



Indiana Veterinary Medical Association

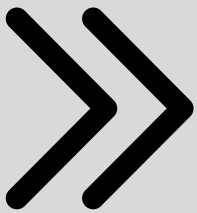
REACH YOUR VETERINARY AUDIENCE

---

*Advertise*  
WITH IVMA

# IVMA

# Media Kit



MAXIMIZE YOUR MARKETING TODAY





## 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 54%, you can be certain your company will reach the right audience.

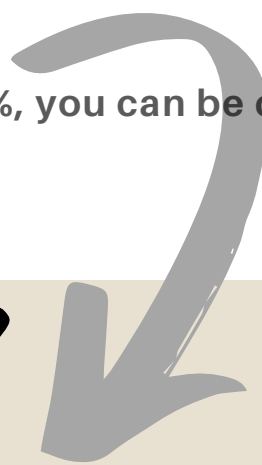
### WEBSITE STATISTICS

**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](mailto: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**

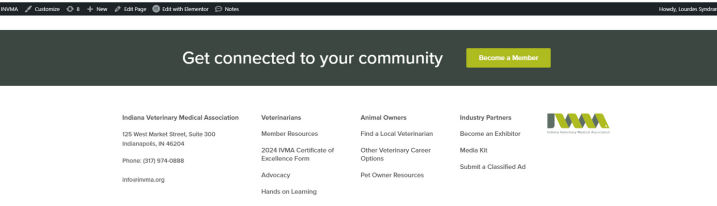
**Size: 1500 by 300px / High resolution JPG or PNG preferred.**

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

## IVMA WEBSITE STATISTICS

**23%**

**OVER INDUSTRY AVERAGE**



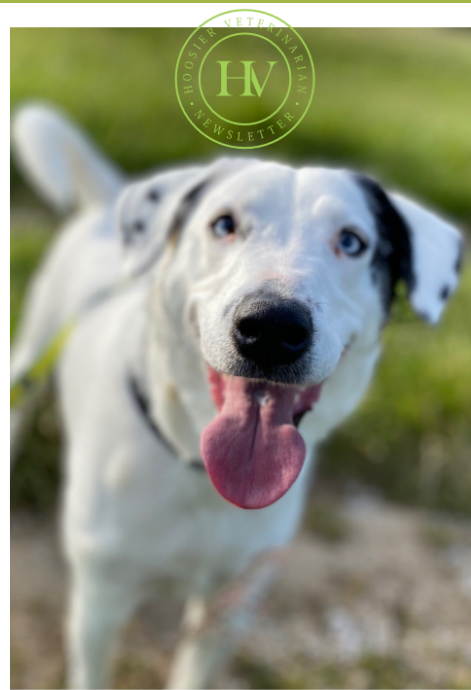
**Place your ad here!**





IVMA MEDIA KIT

# HOOSIER VETERINARIAN NEWSLETTER



## 1600+ MEMBERS RECEIVE OUR NEWSLETTER DIGITALLY

**61%** OPEN RATE  
+23% OVER INDUSTRY AVERAGE



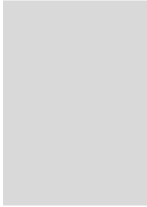
**7%** CLICKS  
+6% OVER INDUSTRY AVERAGE

### HOOSIER VETERINARIAN EMAIL STATISTICS

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

- *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.

