

## About Veterinary Practice News Canada

*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.



The Industry Leader for Veterinary Medicine and Practice Management



## 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 6,500 <sup>[1]</sup> veterinary professionals across Canada, with many copies being read by multiple veterinarians and technicians per practice.

Our twice monthly e-newsletter reaches approximately 3,500 <sup>[2]</sup> CASL-compliant subscribers.

### Footnotes

1. AAM Statement June 2024
2. Data Source: Publisher's own data

## Editorial Calendar (2025)

### February/March

#### Bonus Distribution at OAVT Conference

Pharmaceuticals: Flea and Tick, Heartworm,  
Parasitology  
Dental Equipment & Supplies  
Diagnostic & Lab Equipment & Supplies  
Nutrition  
Pain Management - Osteoarthritis

**Space Closing:** January 24, 2025

**Material Deadline:** January 30, 2025

**Publishing Date:** February 26, 2025

### May/June

#### Bonus Distribution at CVMA

Surgical Equipment & Supplies  
Pet Insurance & Payment Options  
Dermatology  
Pharmaceuticals: Vaccines & Immunization  
Ownership & Succession Options

**Space Closing:** April 25, 2025

**Material Deadline:** May 1, 2025

**Publishing Date:** May 21, 2025

### August/September

#### Bonus Distribution at VET Conference

Nutrition, Obesity & Diabetes  
Laser Equipment  
Pharmaceuticals: Dermatology & Otitis  
Diagnostic & Imaging Equipment & Supplies  
Practice Management: Software & AI  
Call for entries: Pets Eat the Darndest Things! X-ray contest

**Space Closing:** July 25, 2025

**Material Deadline:** July 31, 2025

**Publishing Date:** August 20, 2025

### November/December

Pharmaceuticals - Analgesia & NSAIDs  
Diagnostic & Lab Equipment & Supplies  
Kennels & Containment  
Supplements & Nutraceuticals  
Innovative Practice Design  
Future of Veterinary Facilities  
Pets Eat the Darndest Things! X-ray contest winners

**Space Closing:** October 24, 2025

**Material Deadline:** October 30, 2025

**Publishing Date:** November 19, 2025

## Cover Tip-ons

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 inserts, polybags, etc.

Click images to view interactive sample.



**Veterinary Practice News** CANADA

**VMX**  
2019  
VETERINARY MEETING & EXPO

PRESENTED BY **NAVC**  
YOUR VETERINARY COMMUNITY

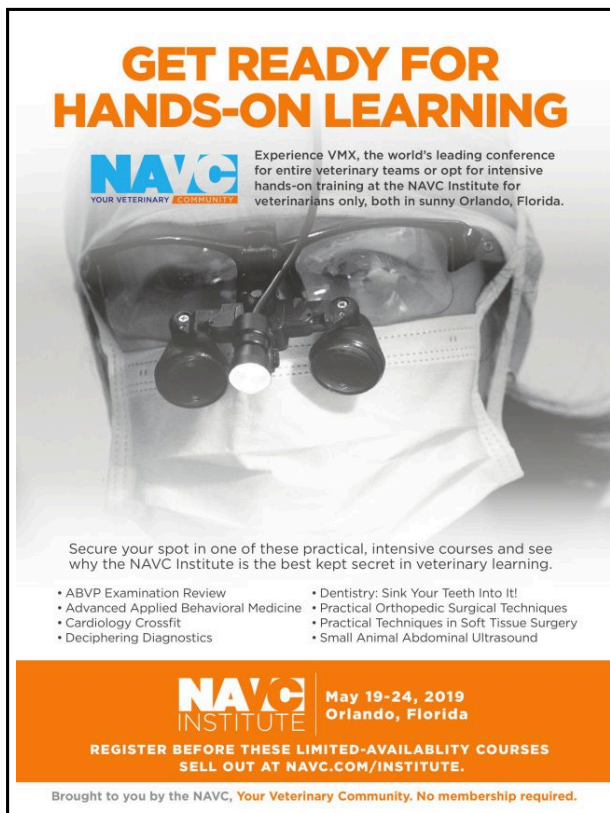
**JANUARY 19-23  
ORLANDO, FLORIDA**

**DON'T MISS THE  
WORLD'S LEADING  
VETERINARY EVENT!**

Experience incredible learning with 1200+ hours of CE to choose from, the largest, most diverse veterinary marketplace and entertainment featuring Little Big Town, Rob Lowe, Brooke Shields and Brandon McMillan!

