,500 (co-sponsor)  
\$5,000 (exclusive sponsor)

## ACVS MAILING LIST RENTAL

Rent an ACVS mailing list to complement your marketing mix and introduce new products and services to ACVS Diplomates. Deliver your targeted message 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. Please contact Rose Selcer, [rselcer@acvs.org](mailto:rselcer@acvs.org), with any questions regarding the mailing labels.

[Learn More](#)