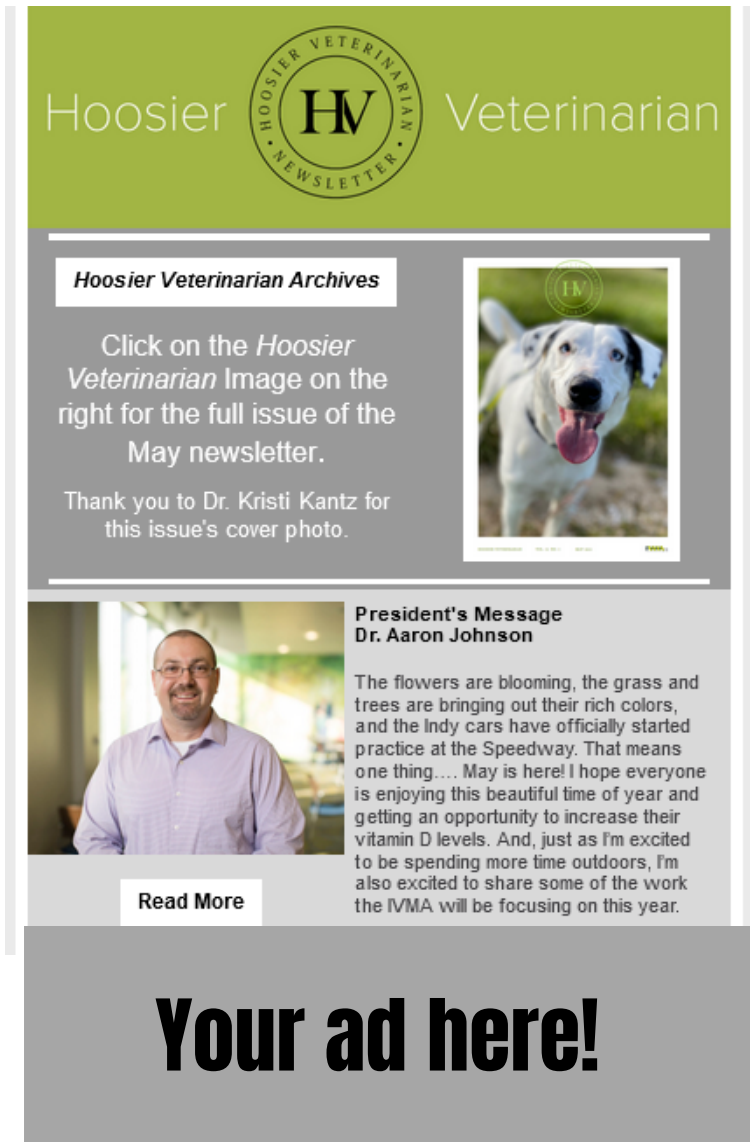
All advertising needs to be submitted by the 15th of the prior month.

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



The screenshot shows the top of the Hoosier Veterinarian newsletter. It features a green header with the logo and the text 'Hoosier Veterinarian'. Below the header, there is a section titled 'Hoosier Veterinarian Archives' with a link to the full issue of the May newsletter. To the right of this section is a photo of a white dog with its tongue out. Below the photo is a 'Read More' button. To the right of the photo is a 'President's Message' by Dr. Aaron Johnson, with a 'Read More' button. At the bottom of the newsletter is a large grey box with the text 'Your ad here!'.

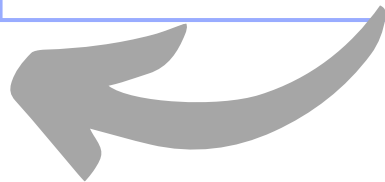
- Size A (600 by 150px)
- 1 Email Bi-monthly - \$250 / 6 x Rate
- \$350 / 1 x Rate

**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.



**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.**

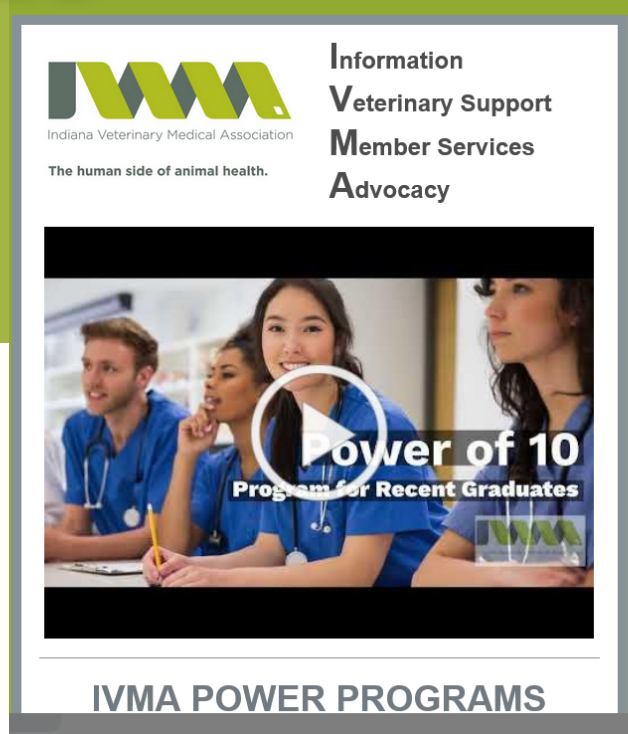
Example: January newsletter, advertising needs to be submitted by December 15.

