Veterinary Practice News Canada is produced by Kenilworth Media Inc., publishers of magazines for trade and consumer markets in both Canada and the United States, including Veterinary Practice News, the leading publication for American veterinary practices. Building on Veterinary Practice News’s 30-plus years of experience and its reputation as the most widely read and respected magazine in the U.S. market, Veterinary Practice News Canada features unique content in every issue to serve the needs of the Canadian veterinary community. Our in-depth and engaging editorial provides our readers with the unbiased information they need to run their practices more efficiently and profitably, provide better care for their patients, and stay up to date on the latest treatments and technologies.

As the number of Canadian veterinary professionals continues to grow year-over-year, this national publication enables you to reach the influencers and decision makers who purchase your products and services.
**AUDIENCE**

*Veterinary Practice News Canada* publishes 4 print issues per year and twice monthly e-newsletters dedicated to informing veterinarians and veterinary support staff about industry best practices, practice management, new profit centres, breaking industry news, industry trends, new treatments and procedures, new medical technologies, and coverage of industry events.

*Veterinary Practice News Canada* reaches more than 6,600* veterinary professionals across Canada, with many copies being read by multiple veterinarians and technicians per practice.

Our twice monthly e-newsletter reaches approximately 3,000** CASL-compliant subscribers.

*BPA Audit Statement June 2023

**Data Source: Publisher’s own data
**February/March**

Bonus Distribution at OAVT Conference

Pharmaceuticals: Flea and Tick, Heartworm, Parasitology
Dental
Surgical Equipment & Supplies
Nutrition
Pain Management

**Space Closing:** January 24, 2024

**Material Deadline:** January 30, 2024

**Publishing Date:** February 26, 2024

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**May/June**

Bonus Distribution at CVMA

Pet Insurance & Payment Options
Dermatology
Pharmaceuticals: Biologicals & Vaccines
Diagnostic & Lab Equipment & Supplies
Practice Management: Ownership Options

**Space Closing:** April 25, 2024

**Material Deadline:** May 1, 2024

**Publishing Date:** May 22, 2024

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**August/September**

Bonus Distribution at VET Conference

Nutrition & Diabetes
Laser Equipment
Pharmaceuticals: OTIC
Radiology & Ultrasound Equipment/Supplies
Practice Management: Software Systems

Call for entries: Pets Eat the Darndest Things! X-ray contest

**Space Closing:** July 25, 2024

**Material Deadline:** July 31, 2024

**Publishing Date:** August 21, 2024

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**November/December**

Pharmaceuticals - Dermatology
Diagnostic & Lab Equipment & Supplies
Kennels and Containment
Supplements/Neutraceuticals, CBD
Dentistry Equipment & Supplies
Pets Eat the Darndest Things! X-ray contest winners

**Space Closing:** October 24, 2024

**Material Deadline:** October 30, 2024

**Publishing Date:** November 20, 2024
Make headlines with Veterinary Practice News Canada’s Cover Tip-ons. Get noticed and help your brand stand out with this custom-printed opportunity. This high-impact option is integrated into the front cover and is designed to look like the real cover. It can be produced as a 2-page tip-on, or a 3-page gate-fold where it opens at the centre to reveal your company’s message. It’s the ideal solution to amplify your brand’s message and get maximum attention for product launches, innovations and so much more.

Speak to your advertising representative for more on this and other high-impact print tools and Direct Mail Alternatives such as such as inserts, polybags, etc.

Click images to view an interactive sample.
GET READY FOR HANDS-ON LEARNING

Experience VMX, the world's leading conference for entire veterinary teams or opt for intensive hands-on training at the NAVC Institute for veterinarians only, both in sunny Orlando, Florida.

Secure your spot in one of these practical, intensive courses and see why the NAVC Institute is the best kept secret in veterinary learning.

- ABVP Examination Review
- Advanced/Applied Behavioral Medicine
- Cardiology - Crossfit
- Deciphering Diagnostics
- Dentistry: Sink Your Teeth into It!
- Practical Orthopedic Surgical Techniques
- Practical Techniques in Soft Tissue Surgery
- Small Animal Abdominal Ultrasound

May 18-24, 2019
Orlando, Florida

REGISTER BEFORE THESE LIMITED-AVAILABILITY COURSES SELL OUT AT NAVC.COM/INSTITUTE.

Brought to you by the NAVC, Your Veterinary Community. No membership required.
Align your brand with the Canadian edition of the industry’s most popular contest: “Pets Eat the Darndest Things” Veterinary Practice News Canada’ readers are highly engaged with the contest, and after all, who doesn’t love looking at crazy x-rays?