**REGISTER NOW AT [NAVC.COM/VMX](http://NAVC.COM/VMX)**

December 2018  
[veterinarypracticenews.ca](http://veterinarypracticenews.ca)



**GET READY FOR  
HANDS-ON LEARNING**

**NAVC**  
YOUR VETERINARY COMMUNITY

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

**NAVC**  
INSTITUTE

**May 19-24, 2019  
Orlando, Florida**

**REGISTER BEFORE THESE LIMITED-AVAILABILITY COURSES  
SELL OUT AT [NAVC.COM/INSTITUTE](http://NAVC.COM/INSTITUTE).**

Brought to you by the NAVC, Your Veterinary Community. No membership required.



## Pets Eat the Darndest Things

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.

Click image to view interactive sample.

**2024 X-RAY CONTEST**  
ENTER NOW

**This is unbelievable!**  
Veterinary professionals are no strangers to interesting cases in the clinic. No workday is ever the same with the different animal species they care for and clients they deal with. Perhaps the more interesting (and amusing) bit of the practice, though, are what X-rays reveal outside fractures—ingested objects, such as toys, rocks, pennies, and even pieces of jewellery! Some are so odd, you must see them to believe them.

We invite you to enter our 2nd annual Pets Eat the Darndest Things X-ray contest to share those mind-boggling, absurd radiographs with **Veterinary Practice News Canada** and the veterinary community. One winner will be decided by our panel of veterinarians and will receive a \$500 VISA gift card!

**How to enter:**  
1. Go to [VeterinaryPracticeNews.ca/xraycontest](#) and log in or register to enter.  
2. Upload high-resolution radiograph images—large files reproduce best—and fill in your name, clinic name and address, telephone number, and a short explanation of the case, including the outcome.  
3. If available, include other relevant images.

**The submission deadline is Sept 23.**  
The winner and honourable mentions will be unveiled in the December issue of **Veterinary Practice News Canada**.

NO PURCHASE NECESSARY TO ENTER. Contest is open to legal residents of Canada, aged 18 or older, who are licensed veterinary professionals. Entries must be received between 12:00:01 AM ET on 8/23/2024 and 11:59:59 PM ET on 9/23/2024. See Official Rules at [VeterinaryPracticeNews.ca/termsandconditions](#). Void where prohibited by law. Sponsor: **Veterinary Practice News Canada**.

**WINNER**  
Submitted by Laura, Midtown Veterinary Services (Milton, Ont.)

**RUNNERS-UP**  
Submitted by Ruthe Cow, Caring Animals Hospital (Storvick, Minn.)  
Submitted by The Uptown Team, Uptown Animal Hospital (Sudbury, Ont.)

**AFFORDABLE ONE STEP PAWPRIET KITS**  
Press, Impress, Remember: Pawprints That Last!

Free up your staff's schedule with this pawprint memento kit. The Pawpals® Paw Print Keepsake replaces time-consuming clay imprints, messy ink prints and/or sympathy cards.

**Two Sizes**  
No Kneading, Mixing, Baking or Drying!  
Order Today!

**THREE EASY STEPS**  
to capture a lifetime of love!

- 1 Lift,
- 2 Press,
- 3 Done!

