



Indiana Veterinary Medical Association

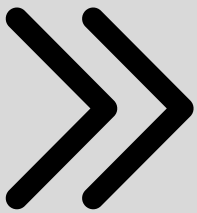
REACH YOUR VETERINARY AUDIENCE

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.

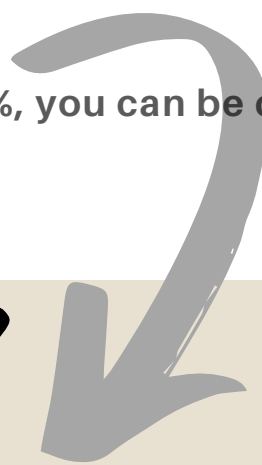
WEBSITE STATISTICS

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, and let us assist in finding the right opportunity for your business.

IVMA Website Advertising Opportunities

- **12 Week Package**
\$2400

- **8 Week Package**
\$1200

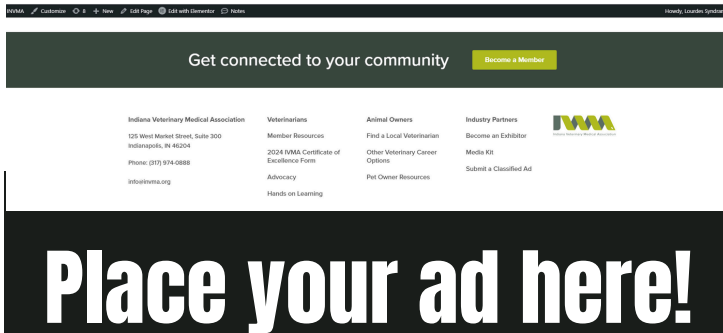
- **4 Week Package**
\$800



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

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

IVMA WEBSITE STATISTICS

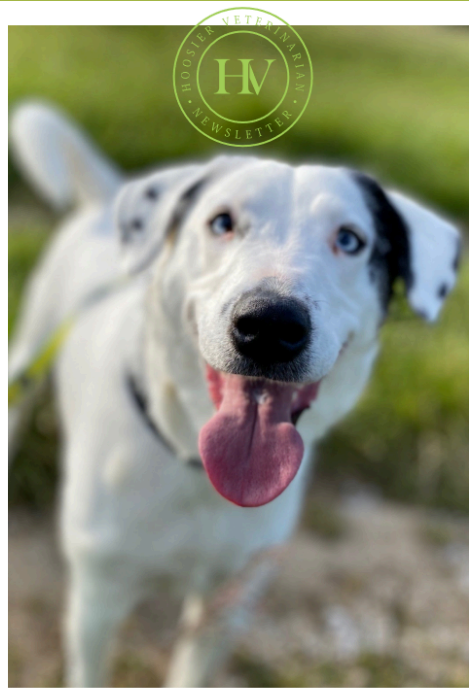


Place your ad here!



IVMA MEDIA KIT

HOOSIER VETERINARIAN NEWSLETTER



HOOSIER VETERINARIAN VOL. 54 NO. 3 MAY 2022



HOOSIER VETERINARIAN VOL. 53 NO. 4 NOVEMBER 2021

11

1600+ MEMBERS RECEIVE OUR NEWSLETTER DIGITALLY



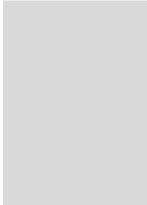
65% OPEN RATE
+27% OVER INDUSTRY AVERAGE

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

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, 1 x a year in January.
- It is produced in 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.

