

About Veterinary Practice News

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.





Audience

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 an AAM audited publication, reaching nearly 58,000 ^[1] 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? ^[2]

Area of Work	Per cent of audience
Veterinarian	49%
Practice Manager	22%
Veterinary Tech	16%
Other	13%

Business/Occupation Breakout of our readers ^[1]

Type of business	Per cent of readers
Small Animal	67.4%
Large Animal	6.5%
Mixed Practice	10.8%
Manufacturers/Others Allied to the Field	13%
Students and Education	2.3%

Print Audience - Key Figures

41.7 min.

Average time readers
spend with each issue
^[2]

151,000

Average readers per
issue (2.6 readers per
copy) ^[2]

93%

Percent of readers
involved in purchasing
decisions ^[2]

Digital Audience - Key Figures

107,000+

Average monthly
website pageviews

63,000+

Average monthly
website users

44,000+

Newsletter subscribers

Footnotes

- 1. AAM Statement June 2025
- 2. Data Source: Signet Ad Study, April 2025. Conducted by the independent firm, Signet Research Inc.

Editorial Calendar (2026)

January

Surgical Issue Bonus Distribution at VMX

Surgical Equipment & Innovations
Post surgery care
Diagnostics & Laboratory Equipment & Supplies
Practice Management: AI Scheduling and Workflow
Pharmaceutical - Pain Management
VMX preview

Space Closing: November 26, 2025

Material Deadline: December 4, 2025

Publishing Date: December 24, 2025

February

Dental Health Issue Bonus Distribution at WVC

Dental Imaging & AI Diagnostics:
Advanced dental X-ray & Charting
Pharmaceuticals - Otitis/Ear Pain Management
Physical Rehabilitation Equipment & Supplies
Pet Owner Dental Health Products
Exotics

Space Closing: December 19, 2025

Material Deadline: December 29, 2025

Publishing Date: January 26, 2026

March

Parasitology Issue - Flea & Tick

Pharmaceuticals - Flea & Tick & Heartworm Prevention
Practice Management: Cleaning & Sanitization Protocols
Inventory Management Software & Automation
Diagnostic Equipment & Monitors
Supplements General Usage

Space Closing: January 23, 2026

Material Deadline: January 29, 2026

Publishing Date: February 24, 2026

April

Laser Equipment Issue Signet Ad Study

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

Space Closing: February 20, 2026

Material Deadline: February 26, 2026

Publishing Date: March 25, 2026

May

Dermatology Issue

Dermatology Treatments
Pharmaceuticals- Allergy and Chronic Itch Solutions
Nutrition - Diets Supporting Derm Health
Diagnostic Equipment & Supplies / Ultrasound
Practice Management & Best Practices

Space Closing: March 27, 2026

Material Deadline: April 2, 2026

Publishing Date: April 22, 2026

June

Vaccines/Immunizations Issue

Pharmaceuticals - New Vaccines Protocols & Innovations
Call for entries "They Ate What?!" X-ray
Contest Diagnostics & Laboratory Equipment
Physical Rehabilitation Equipment/Supplies
Practice Management - Recruitment & Retention

Space Closing: April 24, 2026

Material Deadline: April 30, 2026

Publishing Date: May 20, 2026

July

Practice Design Bonus Distribution at AVMA

Operating Room Design & Set-up
Innovative Practice Design / Future of
Veterinary Facilities
Practice Management: Marketing &
Website AI Tools
Oncology - Diagnostics & Early
Detection
Pharmaceuticals - Osteoarthritis Pain
Management

Space Closing: May 22, 2026
Material Deadline: May 29, 2026
Publishing Date: June 22, 2026

August

Nutrition Issue

Nutritional Management of Chronic
Diseases
Pharmaceuticals - Anxiety
Management
Monitoring Equipment
Supplements - Gut health and
Probiotics
Diagnostic & Imaging Equipment

Space Closing: June 22, 2026
Material Deadline: June 26, 2026
Publishing Date: July 22, 2026

September

Pain Management Issue

Pet Insurance & Payment Options
Pharmaceuticals - Analgesia/NSAIDs &
Multi-modal Pain Relief
Physical Rehabilitation Equipment &
Supplies
Dentistry Equipment & Supplies
Practice Management - Treatment
Finance Options

Space Closing: July 24, 2026
Material Deadline: July 30, 2026
Publishing Date: August 20, 2026

October

Signet Ad Study "They Ate What?!" Results

Nutrition & Appetite Management
Diagnostic & Imaging Equipment
Emergency & Critical Care
Anesthesia Equipment
Pharmaceuticals - Gastroenterology

Space Closing: August 28, 2026
Material Deadline: September 4, 2026
Publishing Date: September 24, 2026

