



Indiana Veterinary Medical Association

WWW.INVMA.ORG



IVMA

Media Kit

REACH YOUR VETERINARY AUDIENCE

2023/ 2024





IVMA MISSION

IVMA MISSION

Information - Veterinary Support - Member

The IVMA promotes animal well-being, public health and advances in the profession and serves as a voice for the veterinarians while advocating the highest standards and ethics.

WHO WE ARE

- **Supporting** Indiana veterinarians for over 135 years.
- **Delivering** the latest veterinary information to 1600+IVMA members through our website and email campaigns.

OVER 4,000 email subscribers and an open rate of 58%, you can be certain your company will reach the right audience.

WEBSITE STATISTICS FEBRUARY - MAY 2022

649K IMPRESSIONS

40.2K TOTAL CLICKS

23%

**OVER INDUSTRY
AVERAGE**

IVMA offers several different advertising opportunities and sponsorships.

Call 317-974-0888 or email lourdes@invma.org, and let us assist in finding the right opportunity for your business.

IVMA Website Advertising Opportunities

• **12 Week Package**
\$2400

• **8 Week Package**
\$1200

• **4 Week Package**
\$800

Size: 1500 by 300px / High resolution JPG or PNG preferred.
Purchase more than one package and receive a 10% discount.



Place your ad here!



1202 East 38th Street
Discovery Hall Suite #200
Indianapolis, IN 46205

Email: info@ivma.org
Toll-Free: (800) 270-0747
Local: (317) 974-0888
Fax: (317) 974-0985



VETERINARIANS

2022 CRVC RECAP
IVMA Ultrasound Wet Lab
Certificate of Excellence Form
Renew Today
Legislative
Member Resources
Partner Clinic Program
YOUR Membership Assistance
Program - MAP & Work-Life
Services
Veterinary Wellness
Hoosier Veterinarian

ANIMAL OWNERS

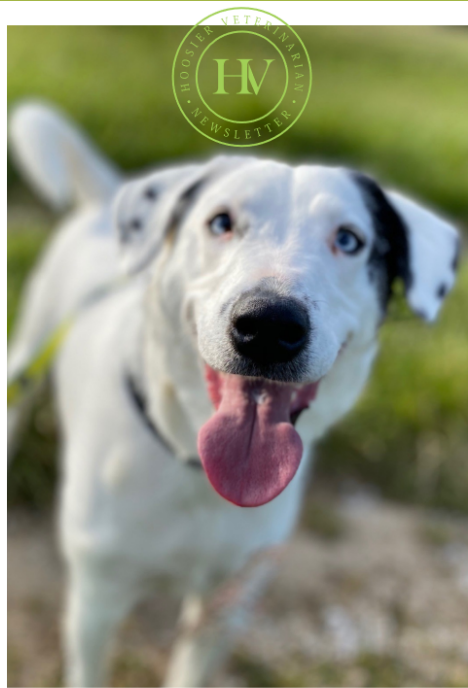
COVID-19 Information For The
Public
Find a Local Veterinarian
Careers in Veterinary Medicine
Vet Tail View
Ask Dr. Wise

INDUSTRY PARTNERS

2023 CRVC Become an Exhibitor
CRVC Advertising
IVMA Email Advertising
Newsletter Advertising
Submit a Classified Ad

IVMA MEDIA KIT

HOOSIER VETERINARIAN NEWSLETTER



HOOSIER VETERINARIAN

VOL. 54 NO. 3

MAY 2022



HOOSIER VETERINARIAN

VOL. 53 NO. 4

NOVEMBER 2021

/1

1600+ MEMBERS RECEIVE OUR NEWSLETTER DIGITALLY & PRINTED



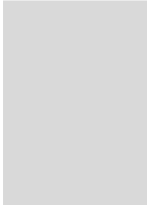
58% OPEN RATE
+23% OVER INDUSTRY AVERAGE

8% CLICKS
+6% OVER INDUSTRY AVERAGE

**HOOSIER VETERINARIAN
EMAIL STATISTICS**
FEBRUARY - MAY 2022

- THE CURRENT *HOOSIER VETERINARIAN* IS ALWAYS AVAILABLE ON OUR WEBSITE AND ONLINE IN THE *HOOSIER VETERINARIAN* ARCHIVE.
- 1600+ MEMBERS RECEIVE A DIGITAL COPY
- 500 MEMBERS RECEIVE A MAILED HARD COPY.