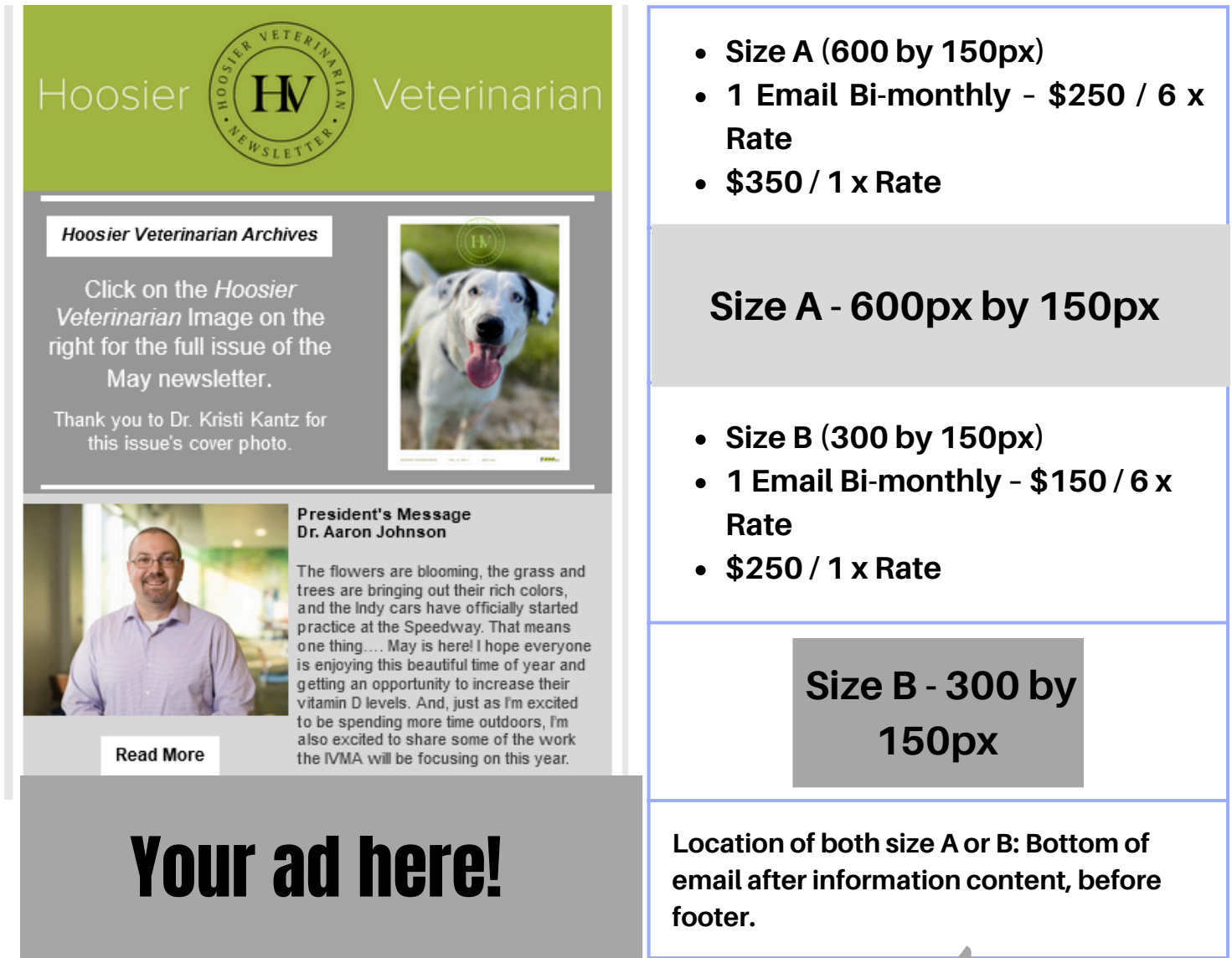
All advertising needs to be submitted by the 15th of the prior month.

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 layout of the Hoosier Veterinarian newsletter. At the top is a green header with the logo and the text "Hoosier Veterinarian". Below this is a section titled "Hoosier Veterinarian Archives" with a link to the full issue of the May newsletter and a photo of a dog. To the right of this section is a large grey box labeled "Size A - 600px by 150px". Below the archives section is a "President's Message" by Dr. Aaron Johnson, with a "Read More" button. To the right of this section is a grey box labeled "Size B - 300 by 150px". At the bottom of the newsletter is a large grey box labeled "Your ad here!". To the right of this section is a box labeled "Location of both size A or B: Bottom of email after information content, before footer." with a large grey arrow pointing to the "Your ad here!" box.

- 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

Your ad here!

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.