November

Senior Pet Care

Pharmaceuticals - Diabetes
Management
Senior Pet Care
New Equipment Acquisition
Clinic Equipment for Geriatric Exams
Cognitive behavioural issue

Space Closing: September 25, 2026
Material Deadline: October 1, 2026
Publishing Date: October 22, 2026

December

Buying, Selling, Succession Planning

Ownership & Succession Options
Innovations in Pharmaceuticals
Practice Management: Capital Cost
Planning for 2027
Diagnostics & Laboratory Equipment &
Supplies
Pharmaceuticals - Dermatology & Otitis

Space Closing: October 23, 2026
Material Deadline: October 29, 2026
Publishing Date: November 19, 2026

Cover Tip-ons

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 be 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 brand's 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 inserts, polybags, etc.

Barndoor Cover Tip Sample

(Click images to view interactive sample)

Front



Reverse



(Click images to view interactive sample)

Veterinary Practice News

March 2012 • Volume 24 Number 3 • veterinarypractice.com



Prescribe peace of mind
and **proven protection.**

Heartgard[®] Plus **NexGard[®]**
(ivermectin) (milbemycin)

Tap to see more

USING A HOLISTIC APPROACH TO VETERINARY CHECK-INS

By Claire Pivni, CVT, CDEP

Introducing a new holistic veterinary exam begins long before a client and pet enter a veterinary practice. It begins during the first phone call.

Article, Page 32



HOW WAY PARASITES IS RESHAPING THE WAY PARASITES CAN BE DETECTED

By Christine M. Lumsden, Dr. Med. Vet., MS, PhD, FRCV

Parasites are on the rise, developing treatment resistance and carrying zoonotic disease, all of which present a growing challenge to both animal and human health.

Prevention, Page 40



Upcoming

Wild Side's Ferret diagnosis Page 2 | Biz Builder: Real clients Page 16 | Keeping It Real: Tough conversations Page 18 | Doodle: Mandibular first molar Page 22 | Surgical Insights: Site infections Page 24 | Evidence-based Medicine: Canine raw diets Page 36 | Off Leash: Bad client behavior Page 52

[illegible]

Print Rates (2026)

Display Ad Rates

Ad Size	Rate
King Page	\$13,905
King Page Spread	26,790
Junior Page Spread	20,225
Junior Page	10,605
1/2 Page Island	10,335
2/5 Page Square	7,650
1/3 Page Square/Vertical	6,955
1/4 Page Horizontal /Square /Vertical	6,260
1/5 Page Square	4,590
1/8 Page Horizontal	3,620
1/9 Page Square	3,200

Cover Ad Rates

Ad Size	Rate
IFC, IBC	\$15,435
OBC	15,995

Marketplace Rates

Ad Size	Rate
1/3 Page Horizontal	\$3,595
1/6 Page Horizontal	2,090
1/8 Page Square	1,555
1/16 Page Vertical	915
1/32 Page Square	530

Classified

Ad Type	Rate
Per column inch	\$215
With additional image	155

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.

E-Newsletter Sponsorship

Featuring breaking news, **Veterinary Practice News'** e-newsletters, are delivered weekly and e-mailed to over 44,000 industry professionals.

Leaderboard (728 x 90 pixels): \$2,540

Big Box (300 x 250 pixels): \$2,540

Both (728 x 90 pixels and 300 x 250 pixels): \$3,810

Reach: 44,000 recipients

Frequency: Every Tuesday

Specifications

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

1. Leaderboard

The latest news, tips, and advice from VeterinaryPracticeNews.com

Veterinary Practice News



Can dogs understand us? A new study investigates the canine comprehension

The viral trend of pet owners using soundboards to 'talk' to their dogs has sparked curiosity about whether dogs truly understand us. To explore this, University of California (UC) San Diego scientists and others have conducted research to determine if dogs can actually comprehend and respond to words communicated through these devices.

2. Big Box



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. Fusce vulputate ligula non dolor pretium, a luctus ex tempus.



Colorado state initiative aims to establish new mid-level role

Proposed Initiative #145, "Establish Qualifications and Registration for Veterinary Professional Associate," will be included on the Nov. 5, 2024 General

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: 43,000 recipients

Rate: \$5,710/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!

Specifications

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

Veterinary Practice News

Veterinary Practice News is pleased to present the following opportunity for our readers. Veterinary Practice News does not endorse the following products, services, or events and your contact information remains strictly confidential.



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.

Cras venenatis ante sagittis elit ullamcorper consequat. Phasellus eget quam id velit hendrerit commodo eu vel tellus. Sed fringilla vitae tellus vel posuere. Sed nec orci vel massa ornare aliquet. Cras orci lectus, venenatis sit amet bibendum nec, consequat eget ante. Nam dictum a quam quis lobortis.

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.