**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

**53%** OPEN RATE  
+17% OVER INDUSTRY AVERAGE

**3%** CLICKS  
+2% OVER INDUSTRY AVERAGE

EMAIL STATISTICS



# 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



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

**59%** OPEN RATE  
+24% OVER INDUSTRY AVERAGE

**EMAIL STATISTICS**

**15%** CLICKS  
+14% OVER INDUSTRY AVERAGE

# 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!**

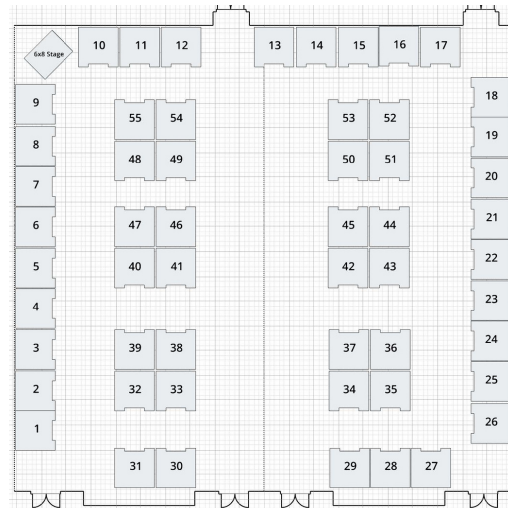
**For more sponsor or exhibitor information visit our website at:**

**[www.invma.org/become-an-exhibitor/](http://www.invma.org/become-an-exhibitor/)**

**or call 317-974-0888 or email [lourdes@invma.org](mailto:lourdes@invma.org).**



CRVC Exhibit Hall



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



# IVMA Crossroads Veterinary Conference Webpage Advertising Opportunities

<ul style="list-style-type: none"> <li>• <b>12 Week Package</b> <b>\$2400</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>8 Week Package</b> <b>\$1200</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>4 Week Package</b> <b>\$800</b></li> </ul>
--	---	--

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 Vaisman**  
CCFP, MAPPCR, 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			
<b>Veterinary Students</b> <b>\$FREE</b> <small>COMPLETE CONFERENCE PASS</small> This registration is for currently enrolled veterinary students. You must be an IVMA veterinary student member to register. <a href="#">REGISTER</a>	<b>LIV &amp; 2021 Graduate Members</b> <b>\$175</b> <small>COMPLETE CONFERENCE PASS</small> LIV Member Rate \$175 After 01/14/2022 \$225 2021 Graduate Member Rate \$175 After 01/14/2022 \$225 This registration is for IVMA LIV and 2021 Graduates only! <a href="#">REGISTER</a>	<b>Veterinarians</b> <b>\$385</b> <small>COMPLETE CONFERENCE PASS</small> IVMA Member 1 Day \$385 After 01/14/2022 \$435 IVMA Member 3 Day \$1125 After 01/14/2022 \$1260 Non Member 1 Day \$445 After 01/14/2022 \$495 Non Member 3 Day \$1335 After 01/14/2022 \$1485 Not a Member? Join & Receive IVMA Membership & Conference Registration for \$445 After 01/14/2022 (\$495) <a href="#">REGISTER</a>	<b>Practice Staff</b> <b>\$215</b> <small>COMPLETE CONFERENCE PASS</small> Registered Veterinary Technicians / Members Assistant / Practice Staff 1 Day Rate \$215 After 01/14/2022 \$260 3 Day Rate \$135 After 01/14/2022 \$165 <a href="#">REGISTER</a>