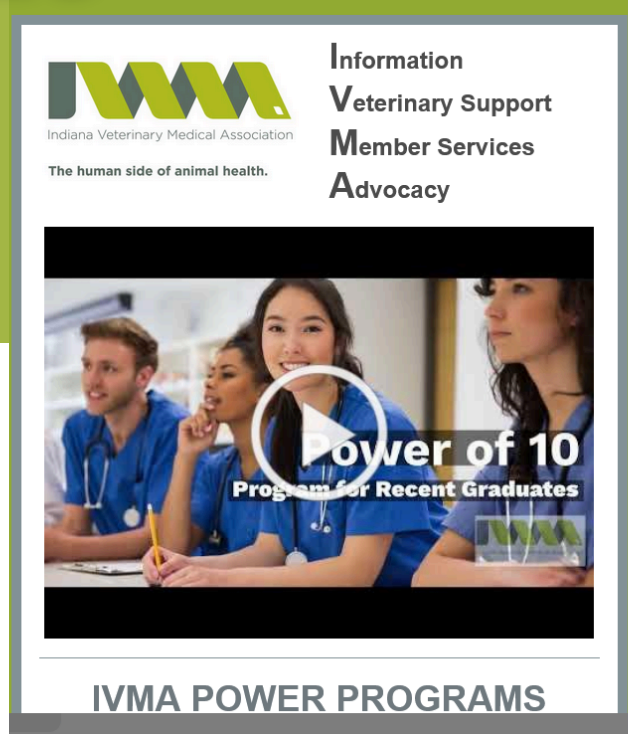
Example: January newsletter, advertising needs to be submitted by December 15.

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

61% OPEN RATE
+26% OVER INDUSTRY AVERAGE

EMAIL STATISTICS

3% CLICKS
+2% OVER INDUSTRY AVERAGE

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.**

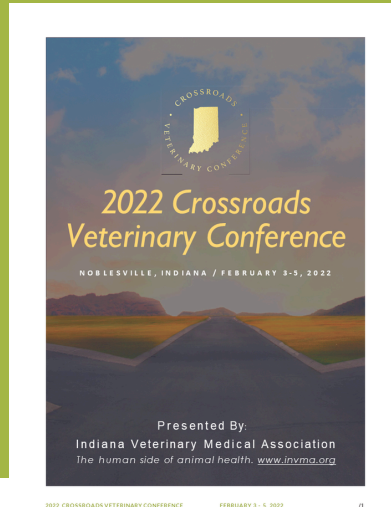
High resolution JPG or PDF files preferred. Please no files over 650k.

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/

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

<ul style="list-style-type: none"> • 12 Week Package \$2400 	<ul style="list-style-type: none"> • 8 Week Package \$1200 	<ul style="list-style-type: none"> • 4 Week Package \$800
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Size: 1500 by 300px / High resolution JPG or PNG preferred.



Featured Speakers

See Complete Program



Dr. Temple Grandin
BS, MS, PHD

THURSDAY, FEBRUARY 3



Josh Vaisman
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!**



Veterinary Students
\$FREE

COMPLETE CONFERENCE PASS
The registration fee for currently enrolled veterinary students.
You must be an IVMA veterinary student member to register.

[REGISTER](#)

Life & 2021 Graduate Members
\$175

COMPLETE CONFERENCE PASS
Life Member Rate \$175 After 01/14/2022 \$200
2022 Graduate Member Fee \$175 After 01/14/2022 \$200
This registration fee for IVMA Life and 2021 Graduate members!

[REGISTER](#)

Veterinarians
\$385

COMPLETE CONFERENCE PASS
Veterinarian Rate \$385 After 01/14/2022 \$450
IVMA Member 1 Day \$215 After 01/14/2022 \$250
Non Member 1 Day \$345 After 01/14/2022 \$405
Non Member 1 Day \$235 After 01/14/2022 \$285
Non Member 2 Day \$435 After 01/14/2022 \$510
Non Member 3 Day \$535 After 01/14/2022 \$615
Registration Fee \$40 After 01/14/2022 \$450

[REGISTER](#)

Practice Staff
\$215

COMPLETE CONFERENCE PASS
Registered Veterinary Technicians / Veterinary Assistants / Practice Staff
3 Day Rate \$215 After 01/14/2022 \$250
1 Day Rate \$115 After 01/14/2022 \$150

[REGISTER](#)

Place your ad here!



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.

