Veterinary Practice News (VPN) is one of the most widely read and respected magazines in the industry. For over 30 years, VPN has been read by veterinary professionals across the United States who need the information we provide to run their practices more efficiently and profitably, provide better care for their animal patients and stay up-to-date on the latest treatments and technologies.

VPN publishes monthly print issues (also available digitally), a continuously updated informative website, and weekly E-newsletters to keep our audience up to date on what's happening in the industry.

Our editorial content consists of behind-the-scenes stories on successful veterinary practices and practitioners, industry best practices, new profit centers, breaking industry news, industry trends, new treatments and procedures, new medical technologies, coverage of industry events and some light-hearted Brain Teaser quizzes to test your knowledge. VPN also provides a forum for veterinary professionals to discuss peer-related issues.
Veterinary Practice News publishes 12 issues a year dedicated to informing veterinarians and veterinary support staff about industry trends, best practices, and new products. Producing in-depth coverage of practice management, small animals and equine care, Veterinary Practice News is a BPA Worldwide audited publication, reaching nearly 56,000* practicing veterinarians, technicians, managers, and other professionals allied to the animal health care field.

Which of the following best describes your primary job title or function?**

- Veterinarian: 58%
- Practice Manager: 19%
- Veterinary Tech: 13%
- Veterinary Assistant: 4%
- Student: 4%
- Other: 13%

Business/Occupation Breakout of our readers*

- Small Animal: 80.8%
- Large Animal: 8.5%
- Manufacturers/Others Allied to the Field: 7.8%
- Students and Education: 8.5%
## Print Audience - Key Figures

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<tr>
<th>54 min.</th>
<th>162,000</th>
<th>81%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average time readers spend with each issue**</td>
<td>Average readers per issue (2.9 readers per copy)**</td>
<td>Percent of readers involved in purchasing decisions**</td>
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</tbody>
</table>

## Digital Audience - Key Figures

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<th>69,000+</th>
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<tbody>
<tr>
<td>Average monthly website pageviews***</td>
<td>Average monthly website users***</td>
<td>Newsletter subscribers***</td>
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</tbody>
</table>

*BPA Audit Statement June 2023

**Data Source: Signet Ad Study, April 2023. Conducted by the independent firm, Signet Research Inc.

***Data Source: Publisher’s own data
# EDITORIAL CALENDAR (2024)

## January

**Surgical Issue**  
Bonus Distribution at VMX  

- Surgical Equipment & Supplies  
- Post surgery care  
- Diagnostics & Laboratory  
- Equipment & Supplies  
- Practice Management - Software  
- Systems  
- Pharmaceuticals - Pain  
- Management  

**Space Closing:** November 22, 2023  
**Material Deadline:** November 30, 2023  
**Publishing Date:** December 27, 2023

## February

**Dental Health Issue**  
Bonus Distribution at WVC  

- Dental Equipment & Supplies  
- Pet Dental Health Month  
- Toxicology  
- Pharmaceuticals - Otitis Externa  
- Physical Rehabilitation  
- Equipment & Supplies  
- Exotics  

**Space Closing:** December 21, 2023  
**Material Deadline:** December 29, 2023  
**Publishing Date:** January 24, 2024

## March

**Parasitology Issue - Flea & Tick**  

- Pharmaceuticals - Flea & Tick  
- Practice Management: cleaning & sanitization protocols  
- Inventory Management Software  
- Diagnostic Equipment & Monitors  
- Ophthalmology

**Space Closing:** January 24, 2024  
**Material Deadline:** January 30, 2024  
**Publishing Date:** February 22, 2024

## April

**Laser Equipment Issue**  
Signet Ad Study  

- Laser Therapy  
- Pharmaceuticals - Heartworm & Parasitology  
- Diagnostic Equipment & Supplies  
- Surgical Equipment & Supplies  
- Cleaning Protocols  
- Nutrition - Specialty Diets  

**Space Closing:** February 21, 2024  
**Material Deadline:** February 27, 2024  
**Publishing Date:** March 26, 2024

## May

**Dermatology Issue**  

- Dermatology Treatments  
- Pharmaceuticals - Allergy  
- Diagnostic Equipment & Supplies/Ultrasound  
- Nutrition - Allergy Awareness & Prevention  
- Companion Animal Behavior Management  

**Space Closing:** March 27, 2024  
**Material Deadline:** April 3, 2024  
**Publishing Date:** April 24, 2024

## June

**Biologics/Vaccines Issue**  
Bonus Distribution at AVMA  

- Pharmaceuticals - Vaccines  
- Rabies/Parvo/Distemper  
- Call for entries "They Ate What?!" X-ray contest  
- Diagnostics & Laboratory Equipment/Radiology  
- Physical Rehabilitation Equipment/Supplies  
- Practice Management - Staff Training & Development