**EXCLUSIVE DISTRIBUTOR OF**  
**Pawpals®**  
Paw Print Keepsake

**SPIRIT OF LIFE**  
MEMORIAL PRODUCTS

FIRST NAME	LAST NAME
COMPANY	
ADDRESS	
CITY	PROVINCE
POSTAL CODE	PHONE
EMAIL	
CLASSIC KIT SINGLE CASE 24 Kits with 6 Replacement Pads QTY X \$300 = \$	CLASSIC KIT MASTER CASE 144 Kits with 36 Replacement Pads QTY X \$1656 = \$
LARGE KIT SINGLE CASE 12 Kits with 3 Replacement Pads QTY X \$300 = \$	LARGE KIT MASTER CASE 72 Kits with 18 Replacement Pads QTY X \$1656 = \$
TOTAL SINGLE CASE	PAYMENT: \$
TOTAL MASTERCASE	PAYMENT: \$
CREDIT CARD NUMBER	CARD TYPE [ ] Mastercard [ ] Visa
CARDHOLDER'S NAME (if different from above)	
EXPIRATION DATE	SECURITY CODE
AUTHORIZED SIGNATURE	DATE

Send this form to [tara.petmemorialproducts@gmail.com](mailto:tara.petmemorialproducts@gmail.com)  
For inquiries please call: (250)-218-5599

## Print Rates (2025)

### Display Ad Rates

Ad Size	1x	4x
Full Page	\$3,910	\$3,125
1/2 Page Vertical/Horizontal	2,945	2,355
1/3 Page Vertical/Horizontal	2,535	2,030
1/4 Page Vertical/Horizontal	2,155	1,725
Business Card	660	530

### Cover Ad Rates

Ad Size	1x	4x
IFC, IBC, OBC	\$4,305	\$3,445

### 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

An ad contract in any 12-month period starts from and includes the issue in which an advertiser's first ad appears. When ad frequencies as set forth in a contract schedule are not completed, the advertiser/agency will be re-billed at the actual frequency rate earned.

The publisher reserves the right to place the word "advertisement" with copy which, in our opinion, resembles editorial content. All advertising control position clauses are treated as requests. The publisher cannot guarantee fixed positioning.

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.

## Web Display

Advertising on **Veterinary Practice News Canada's website** can significantly increase your exposure to decision makers who refer to our site when sourcing the latest technologies, best practices, and news.

Leaderboard (728 x 90 pixels): \$870/month

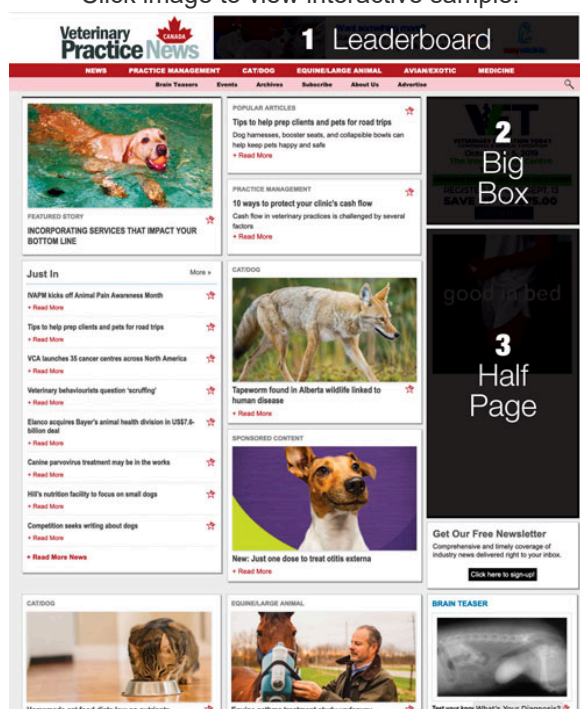
Big Box (300 x 250 pixels): \$620/month

Half Page (300 x 600 pixels): \$1,235/month

### Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

Click image to view interactive sample.