Hoosier Veterinarian Newsletter Advertising Opportunities

<ul style="list-style-type: none">• Full Page (8.5 by 11 inches)• \$550 Per Issue / 6 x Rate• \$625 / 1 x Rate		8.5 by 11 inches
<ul style="list-style-type: none">• 1/2 Page (7.5 by 4.5 inches)• \$350 Per Issue / 6 x Rate• \$435 / 1 x Rate		7.5 by 4.5 inches
<ul style="list-style-type: none">• 1/4 Page (3.6 by 4.5 inches)• \$275 Per Issue / 6 x Rate• \$345 / 1 x Rate		3.6 by 4.5 inches

- *Hoosier Veterinarian* is the newsletter for the IVMA and is published digitally and printed, 6 x a year: January - March - May - July - September - November
- The IVMA maintains a *Hoosier Veterinarian* Archive where all the past newsletters are stored and accessible to IVMA members.

All advertising needs to be submitted by the 15th of the prior month.

Example: January newsletter, advertising needs to be submitted by December 15.

High resolution JPG, PNG or PDF files preferred and please no files over 650k.

Purchase more than one package and receive a 10% discount.

Hoosier Veterinarian Email Advertising Opportunities



- Size A (600 by 150px)
- 1 Email Bi-monthly - \$250 / 6 x Rate
- \$350 / 1 x Rate

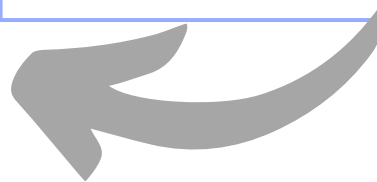
Size A - 600px by 150px

- Size B (300 by 150px)
- 1 Email Bi-monthly - \$150 / 6 x Rate
- \$250 / 1 x Rate

Size B - 300 by 150px

Location of both size A or B: Bottom of email after information content, before footer.

Your ad here!



The *Hoosier Veterinarian* newsletter is emailed to 1600+ IVMA members 6x a year: January - March - May - July - September - November.

All advertising needs to be submitted by the 15th of the prior month.

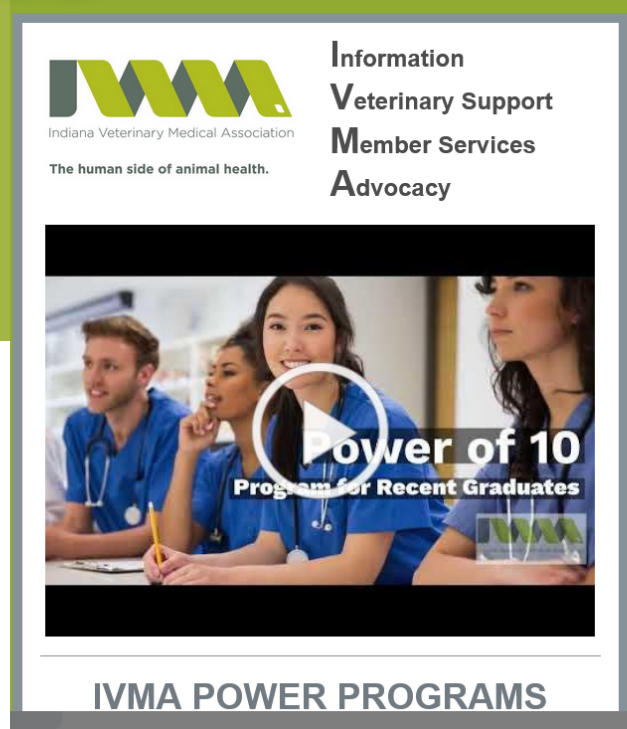
Example: January newsletter, advertising needs to be submitted by December 15.

High resolution JPG, PNG or PDF files preferred and please no files over 650k.

Purchase more than one package and receive a 10% discount.