**Space Closing:** April 25, 2024  
**Material Deadline:** May 1, 2024  
**Publishing Date:** May 22, 2024
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<tr>
<th>Issue</th>
<th>Focus/Significant Articles</th>
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<th>Material Deadline</th>
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<td>Practice Design</td>
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<td>Operating Room Design &amp; Set-up</td>
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<td>Practice Management: Marketing &amp; Communications</td>
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<td>Pharmaceuticals - Osteoarthritis</td>
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<td><strong>August</strong></td>
<td>Nutrition Issue</td>
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<td>Practice Management: Ownership Options</td>
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<td>Publishing Date: November 20, 2024</td>
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</tbody>
</table>

This list outlines the focus or significant articles planned for these issues. Topics are subject to change, so if your advertising plans are critically linked to one of these topics, please let us know.
Make headlines with Veterinary Practice News’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 produced as a 2-page tip-on, or a 3-page gate-fold where it opens at the center to reveal your company’s message. It’s the ideal solution when you want your brands’ message beyond the standard print ad 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.

Barndoor Cover Tip Sample

(Click images to view interactive sample)
Two-page Cover Tip Sample

(Click images to view interactive sample)
# DISPLAY RATES (2024)

<table>
<thead>
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<th>Ads</th>
<th>4-Color Rates</th>
<th>Size (W x H)</th>
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<td>Jr Page Spread</td>
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<td>1/2 Island</td>
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<td>1/3 Square/Vertical</td>
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<td>8” x 6”/3.875” x 13”</td>
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**Covers**

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**Marketplace**

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**Classified**

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<td>With additional image</td>
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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.
Featuring breaking news, Veterinary Practice News' e-newsletters, are delivered weekly and e-mailed to over 50,000* industry professionals.

1. Leaderboard (728 x 90 pixels): $2,465
2. Medium Rectangle (300 x 250 pixels): $2,465
3. Both (728 x 90 pixels and 300 x 250 pixels): $3,700

Reach: 50,000* recipients
Frequency: Every Tuesday

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

*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.

Custom E-Broadcast

- HTML, including embedded hyperlink(s) and image(s)
- Subject line
- Optional: List seeds, maximum width of 750 pixels, no height restriction.

Reach: 48,000* recipients
Rate: $5,545/broadcast

Non-qualified lead generation programs are now available for all email broadcasts. Ask us how we can help you get more out of your broadcasts!

*Data Source: Publisher’s own data
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’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.

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!

Deliverables:

- Up to five ads
- Half page: 5.6” x 7” @ 300dpi
- Full page: 11.2” x 7” @ 300dpi
- No bleed required
- Company logo

**Each E-book is exclusive to one advertiser and subject to availability.

Click images to view interactive sample.
**DIGITAL EDITION SPONSORSHIP**

**Veterinary Practice News** Digital Edition is a fully interactive, digital replica of the printed magazine. Digital Edition sponsorship is an exclusive opportunity to engage with today’s increasing number of veterinarian professionals reading magazines on computers, tablets, and other mobile devices. Digital Edition sponsors receive:

1. E-broadcast notification.
2. Full-page ad placed adjacent to the front cover.
3. Exclusive top-of-page banner, visible on every page.

**Deliverables:** Logo (200 x 150 pixels), full-page ad (500 x 660 pixels), Banner (900 x 60 pixels), Leaderboard (728 x 90 pixels)

**Rate:** $3,085 /issue

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**Specifications**

- Maximum file size: 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL
DIGITAL RATES 2024

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<td>Medium Rectangle</td>
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<td>Both</td>
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<td>E-Broadcast</td>
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<td>Digital Edition Sponsorship</td>
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<td>Issue</td>
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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.

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www.veterinarypracticenews.com provides veterinary professionals with breaking industry news, project spotlights and installations as well as industry appointments, and events. Advertising on www.veterinarypracticenews.com 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): $70/CPM
2. Medium Rectangle (300 x 250 pixels): $70/CPM
3. Half Page (300 x 600 pixels): $95/CPM

Specifications

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

Web stats are available upon request.
HIGH IMPACT AD UNITS

We pride ourselves on being able to deliver better 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. Wallpaper: $3,560/week
Sticky image taking up the entire site background (1920 x 1080 pixels) with 200 x 625 pixel live areas on either side of the site content. **Download mechanical specs.**
2. **Pushdown Ad Unit**: $5,690/month  
Ad unit expands from 970 x 90 pixels to 970 x 415 pixels upon entry to site.

3. **Mobile Anchored large banner**: $4,230/week  
Banner (320 x 100 pixels) anchored at bottom of screen. Remains visible until closed by reader.