## High Impact Ad Units

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

### Expandable Leaderboard

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

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

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

### Expandable Big Box

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

**Mobile:** No additional material needed

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

### Wallpaper

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

**Mobile:** 320px by 100px

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

### Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL



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# Veterinary Practice News Canada Leaderboard (728 x 90)

[NEWS](#) | [PRACTICE MANAGEMENT](#) | [CAT/DOG](#) | [EQUINE/LARGE ANIMAL](#) | [AVIAN/EXOTIC](#) | [MEDICINE](#)

[Brain Teaser](#) | [Demo-Casts](#) | [Events](#) | [Archives](#) | [Subscribe](#) | [About Us](#) | [Advertise](#) | [Webinars](#)

Recommended Live Area (Left)

## Web Display Ad Samples

August 25, 2008

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## Big Box (300 x 250)

Get Our Free Newsletter  
Comprehensive and timely coverage of industry news delivered right to your inbox.  
[Click Here to sign up!](#)

Featured Stories [More >](#)

- 3 Questions With... Trevor Lennox, DVM, president of the Canadian Veterinary Hospital Association (CVMA)
- Spielmeier campaign helps aid in pet crisis in Ecuador
- Using advanced imaging to change care
- Making the link between team health, telemedicine, and IT diagnosis
- Pets eat the damndest things, don't they?
- 5 steps to shorter, effective scheduling calls
- 3 Questions With... Wade Wright, DVM, president of the College of Veterinary Medicine, Ontario

Will be seen depending on resolution. Avoid important content if possible

Learn a Comment

Will be seen depending on resolution. Avoid important content if possible

## E-Newsletter Sponsorship

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.

Leaderboard (728 x 90 pixels): \$790

Medium Rectangle (300 x 250 pixels): \$790

Both (728 x 90 pixels and 300 x 250 pixels): \$1,080

**Reach:** 3,500 recipients

**Frequency:** First and third Thursday of every month

### Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

## 1. Leaderboard

**Veterinary  
Practice News**   
September 5, 2024



**New clinical trial set to tackle canine cardiac tumors**

**Your Native Advertising title goes here**

**SPONSORED**

Body of your Native Advertising. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam nec lectus erat. Nullam viverra augue eget mi imperdiet, hendrerit sollicitudin diam mollis.



## 2. Big Box



**From skunk spray to emergency rescue: A dog's narrow escape**

Skippy, a curious Jack Russell Terrier, found himself in a life-threatening situation after pursuing a skunk into a stack of hay bales. What began as a typical day of play ended with Skippy trapped, sprayed in the face by the skunk, and suffering from severe blood issues that nearly cost him his life.

## E-Broadcasts

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.

**Reach:** 3,500 recipients

**Rate:** \$1,525/broadcast

**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!**

### Specifications

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



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam nec lectus erat. Nullam viverra augue eget mi imperdiet, hendrerit sollicitudin diam mollis. Fusce vulputate ligula non dolor pretium, a luctus ex tempus. Aliquam consectetur vulputate vehicula. Pellentesque non semper justo.

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Donec laoreet, metus vitae mollis condimentum, risus magna posuere neque, ac auctor sapien purus eu mi. Nullam sed sodales neque. Aenean nec tincidunt mi. Nunc vitae feugiat mi. Integer vitae tellus interdum, malesuada massa sit amet, mollis augue. Sed condimentum felis felis, non luctus lectus finibus eget. Aliquam cursus, nunc et placerat fermentum, dolor nunc lacinia tellus, a scelerisque enim quam a urna.

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[Learn More](#)

A close-up photograph of a horse's face, focusing on its eyes and nose. The horse has a white blaze on its face and brown fur around its eyes and on its ears.

## E-books

### 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

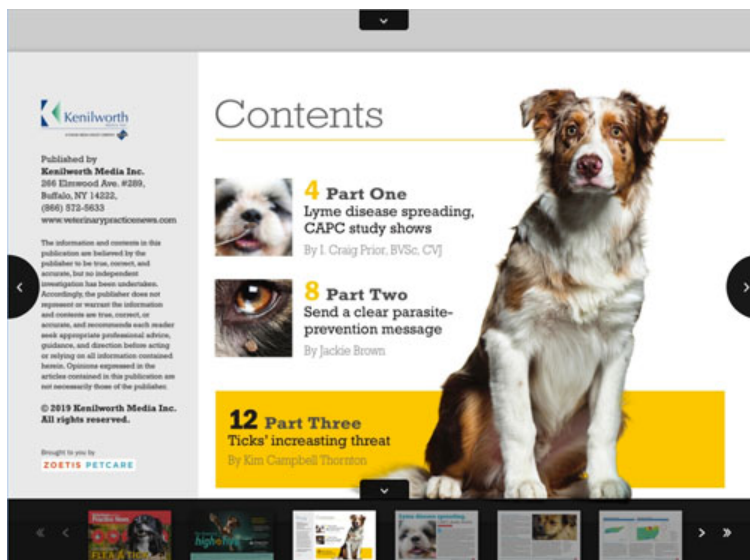
We produce an exclusive e-book based on new content you supply (or we work with you to develop) that will position you as an industry thought leader, enabling you to engage our targeted audience with the content you want them to associate you with.