IVMA MEDIA KIT

IVMA MEMBER MONTHLY ISSUES EMAIL UPDATES



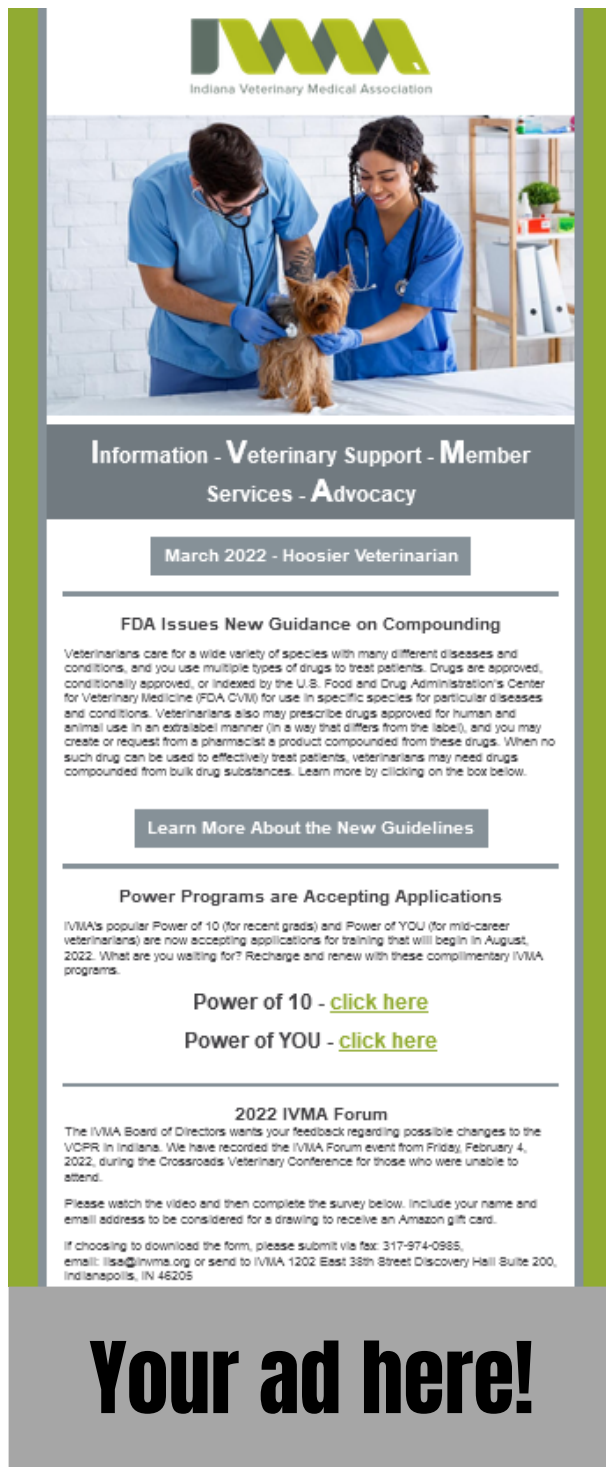
4,956 SUBSCRIBED CONTACTS RECEIVE OUR EMAIL COMMUNICATION

52% OPEN RATE
+17% OVER INDUSTRY AVERAGE

3% CLICKS
+2% OVER INDUSTRY AVERAGE

EMAIL STATISTICS
FEBRUARY - MAY 2022

IVMA Issues Email Updates Advertising Opportunities



- Size A (600 by 150px)
- 2 Emails a Month - \$500 / 6 x Rate
- \$650 / 1 x Rate

Size A - 600px by 150px

- Size B (300 by 150px)
- 2 Emails a Month - \$300 / 6 x Rate
- \$450 / 1 x Rate

Size B - 300 by 150px

Location of both size A or B: Bottom of email after information content, before footer.

**All advertising needs to be submitted by the 15th of the prior month.
Example: January issues emails, advertising needs to be submitted by December 15.**

High resolution JPG or PDF files preferred. Please no files over 650k.

Purchase more than one package and receive a 10% discount.

IVMA MEDIA KIT

CROSSROADS

VETERINARY CONFERENCE



2022 CROSSROADS VETERINARY CONFERENCE FEBRUARY 3 - 5, 2022 / IL



CRVC Registration Packets

The registration packets were mailed on January 18, 2022. If you have not received your packet by Monday, January 31, 2022, please call the office 317-974-0888 and we will prepare another packet for you. If you call to get another packet it will be waiting for you at the registration desk. Please Note: **YOU DO NOT NEED TO CHECK IN** when you arrive if you have received your CRVC registration packet.

CE Form

Your continuing education form is included in your Registration Packet. Be sure to stop by outside of Waters B to get your complimentary notebook.