4. **Mobile Revealer**: $3,000/week  
Banner (300 x 600 pixels) that is revealed between content when scrolling on a mobile device.
5. **Mobile Welcome**: $4,500/week
Banner (300 x 250 pixels) that pops up shortly after a mobile visitor loads the site.
THEY ATE WHAT? CONTEST

Align your brand with the industry’s most popular contest: “They Ate What?” Veterinary Practice News’ readers are highly engaged with the contest, and after all, who doesn’t love looking at crazy x-rays?

Each year, Veterinary Practice News receives hundreds of submissions and our panel of experts pick the winner. As the exclusive sponsor, your brand will be recognized in all promotions, Veterinary Practice News, touchpoints—print, website, news, social media platforms and e-mail broadcasts. Plus, a Reader’s Choice element further drives contest engagement, generating even more qualified leads for sponsors.

Align your brand with the best contest in the industry. Speak to your representative for more information.

Click images to view interactive sample
ONLINE RATES

<table>
<thead>
<tr>
<th></th>
<th>Rate</th>
<th>Per</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
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<tr>
<td></td>
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</tr>
<tr>
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<tr>
<td></td>
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<td>(CPM)</td>
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<td></td>
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<tr>
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<td>Week</td>
</tr>
</tbody>
</table>

*Lower digital rates may apply. Speak to your Account Manager for details*

Download the Mechanical Spec Sheet

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.

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.

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Native Advertising appears alongside trusted and topical Veterinary Practice News content. Marketers receive an entire web page dedicated to their content that is promoted via:

1. Home Page
2. News & Features Section
3. E-newsletter - deployed to 50,000+ in on newsletter during the month.

**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.

**Deliverables:** Headline (up to 75 characters), subhead (up to 100 characters), URL or article page (up to 3,000 words). Article page can include images, videos, and links.

**Rate:** $5,690/month.

**Specifications**

- Accepted formats: DOCX, GIF, JPEG
- Accepted video formats: YouTube, Vimeo
- Advertiser to provide URL

All content is labelled “sponsored” in keeping with FTC guidelines.
Readers turn to Veterinary Practice News to keep abreast of the latest happenings within the veterinary industry. The Education Center provides advertisers a means to deliver their expert content in an editorial environment. Offering readers more than just your product message, The Education Center is an opportunity to delve into the intricacies of animal health and care with instructional content, industry research, and best practices.

In collaboration with our editorial team your sponsored content is edited and designed to reflect the look and feel of our highly respected and sought-after content and is an excellent tool for your future sales and marketing efforts.

Education Center Spread: $17,845 per spread  
Material Deadline: Two weeks before the issue closing date.

Education Center is also published on veterinarypracticenews.com and promoted throughout the site for the month and in one newsletter.
DEMOCAST LIVE!

Simply put, a Demo-Cast is a live virtual presentation in a webinar format, like your own teleconference with Veterinary Practice News 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: $5,865

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, 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.
WEBINARS

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 open ended 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: $10,000
PRODUCTS

Promote specific products in context with relevant editorial features and ensure you are reaching the right decision-makers at the right time. All articles are searchable by keyword and so are the advertised products.

Marketers receive up to three** product profiles which are promoted via:

1. Home Page
2. Editorial Section - related products are served in context with user-selected content and appear alongside articles with similar themes
3. Product Section - searchable by keyword

Rate: $375 per month
**Build your product portfolio now and get three product listings and two months free if you book an annual program.

Deliverables (go to the Manufacturers’ Area, and create your product profile.)

- Product name up to 10 words
- Up to 200 words of text*
- One product image (GIF, JPEG, PNG, 72 dpi, max 500 kb)
- Up to 5 hyperlinks (product spec sheets, catalogs, videos, etc.)
- Contact info (telephone, e-mail, website)

*Content is subject to review and may be edited for length, clarity and style.
CONTENT MARKETING
RATES 2024

<table>
<thead>
<tr>
<th>Service</th>
<th>Rate</th>
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<tr>
<td>Native Advertising Article</td>
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<td>In-text Video</td>
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<td>Education Center</td>
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<td>Demo-Cast</td>
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<td>Webinar</td>
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<td>Products</td>
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<td>Product per month</td>
</tr>
</tbody>
</table>

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VALUE ADVERTISING DISCOUNTS AVAILABLE
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Understanding your advertising needs is key to Veterinary Practice News. The AdStudy® conducted in the April and October issues by the independent firm, Signet Research Inc., is an invaluable resource. This study analyzes the performance of King-page advertisements based on specific characteristics with feedback from our readers — your clients — allowing you to evaluate your marketing strategy and refine your message.

**Rate:** $2,995 (Price does not include cost of advertisement.)

**Frequency Benefit:** Ad studies are provided free of charge to King-page advertisers who invest in the studied issue plus two other issues within the same calendar year.
CUSTOM MARKET RESEARCH

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!