**Place your ad here!**



<p>2202 East 20th Street Discovery Hall Suite #200 Indianapolis, IN 46205</p> <p>Email: info@ivma.org Toll Free: (800) 270-8147 Local: (317) 974-0985 Fax: (317) 974-0985</p> <p>f g+ in</p>	<b>VETERINARIANS</b> 2022 CRVC RECAP IVMA Ultrasound Web Lab Certificate of Excellence Form Renew Today Legislative Member Resources Practice Clinical Program YOUR Membership Assistance Program, MAP & Work-Life Services Veterinary Wellness	<b>ANIMAL OWNERS</b> COVID-19 Information For The Public Find a Local Veterinarian Careers in Veterinary Medicine Vet Job View Ask Dr. Wise	<b>INDUSTRY PARTNERS</b> 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

- **Full Page**  
**8.5 by 11 inches**
- **\$1000**

- **1/2 Page**
- **\$500**

- **1/4 Page**
- **300**

All advertising needs to be submitted by October 30 of the current year. 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.



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

Register for the CRVC Now

**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.

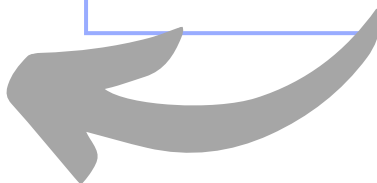
- Size A (600 by 150px)
- \$800 / 4 Emails a Month
- \$650 / 1 x Rate

**Size A - 600px by 150px**

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

**Size B - 300 by 150px**

**Your ad here!**



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.

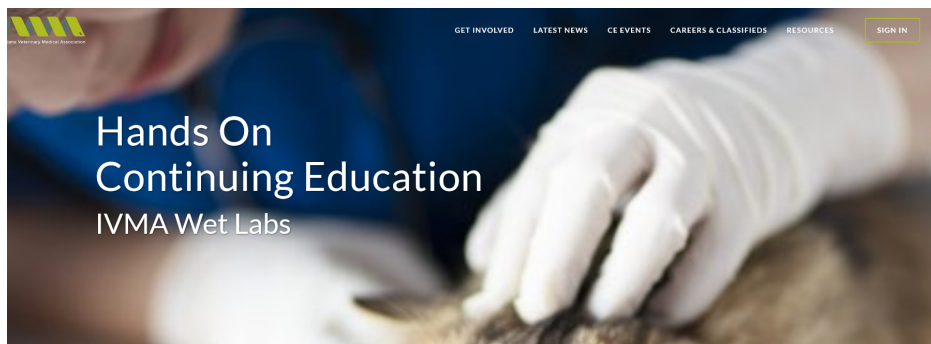
High resolution JPG, PNG or PDF files preferred. Please no files over 650k.  
Location of both size A or B: Bottom of email after information content, before footer.

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

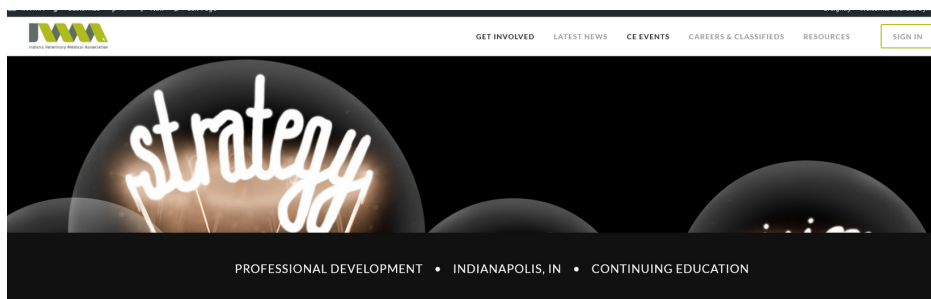


# SPONSOR A SPEAKER OR A WET-LAB

**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	
Contact Information		Contact Name	
Address		City	State, Zip
Email		Phone	

## 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.**

**125 West Market Street, Suite 300, Indianapolis, IN 46204**  
**[www.invma.org](http://www.invma.org) / 317-974-0888**