IVMA Membership Meeting and Keynote Presentation

- **400-600 AVERAGE ATTENDEES**
- **PROGRAM EMAILED TO OVER 2400 VETERINARIANS, TECHNICIANS & STAFF**

59% OPEN RATE
+24% OVER INDUSTRY AVERAGE

15% CLICKS
+14% OVER INDUSTRY AVERAGE

EMAIL STATISTICS
2022 CROSSROADS VETERINARY
CONFERENCE / CRVC

GET YOUR COMPANY IN FRONT OF INDIANA VETERINARIANS/ VETERINARY TECHNICIANS AND PRACTICE STAFF

Crossroads Veterinary Conference (CRVC) Advertising Opportunities

CRVC Webpage Advertising

CRVC Program Advertising

CRVC Email

Become a CRVC Exhibitor or Sponsor!

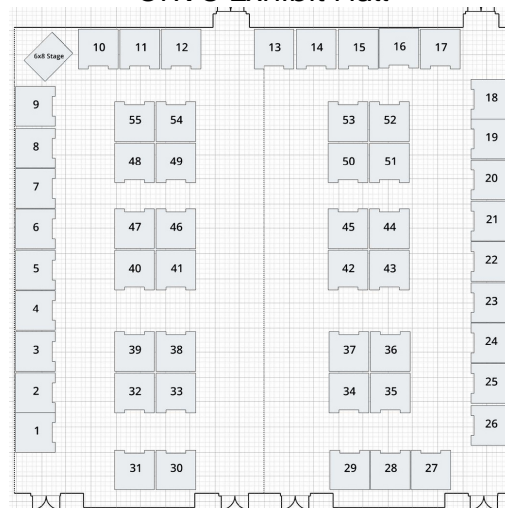
For more sponsor or exhibitor information visit our website at:

www.invma.org/become-an-exhibitor/

or call 317-974-0888 or email lourdes@invma.org.



CRVC Exhibit Hall



Purchase more than one package and receive a 10% discount.

IVMA Crossroads Veterinary Conference Webpage Advertising Opportunities

- **12 Week Package**
\$2400

- **8 Week Package**
\$1200

- **4 Week Package**
\$800

Size: 1500 by 300px / High resolution JPF or PNG preferred.



Featured Speakers

[See Complete Program](#) ➤



Dr. Temple Grandin
BS, MS, PhD

THURSDAY, FEBRUARY 3 ➔



Josh Valsman
CCFP, MAPPCP, BA, MS

FRIDAY, FEBRUARY 4 ➔



Dr. Quincy Hawley
BS, DVM

SATURDAY, FEBRUARY 5 ➔



Market Place

Market Place Opens/ February 4 @ 9:30AM - 4:30PM

Thank you to all of our sponsors and vendors! Make sure to visit the Market Place. Two hours of continuing education will be awarded for visiting and interacting with the vendors and then completing the required survey.

Market Place / February 5 @ 9:30AM - 3:30PM

Make sure to visit the Market Place. The hall stays open today until 3:30PM. Grab a snack and visit a vendor. Daily raffles will be conducted. Get your tickets by visiting a vendor.

Complete List of Vendors

Click below for the complete list of vendors and their location. **REMEMBER YOU CAN EARN 2 HOURS OF CONTINUING EDUCATION BY VISITING THE MARKET PLACE!**



Pricing & Discounts

Early Bird Rate Until January 14, 2022

IVMA MEMBER RATE			
Veterinary Students \$FREE <small>COMPLETE CONFERENCE PASS</small> <small>This registration is for currently enrolled veterinary students. You must be an IVMA veterinary student member to register.</small> REGISTER	LIFE & 2021 Graduate Members \$175 <small>COMPLETE CONFERENCE PASS</small> <small>LIFE Member Rate \$175 After 11/14/2022 \$225</small> <small>2021 Graduate Member Rate \$175 After 11/14/2022 \$225</small> <small>This registration is for IVMA LIFE and 2021 Graduates only!</small> REGISTER	Veterinarians \$385 <small>COMPLETE CONFERENCE PASS</small> <small>IVMA Member 2 Day \$385 After 11/14/2022 \$435</small> <small>IVMA Member 1 Day \$215 After 11/14/2022 \$245</small> <small>Non Member 2 Day \$445 After 11/14/2022 \$495</small> <small>Non Member 1 Day \$235 After 11/14/2022 \$265</small> <small>Not a Member? Join & Receive IVMA Membership & Conference Registration for \$200 After 11/14/2022 \$300!</small> REGISTER	Practice Staff \$215 <small>COMPLETE CONFERENCE PASS</small> <small>Registered Veterinary Technicians/ Veterinary Assistants/ Practice Staff</small> <small>1 Day Rate \$215 After 11/14/2022 \$240</small> <small>1 Day Rate \$125 After 11/14/2022 \$150</small> REGISTER

Place your ad here!