Inspired by Veterinary Practice News’ annual “They Ate What?!?” contest, “Pets Eat the Darndest Things” asks veterinary professionals across Canada to share X-rays of the craziest things they’ve seen their patients eat. As the exclusive sponsor, your brand will be recognized in all promotions, Veterinary Practice News Canada, touchpoints—print, website, news, social media platforms and e-mail broadcasts.

Align your brand with the best contest in the industry. Speak to your representative for more information.
DISPLAY RATES (2024)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1x</th>
<th>4x</th>
<th>Size (W x H)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3,795</td>
<td>$3,035</td>
<td>9.25” x 12.25”</td>
</tr>
<tr>
<td>1/2 page Vert/Horiz</td>
<td>2,855</td>
<td>2,285</td>
<td>3.875” x 11”/8” x 5.375”</td>
</tr>
<tr>
<td>1/3 page Vert/Horiz</td>
<td>2,460</td>
<td>1,970</td>
<td>2.625” x 11”/8” x 3.5”</td>
</tr>
<tr>
<td>1/4 page Vert/Horiz</td>
<td>2,090</td>
<td>1,670</td>
<td>3.875” x 4.375”/8” x 2.625”</td>
</tr>
<tr>
<td>Business Card</td>
<td>640</td>
<td>515</td>
<td>3.875” x 2.5”</td>
</tr>
<tr>
<td>Covers</td>
<td>$4,180</td>
<td>$3,345</td>
<td>9.25” x 12.25”</td>
</tr>
</tbody>
</table>

Terms and Conditions

Volume advertising discounts available.

Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

All advertisements are non-cancellable after the space closing date.

CONTRACT GUARANTEES: Frequency discounts are applied to a 12-month period, starting from and including the issue in which an advertiser’s ad first appears. When ad frequencies are not completed as initially agreed, the advertiser/agency will be re-billed at the actual frequency rate earned.

The publisher reserves the right to place the word “advertisement” on all materials that resemble editorial content. No responsibility can be taken for positioning of advertising materials except where additional position charges are expressly agreed between the Parties, prior to insertion of the advertisement. Advertising control position clauses in forms used by the advertiser are accordingly treated only as requests.
Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills. Advertiser will be held responsible for total due amount should agency default on a payment.

**INSERTS/OUTSERTS:** Provided by advertiser and subject to prior approval by the publisher.

**PROTECTIVE CLAUSE:** Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

**PAYMENT TERMS:** Net 30 days from date of invoice. 2% per month finance charges on past due balances. Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the credit department. First-time advertisers will be required to provide credit information or prepayment due no later than the closing date of the issue.

Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All information about receivables is recorded in the international credit files.
Advertising on www.veterinarypracticenews.ca can significantly increase your exposure to decision makers who refer to our site when sourcing the latest technologies, best practices, and news.

1. Leaderboard (728 x 90 pixels, 300 x 50 mobile): $870
2. Big Box (300 x 250 pixels): $620
3. Half Page: (300 x 600 pixels): $1,235

Click to download Mechanical Specifications

Web stats are available upon request.
We pride ourselves on being able to deliver the best digital options for your marketing programs. These online High Impact ad units produce superior results than standard ad sizes, providing you with:

• larger, interactive image area
• a more dynamic viewer experience
• stronger engagement
• higher brand interaction
• MORE clicks

### 1. Expandable Leaderboard

**Desktop:** 728px by 90px*, 728px by 315px (expanded)

**Mobile:** 300px by 50px*, 300px by 250px (expanded)

**Rate:** $1,480/month

### 2. Expandable Big Box

**Desktop:** 300px by 250px*, 300px by 600px (expanded)

**Mobile:** No additional material needed

**Rate:** $1,235/month

### 3. Wallpaper

**Desktop:** 1920px by 1080px, 200px by 625px left and right side bar live areas

**Mobile:** 320px by 100px

**Rate:** $1,855/month

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**Specifications**

- Maximum file size: 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

*Collapsed ad should include a “CLICK TO EXPAND” call to action.

Click images to view interactive sample.
Featuring breaking news from Canada’s veterinary medicine industry, Veterinary Practice News Canada’s eNewsletters are delivered twice a month to industry professionals. The exclusive option features both a Leaderboard and Medium Rectangle ‘above-the-fold’ advertising positions.

1. Leaderboard (728 x 90 pixels): $765

2. Medium Rectangle (300 x 250 pixels): $765

3. Both (728 x 90 pixels and 300 x 250 pixels): $1,050

*Data Source: Publisher’s own data*
E-broadcasts allow for instant access to a targeted audience and are effective in lead generation and driving traffic directly to your website. Your customized e-broadcast allows you to reach the professionals responsible for sourcing/recommending your products or services.

