

A woman with long brown hair is riding a light brown horse. She is wearing a brown jacket and blue jeans. The horse is facing right. The background is a bright, cloudy sky. The text 'MEDIA KIT' and '2016-17' is overlaid on the left side of the image.

MEDIA KIT
.....
2016-17

Washington State
Veterinary Medical Association
wsvma.org



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Corporate Membership

Create a network. Get exclusive benefits.



Only Corporate Members receive these exclusive benefits.

\$325

1st Company Representative

\$125

Additional Representatives

- + Complimentary Set of Mailing Labels
- + Discounts on Advertising & Exhibiting
- + Early Access to PNWVC 2017 Exhibiting Options
- + Profile listed on our Marketplace Directory
- + Sign In to Members Only Section of our Website



Digital Advertising

More WA Veterinarians. Less competition.



How many Washington veterinarians see your ads each month?

We receive **over 13,200 page views per month** from Washington veterinarians, veterinary students, technicians, practice managers and veterinary staff.

1,700+

Total Membership

28%

Practice Owners

13,200+

Total Page Views per mo.

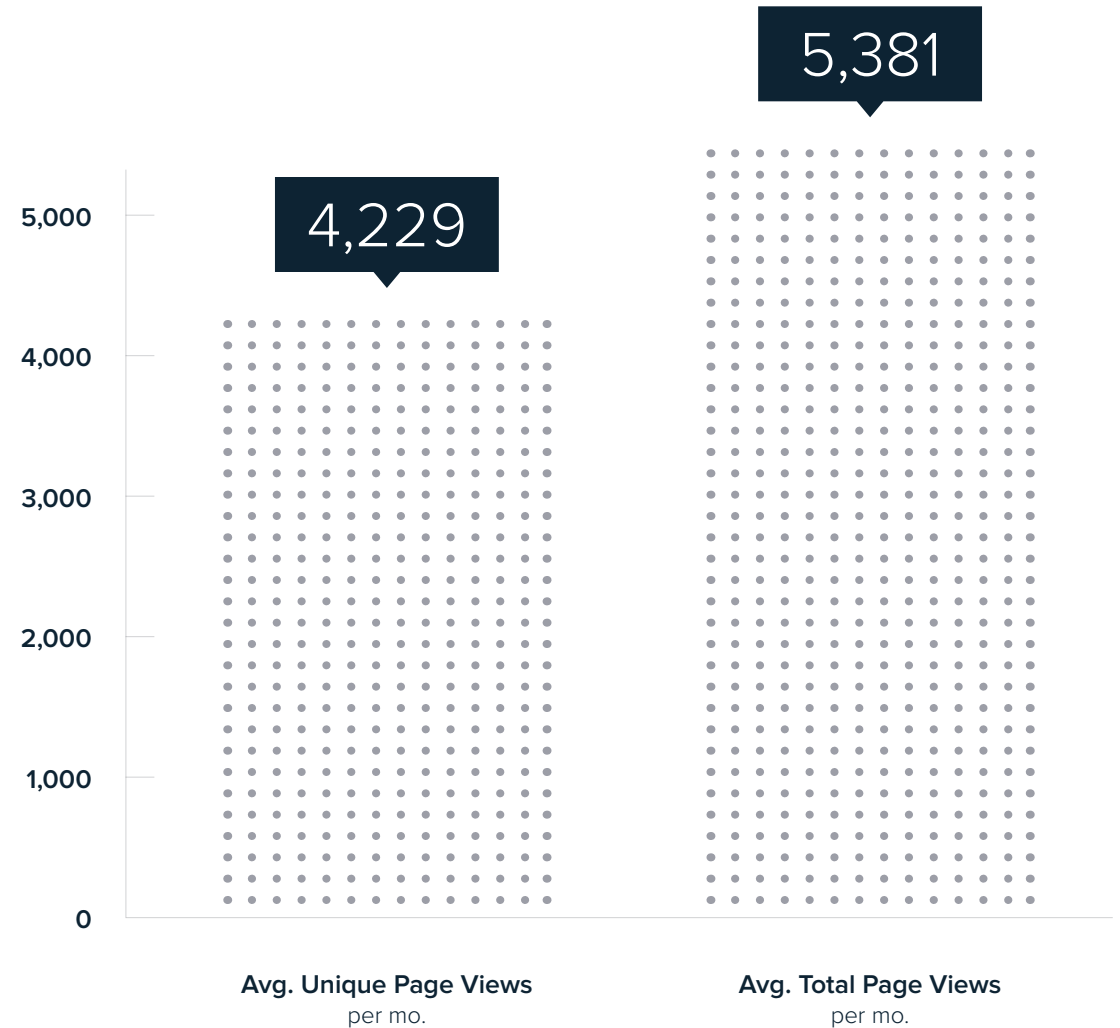
0:02:37

Avg. Time on Ad pages



All eyes are on just your ads. No rotating banners.

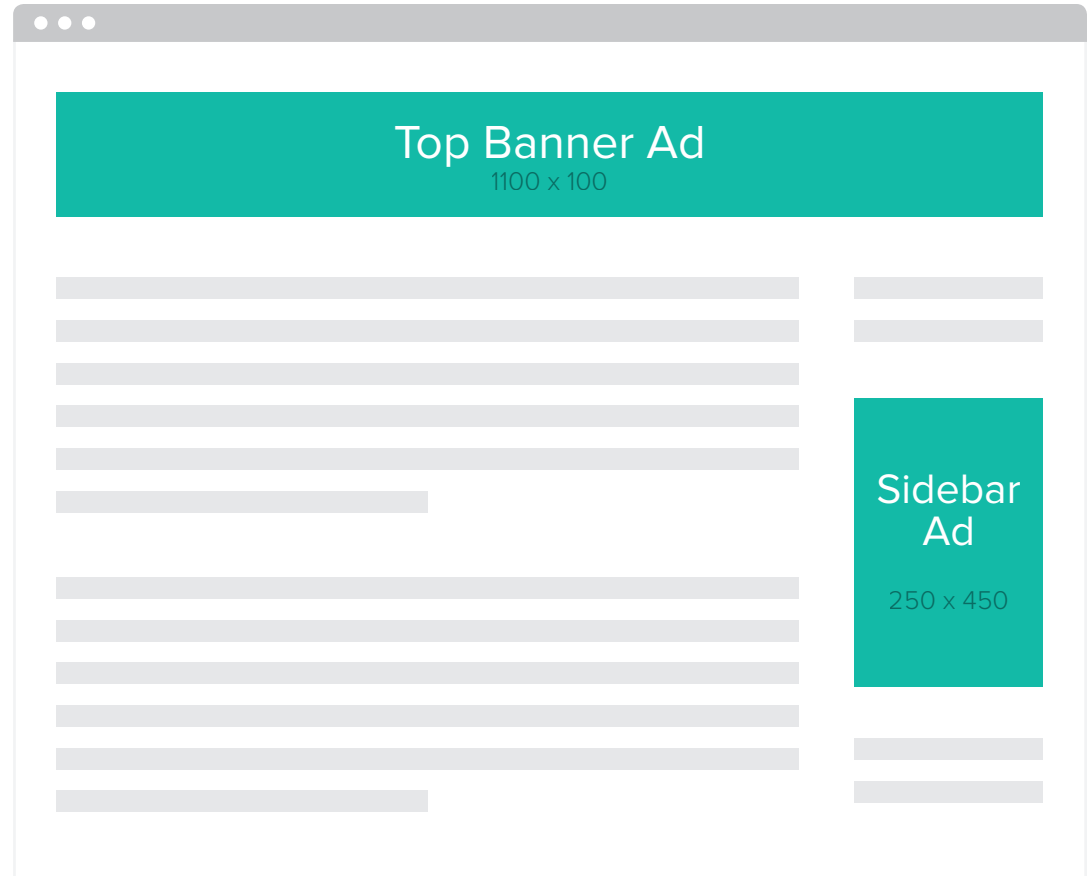
Digital ads are displayed on our most viewed pages. With no rotating banners, you completely own the space. This gives you over **40% of all site traffic**.