1202 East 20th Street
Discovery Hall Suite #200
Indianapolis, IN 46205

Email: info@ivma.org
Toll Free: (800) 239-8147
Local: (317) 874-0888
Fax: (317) 874-0985

Facebook Twitter Google+ LinkedIn

VETERINARIANS

2022 CRVC RECAP
IVMA Ultrasound Web Lab
Certificate of Excellence Form
Renew Today
Legislative
Member Resources
Practice Crisis Program
YOUTH Membership Assistance
Program, MAP & Work Life
Services
Veterinary Wellness

ANIMAL OWNERS

COVID-19 Information For The Public
Find a Local Veterinarian
Careers In Veterinary Medicine
Vet Tail View
Ask Dr. Wile

INDUSTRY PARTNERS

2022 CRVC Become an Exhibitor
CRVC Advertising
IVMA Email Advertising
Newsletter Advertising
Submit a Classified Ad



IVMA Crossroads Veterinary Conference Program Advertising Opportunities



2022 CROSSROADS VETERINARY CONFERENCE

FEBRUARY 3 - 5, 2022

/1

All advertising needs to be submitted by October 30, 2022. High resolution JPG or PDF preferred.

- The program is emailed to 2400+ prior attendees in November, and is available on the website, before, during, and after the conference.
- Printed copies are also made available at the event.

- Full Page
8.5 by 11 inches
- \$1000

- 1/2 Page
- \$500

- 1/4 Page
- 300



Featured Speakers

See Complete Program >

Purchase more than one package and receive a 10% discount.

IVMA Crossroads Veterinary Conference Email Advertising Opportunities



CROSSROADS
VETERINARY CONFERENCE



Important Deadlines Approaching!

Hotel Reservation Deadline:
IVMA Special room rate of \$144 per night.
This link will expire on January 2, 2020 at 11:59pm or when the room block is full so book as soon as possible.

Important Quick Links:

Reserve your room today!

2020 Crossroads Veterinary Conference Program

Registration Early-bird Deadline:
Save \$50 when you register for the Crossroads Veterinary Conference by January 15, 2020.

IVMA Member Early-bird rate: \$380
\$430 after January 15, 2020.

Register for the CRVC Now

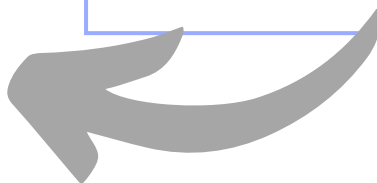
Your ad here!

- Size A (600 by 150px)
- \$800 / 4 Emails a Month
- \$650 / 1 x Rate

Size A - 600px by 150px

- Size B (300 by 150px)
- \$600 / 4 Emails a Month
- \$450 / 1 x Rate

Size B - 300 by 150px



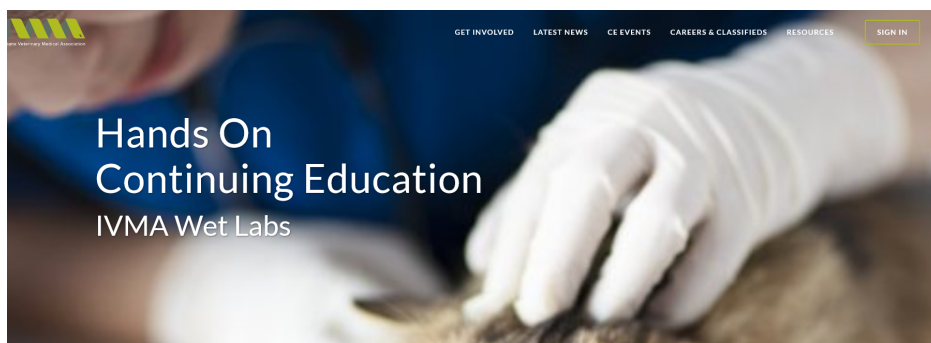
All advertising needs to be submitted by the 15th of the prior month.
Example: December CRVC emails, advertising needs to be submitted by November 15.