Rate: $1,480

Non-qualified lead generation program options are now available for all email broadcasts. Ask us how we can help you get more out of your broadcasts!
WHY E-BOOKS SHOULD BE PART OF YOUR MARKETING PLAN

Because they give you the best of both worlds...they benefit from being able to communicate a lot of in-depth engaging content like a print publication, but with the instant connection to a targeted audience, direct response capability and proof of results that only digital media can provide. E-books help you nurture and strengthen relationships with current and prospective clients, help extend their longevity with your company and position you as the professional experts.

All E-books are supported by email and social media marketing to Veterinary Practice News Canada’s audience for instant engagement, hosted on our website for 12 months of continuous engagement throughout the year and we provide you with a full analytics reporting.

Now they are even better than ever with a new, larger, interactive and easy to read format!

Sponsored E-books

We package existing curated content on a topic related to what your company does and use it to create an exclusive e-book of interest to readers within the area of your expertise.

Custom E-books

We produce an exclusive e-book based on new content you supply (or we work with you to develop) that will position you as an industry thought leader, enabling you to engage our targeted audience with the content you want them to associate you with.

Specifications

- Maximum file size: 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

Click images to view interactive sample.
All E-books are supported by an extensive marketing program that ensures our audience will engage with them:

1. E-broadcast notification
2. Online home page promotion
3. E-newsletter promotion
4. E-book page monthly feature
5. Social media channel promotion
6. Hosted online for 12 months
7. Includes lead generation capability

Ask us for a quote to produce your exclusive E-book!
**DIGITAL EDITION SPONSORSHIP**

*Veterinary Practice News Canada*’s digital edition is a fully interactive digital replica of the print magazine. Digital edition sponsorship consists of a full-page ad placed adjacent to the front cover, as well as sponsor recognition within our weekly newsletters until the next issue of the magazine is released.

Full-page ad placed adjacent to the front cover. Exclusive top-of-page banner, visible on every page. Weekly promotion to approximately 3,000* e-newsletter recipients

**Deliverables:** Logo (200 x 150 pixels), full-page ad (500 x 660 pixels), Banner (900 x 60 pixels)

**Rate:** $1,235/mth

**Specifications**

- Maximum file size: 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

*Click image to view interactive sample.*
### DIGITAL RATES 2024

<table>
<thead>
<tr>
<th></th>
<th>Rate</th>
<th>Per</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$ 870</td>
<td>Month</td>
</tr>
<tr>
<td>Expandable Leaderboard</td>
<td>1,480</td>
<td>Month</td>
</tr>
<tr>
<td>Big Box</td>
<td>620</td>
<td>Month</td>
</tr>
<tr>
<td>Expandable Big Box</td>
<td>1,235</td>
<td>Month</td>
</tr>
<tr>
<td>Half Page</td>
<td>1,235</td>
<td>Month</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>1,855</td>
<td>Month</td>
</tr>
<tr>
<td>Native</td>
<td>1,235</td>
<td>Month</td>
</tr>
<tr>
<td>Native with Video</td>
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<td>Month</td>
</tr>
<tr>
<td>E-Broadcast</td>
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<td>Broadcast</td>
</tr>
<tr>
<td><strong>Sponsored E-Newsletter</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leaderboard</td>
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<td>Newsletter</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>765</td>
<td>Newsletter</td>
</tr>
<tr>
<td>Both</td>
<td>1,050</td>
<td>Newsletter</td>
</tr>
<tr>
<td><strong>Digital Edition Sponsorship</strong></td>
<td>1,235</td>
<td>Issue</td>
</tr>
</tbody>
</table>

**Download the Mechanical Spec Sheet**

Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

*Cancellation of display advertisements must be provided in writing at least 5 days prior to the posting date. After this time they are non-cancellable. Sponsored newsletters and e-broadcast dates are exclusive to one advertiser and thus are non-cancellable at any time.***

**CONTRACT GUARANTEES:** Ad rates are protected on the basis of the rate card in force on the date of first insertion and for a period of 12 months following.

The publisher reserves the right to place the word “advertisement”, “branded” or “sponsored” with copy which, in our opinion, resembles editorial content.

Advertisement size may not be changed after posting date. The publisher requests that electronic files be submitted in an approved format. All extra work/material required to make artwork suitable for posting is chargeable at current production rates.
All changes to the supplied advertising material must be provided in writing and 5 business days prior to the posting date.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills. Advertiser will be held responsible for total due amount should agency default on a payment.

**PROTECTIVE CLAUSE:** Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

**PAYMENT TERMS:** Net 30 days from date of invoice. 2% per month finance charges on past due balances. Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the credit department. First-time advertisers will be required to provide credit information or prepayment due no later than 5 business days prior to the posting date.

Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All information about receivables is recorded in the international credit files.
Simply put, a Demo-Cast is a live virtual presentation in a webinar format, like your own teleconference with Veterinary Practice News Canada subscribers interested in learning about your products. This interactive presentation enables you to present your products as if you are in front of a large group of prospects at a trade show, and to answer their questions in real time!

Each Demo-Cast package includes:

- A 3-week Marketing program (shared email broadcasts, weekly newsletter, and via social media announcements) to promote your event and build registration
- Set-up and delivery support of your 10 to 20-minute presentation
- A 5-minute Q & A session with attendees
- The full registrant list as qualified leads following the Demo-Cast
- Your Demo-Cast archived on our site for a one-year period

All you need to do is present, and we’ll do the rest! We’ll even perform a dry run with you one week prior to ensure seamless delivery on the day of your Demo-Cast.

Price: $3,570

Add the edited MP4 file: $750*

Deliverables:

- Company logo
- Name and image of the product you are presenting
- A brief description of the product (150 words)
- Seed questions you want to answer about the product (1 or 2)
- Headshots, names and titles of those presenting

* Kenilworth Media Inc., publishers of Veterinary Practice News Canada, will provide clients with a link to the recorded Demo-Cast at no-charge. An MP4 recording of the Demo-Cast is also available to customers for an additional fee of $750, plus applicable taxes. This fee includes an Official Release allowing customers to re-use and re-purpose the video in an unaltered fashion for both internal and/or external non-promotional or promotional purposes. As such, the Demo-Cast may only be used “as is” and may not be edited through additions or deletions to the original version of any kind, with the exception of any length excerpt(s) taken from the original, as long as these excerpts are not altered in any way or used to misrepresent or otherwise mislead viewers as to what was shown and said in the original Demo-Cast.

Lower digital rates may apply. Speak to your Account Manager for details.
Online Native Advertising appears alongside trusted and topical Veterinary Practice News Canada content. Marketers receive a dedicated content page that is promoted via:

1. Home Page
2. News Section
3. Feature Sections

**Article:** Served in the site’s feed as a combination of text and image which clicks through to a full content page. Additional promotion via one weekly newsletter.
**Rate:** $1,235/month

**In-text Video:** Served in the site’s feed, this unit has full video capabilities. Your message is presented as an editorial headline.
**Rate:** $1,855/month
Looking for a better way to engage customers and prospects?

A sponsored webinar could be your solution!

Webinars are one of the best options for content marketing and promoting your expertise in providing solutions to the market. They are also a valuable lead generation tool as people who are willing to dedicate the time to participate are highly qualified.

We make executing them simple by doing all the marketing, hosting and logistics involved. You only need to supply the presenter and the content.

✓ Webinar length is a maximum of 60 minutes (including a 10-15 minute Q&A session).
✓ We will assist in copy review, supply the moderator and provide the expertise to assure a successful event.
✓ Each webinar is supported by a custom marketing campaign to achieve the best result and includes an online landing page, E-newsletter promotion, dedicated targeted email broadcasts, promotion through social media channels and your event is featured on our website home page and webinar section.
✓ We will supply you with a registration broadcast HTML so you can promote the webinar to your customers.
✓ You have the opportunity to get valuable feedback by asking participants two openended polling questions during the live webinar and two multiple-choice questions in the post-webinar survey.
✓ You have the option of running a 30 second pre-roll commercial at the beginning of the webinar or a full page static slide.
✓ Full analytics reporting including contact information for registrants and attendees will be supplied within a week following the live webinar.
✓ We will also host the finished webinar (webcast) on our website for 12 months following the live webinar and provide ongoing marketing throughout the year.

Rate: $6,000
Why do research?

Market intelligence is more important now than ever before. Conducting a research project uncovers the data necessary to make informed business decisions on issues such as:

• Brand awareness and market position
• Market changes
• Customer market insights
• Validating market assumptions
• Measuring the effectiveness of marketing initiatives
• Identifying new opportunities
• Market insights on new and existing products

Why do custom market research with us?

We deliver third-party managed research which means it can be conducted with or without respondents being aware of who the research is being conducted by to eliminate unbiased results.

You reach our full audience. One of the greatest factors impacting the success of any research project is the ability to get enough responses for meaningful results. We take this issue off the table with a marketing strategy that ensures the results will be statistically valid.

Delivery of the survey is to recipients who we are engaged with us already. This means the expected results will be higher than sending standalone surveys out to potential respondents who don’t have a connection to who is delivering it.

Custom research can be a great lead generation tool when incentives are added to gather respondents’ contact information…anyone who takes the time to provide you with their responses and information is a highly qualified lead.

We provide a turnkey research solution to fit your needs…from working with you on developing survey questions to delivering the final report, we take the work off your hands.

Ranging from economical online polls to full market studies, we have research options to fit any budget!