All E-books are supported by an extensive marketing program that ensures our audience will engage with them:

- E-broadcast notification
  - Online home page promotion
  - E-newsletter promotion
  - E-book page monthly feature
  - Social media channel promotion
  - Hosted online for 12 months
  - 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



Click image to view interactive sample



## Digital Edition Sponsorship

**Veterinary Practice News Canada**' 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.
- Bi-monthly promotion to approximately 3,000\* e-newsletter recipients

**Rate:** \$1,235/issue



### Deliverables

- Logo (200 x 150 pixels)
- Full-page ad (500 x 660 pixels)
- Banner (900 x 60 pixels)

### Specifications

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

## Digital Rates (2025)

Ad Type	Rate	Per
<a href="#"><u>Leaderboard</u></a>	\$ 870	Month
<a href="#"><u>Expandable Leaderboard</u></a>	1,480	Month
<a href="#"><u>Big Box</u></a>	620	Month
<a href="#"><u>Expandable Big Box</u></a>	1,235	Month
<a href="#"><u>Half Page</u></a>	1,235	Month
<a href="#"><u>Wallpaper</u></a>	1,855	Month
<a href="#"><u>Native</u></a>	1,270	Month
<a href="#"><u>Native with Video</u></a>	1,910	Month
<a href="#"><u>E-Broadcast</u></a>	1,525	Broadcast
<a href="#"><u>Sponsored E-Newsletter Leaderboard</u></a>	790	Newsletter
<a href="#"><u>Sponsored E-Newsletter Medium Rectangle</u></a>	790	Newsletter
<a href="#"><u>Sponsored E-Newsletter Both Leaderboard and Rectangle</u></a>	1,080	Newsletter
<a href="#"><u>Digital Edition Sponsorship</u></a>	1,235	Issue

### [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.

## Demo-Cast Live!

Simply put, a Demo-Cast is a live presentation; 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:** \$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



**Greywolf Demo-Cast: New Wound Care Algorithm Speed the Healing Process by up to 50%**  
Kenilworth Media Inc.

### MP4 File Terms of Sale

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.

## Native Advertising

Online Native Advertising appears alongside trusted and topical **Veterinary Practice News Canada** content. Marketers receive a dedicated content page that is promoted via:

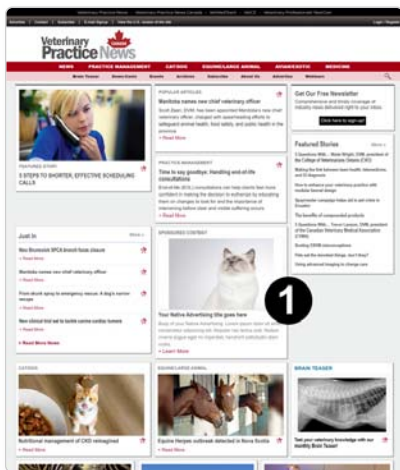
- Home Page
- News & Features Section
- E-newsletter - deployed to 3,500+ in newsletter during the month.

### 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

\$1,270/month

### Specifications

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



A white rectangular box with a red border, containing the word "Webinars" in a bold, black, sans-serif font. The box is centered horizontally and vertically within a larger image of a dog's head.

## 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 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**

A close-up photograph of a horse's face, showing its eyes and nose, with a white rectangular box overlaid in the center containing the title.

## Custom Marketing 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!**