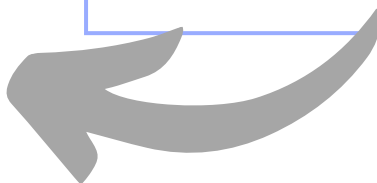
- Size A (600 by 150px)
- \$800 / 4 Emails a Month
- \$650 / 1 x Rate

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!



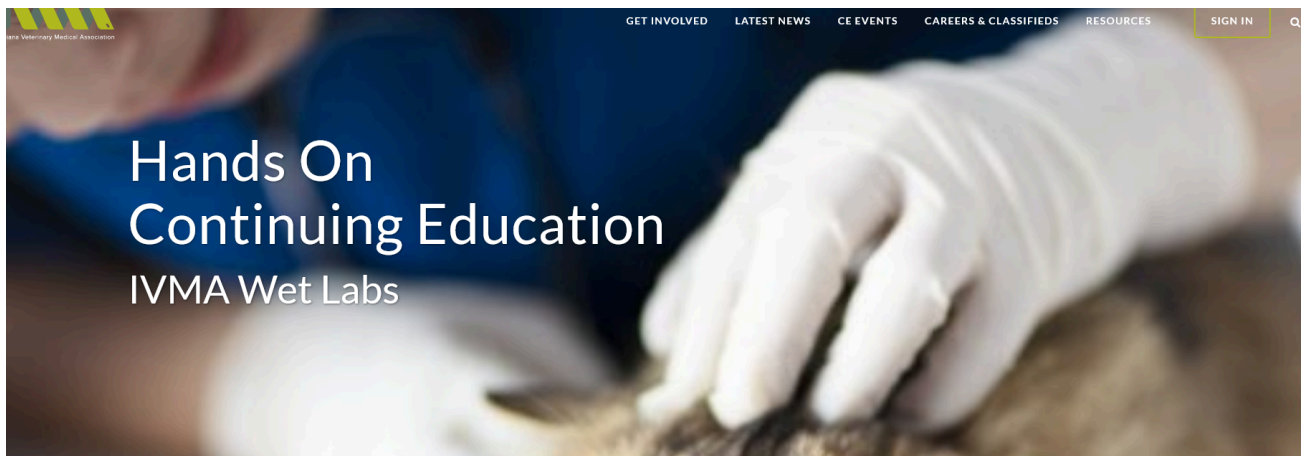
All advertising needs to be submitted by the 15th of the prior month.
Example: December CRVC emails, advertising needs to be submitted by November 15.

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.

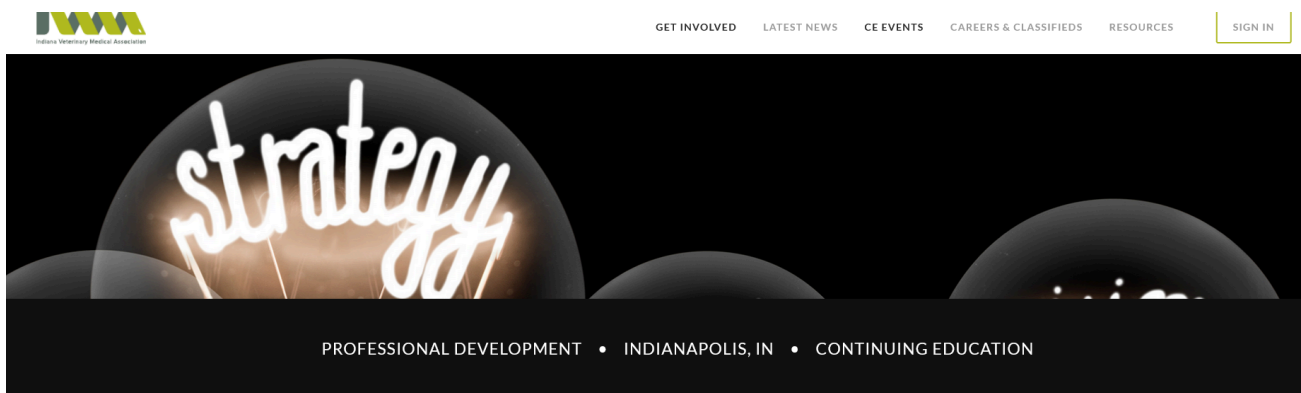
Purchase more than one package and receive a 10% discount.

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 / 317-974-0888**