Each reservation includes 2 ad spaces.

Your reservation includes a top banner ad and a sidebar ad. Since your ads are digital, you can include a redirect link as well as **track exactly how many people viewed your ads.**





Reservations are on a 'First Come, First Served' basis

Digital ads are **displayed Monday through Sunday** and are sold in 1 week and 4 week packages.

Corporate Member Pricing

1 Week package

\$375 / wk.

- or -

4 Week package

\$325 / wk.

Non-Member Pricing

1 Week package

\$425 / wk.

- or -

4 Week package

\$400 / wk.



GIF, JPG, or PNG files accepted. Please no file sizes over 650k.

Top Banner Ad

width: 1100px / height: 100px

Sidebar Ad

width: 250px / height: 450px

General Conditions

Payment is required in full before an ad can be placed online. Cancellations must be made in writing and are not accepted after the published ad close date. Publisher reserves the unrestricted right to reject any advertising at any time after receiving proofs of text and illustrations. Publisher holds advertiser and/or its agency jointly and separately liable for such monies as are due. Publisher shall not be liable for any costs or damages for failing to publish an ad.

Publisher is not responsible for insertion of incorrect pub set key codes. It is understood that, in consideration of the publication of advertisements, the advertiser and agency, jointly and/or severally, will unconditionally indemnify and hold that publisher, its agents, employees, and officers harmless on demand, from and against any and all loss, liability, and expense (including reasonable attorney fees) suffered or incurred by reason of any claims, proceedings, or suits for libel, violation of right of privacy, plagiarism, copyright infringement, and any other claims or suits based on the contents or subject matter of such advertisements.

The terms, WSVMA, Washington State Veterinary Medical Association and their respective logos may only be used with the expressed written consent of the WSVMA.

Delivery method

Email: info@wsvma.org

We accept ads created in the following software programs

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

Only RGB process colors are to be used. All materials not submitted according to the noted requirements are subject to charges of \$85 per hour. Ad design and production assistance is available. For more information, contact Chris O'Toole at chriso@wsvma.org.

Contact information

Email: info@wsvma.org

Phone: 425.396.3191

Fax: 425.396.3192



Reservation Form



Submit Reservation to:
E: info@wsvma.org or F: 425.396.3192

Corporate Membership

• Member

- \$325 Add/Renew Membership
- \$125 x _____ Additional Representatives

NOTE: To add additional Corporate Member representatives, please contact the WSVMA office at (425) 396-3191.

Digital Ads

• **4 Week Packages**

- Member: \$1,300 /pk. Non-Member: \$1,600 /pk.

(Mon - Sun) i.e. Start Date 01/02/2017 End Date 01/29/2017

- 4 Week Package / Start _____ End _____
- 4 Week Package / Start _____ End _____
- 4 Week Package / Start _____ End _____
- 4 Week Package / Start _____ End _____

• **1 Week Packages**

- Member: \$375 /pk. Non-Member: \$425 /pk.

(Mon - Sun) i.e. Start Date 01/02/2017 End Date 01/8/2017

- 1 Week Package / Start _____ End _____
- 1 Week Package / Start _____ End _____
- 1 Week Package / Start _____ End _____
- 1 Week Package / Start _____ End _____

NOTE: All Digital Ads are reserved on a 'First Come, First Served' basis. A confirmation will be sent to confirm your reservation dates are available. Ads will run Monday - Sunday. Still have questions? Please contact the WSVMA office at (425) 396-3191.

Contact Information

Company Name _____

Representative _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email (required) _____

Click Redirect URL _____

Payment Information

- Total Amount Enclosed Auto-Charge per Ad

Total to be Charged \$ _____ Check Visa MC AMEX

Card Number _____ Exp. _____

Billing Address _____

City _____ State _____ Zip _____

Name on Card _____

Signature _____



Our Mission

*Advancing the cause of veterinary medicine
to better the lives of those touched by it.*