High resolution JPG, PNG or PDF files preferred. Please no files over 650k.
Location of both size A or B: Bottom of email after information content, before footer.

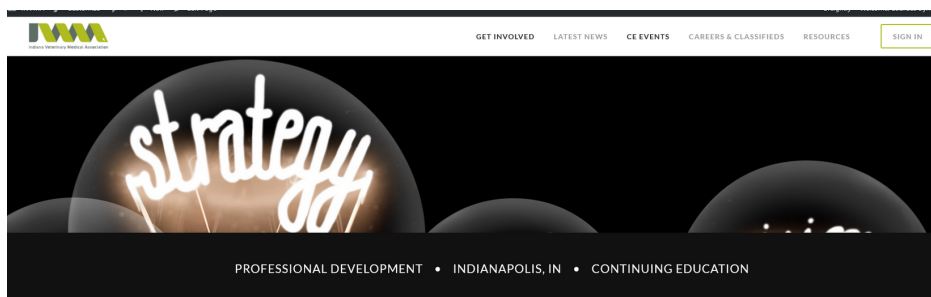
Purchase more than one package and receive a 10% discount.

SPONSOR A SPEAKER OR A WET-LAB

IVMA offers a variety of CE opportunities to our members. Sponsor a webinar, live in person speaker, or a wet-lab. Call (317-974-0888) or email (lisa@invma.org) Lisa Perius, IVMA Executive Director for more information.



2022 IVMA WET LAB SERIES



IVMA POWER PROGRAMS

Are YOU ready?
REFRESH – RENEW – RECHARGE YOURSELF & YOUR PRACTICE LIFE

Purchase more than one package and receive a 10% discount.

ADVERTISING ORDER FORM

Date		Company / Website	
<input type="text"/>		<input type="text"/>	
Contact Information		Contact Name	
<input type="text"/>		<input type="text"/>	
Address	City	State, Zip	
<input type="text"/>	<input type="text"/>	<input type="text"/>	
Email	Phone		
<input type="text"/>	<input type="text"/>		

Website Advertising / Check and Circle the Appropriate Box

<input type="checkbox"/> IVMA	12 Week \$2400	8 Week \$1200	4 Week \$800
<input type="checkbox"/> CRVC	12 Week \$2400	8 Week \$1200	4 Week \$800

Email Advertising / Check and Circle the Appropriate Box

<input type="checkbox"/> IVMA Issues	Size A (600 by 150px) 2 Emails a Month \$500 - 6 x Rate	Size A (600 by 150px) \$650 - 1 x Rate	Size B (300 by 150px) 2 Emails a Month \$300 - 6 x Rate	Size B (300 by 150px) \$450 - 1 x Rate
<input type="checkbox"/> Hoosier Veterinarian Newsletter	Size A (600 by 150px) 1 Email Bi-monthly - \$250 / 6 x Rate	Size A (600 by 150px) \$350 / 1 x Rate	Size B (300 by 150px) 1 Email Bi-monthly \$150 / 6 x Rate	Size B (300 by 150px) \$250 / 1 x Rate
<input type="checkbox"/> Crossroads Veterinary Conference	Size A (600 by 150px) \$800 / 4 Emails a Month	Size A (600 by 150px) \$650 / 1 x Rate	Size B (300 by 150px) \$600 / 4 Emails a Month	Size B (300 by 150px) \$450 / 1 x Rate

Printed Material / Check and Circle the Appropriate Box

<input type="checkbox"/> Hoosier Veterinarian Newsletter	1 Page (8.5 by 11 inches) \$550 Per Issue - 6 x Rate \$625 / 1 x Rate	1/2 Page (7.5 by 4.5 inches) \$350 Per Issue - 6 x Rate \$435 / 1 x Rate	1/4 Page (3.6 by 4.5) \$275 Per Issue - 6 x Rate \$345 / 1 x Rate
<input type="checkbox"/> Crossroads Veterinary Conference	1 Page (8.5 by 11 inches) \$1000	1/2 Page (7.5 by 4.5 inches) \$750	1/4 Page (3.6 by 4.5) \$500

Order Total: \$	Name
Credit Card #	Billing Address
CVV / Expiration Date	



Indiana Veterinary Medical Association

The human side of animal health.

**1202 East 38th Street, Suite 200, Indianapolis, IN 46220
www.invma.org / 317-974-0888 / Fax: 317-974-0985**