Maecenas egestas tortor est, ac malesuada erat blandit sit amet. Quisque sollicitudin cursus ex, sed consequat nisi volutpat ut. Maecenas congue nisi volutpat commodo porta. Quisque pharetra ipsum elit, nec sagittis tellus tempus ut. Maecenas non lectus ut nunc sodales aliquet. Nam tincidunt erat ut.

[Learn More](#)



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'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



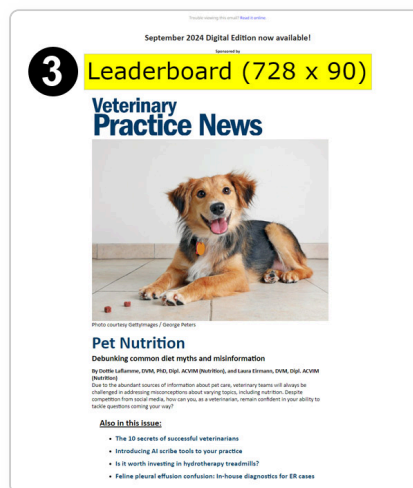
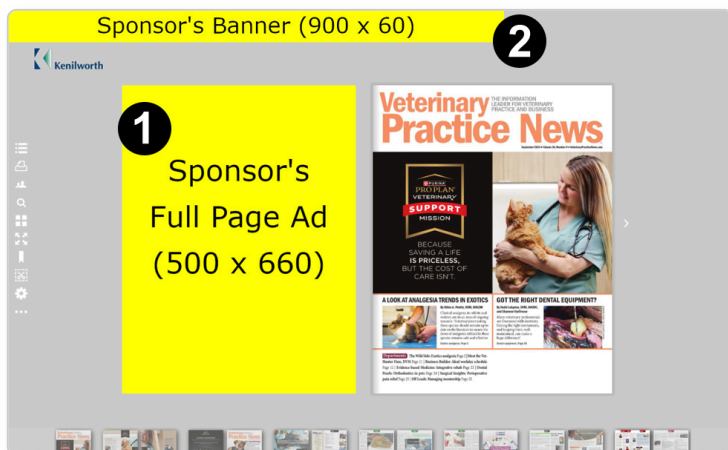
[Click image to view interactive sample](#)

Digital Edition Sponsorship

Veterinary Practice News' 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:

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

Rate: \$3,085/issue



Deliverables

- Logo (200 x 150 pixels)
- Full-page ad (500 x 660 pixels)
- Banner (900 x 60 pixels)
- Leaderboard (728 x 90 pixels)

Specifications

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



Digital Rates (2026)

Ad Type	Rate	Per
E-Newsletter Sponsorship Leaderboard	\$ 2,540	Newsletter
E-Newsletter Sponsorship Medium Rectangle	2,540	Newsletter
E-Newsletter Sponsorship Both	3,810	Newsletter
E-Broadcast	5,710	Broadcast
Digital Edition Sponsorship	3,085	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.

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Standard Ads

Veterinary Practice News' website provides veterinary professionals with breaking industry news, project spotlights and installations as well as industry appointments, and events. Advertising on our 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): \$75/CPM
- Medium Rectangle (300 x 250 pixels): \$75/CPM
- Half Page (300 x 600 pixels): \$100/CPM

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.

The image displays a sample of a Veterinary Practice News advertisement layout. It features a dark blue header with the 'Veterinary Practice News' logo and a '1 Leaderboard' section. Below the header, there are several content blocks including a '2 Med. Rec.' section, a '3. Half Page' section, and a 'COVID-19' section. The layout is designed to showcase various ad formats and their placement on the website.



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:

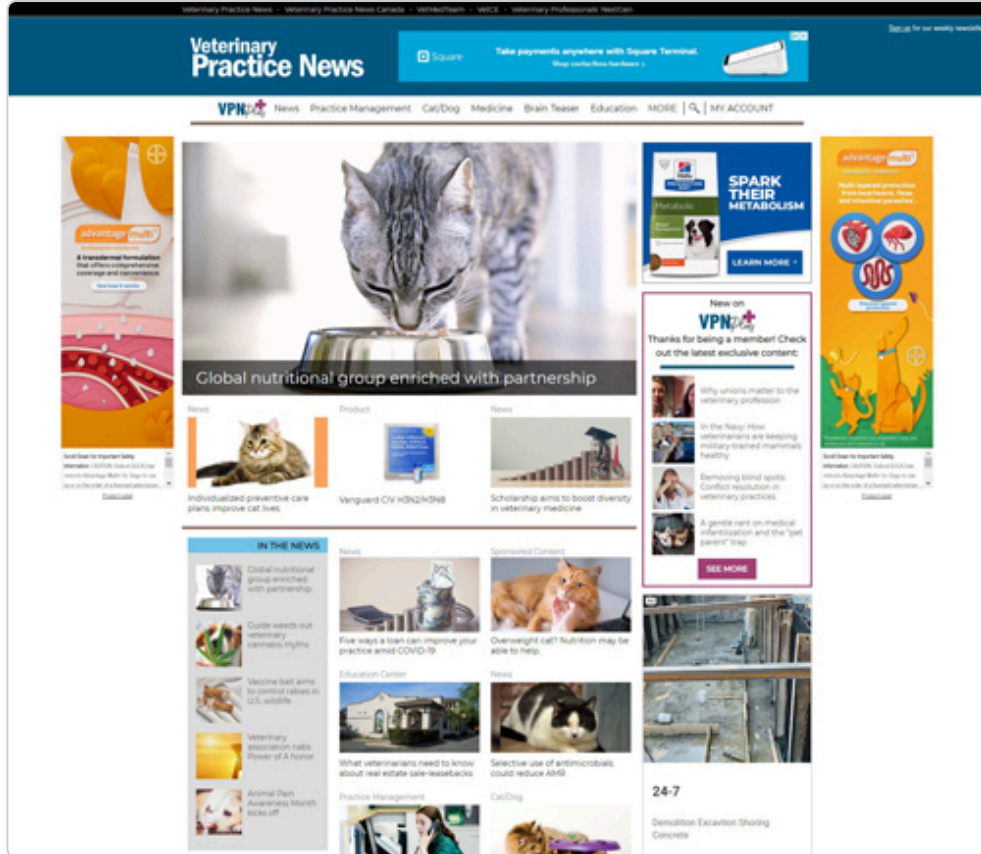
- Larger, interactive image area
- A more dynamic viewer experience
- Stronger engagement
- Higher brand interaction
- More clicks

Wallpaper

Desktop: 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.](#)

Mobile: 320px by 50px

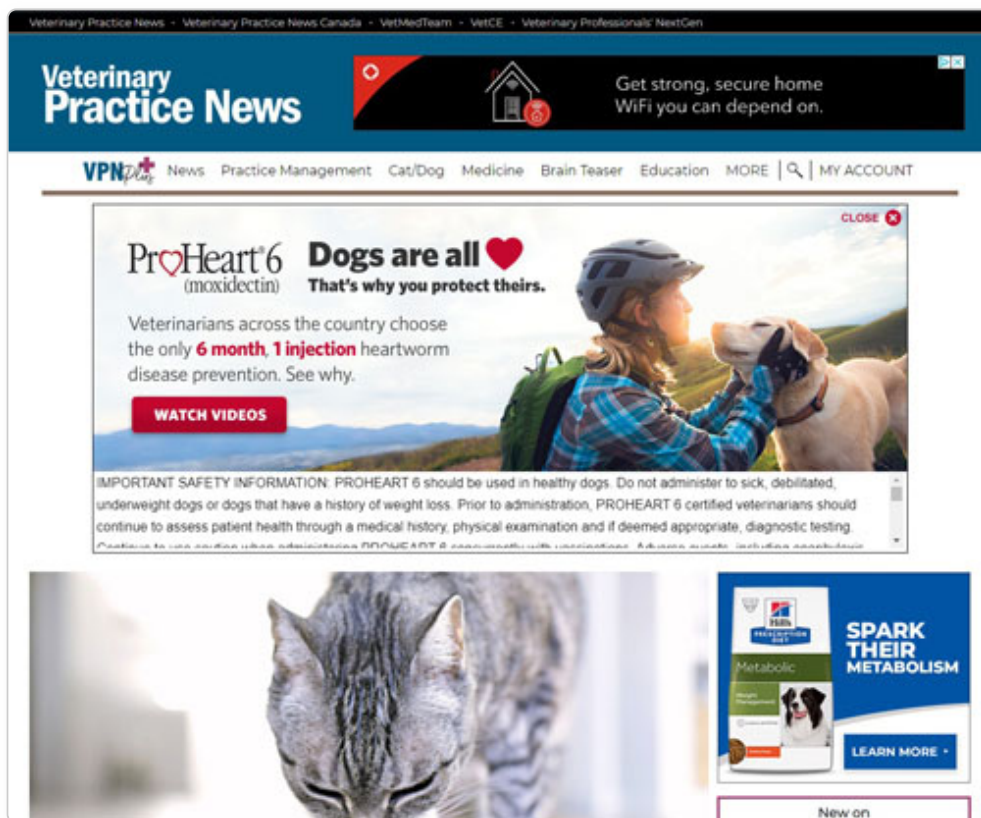
Rate: \$3,560/week



Pushdown Ad Unit

Ad unit expands from 970 x 90 pixels to 970 x 415 pixels upon entry to site.

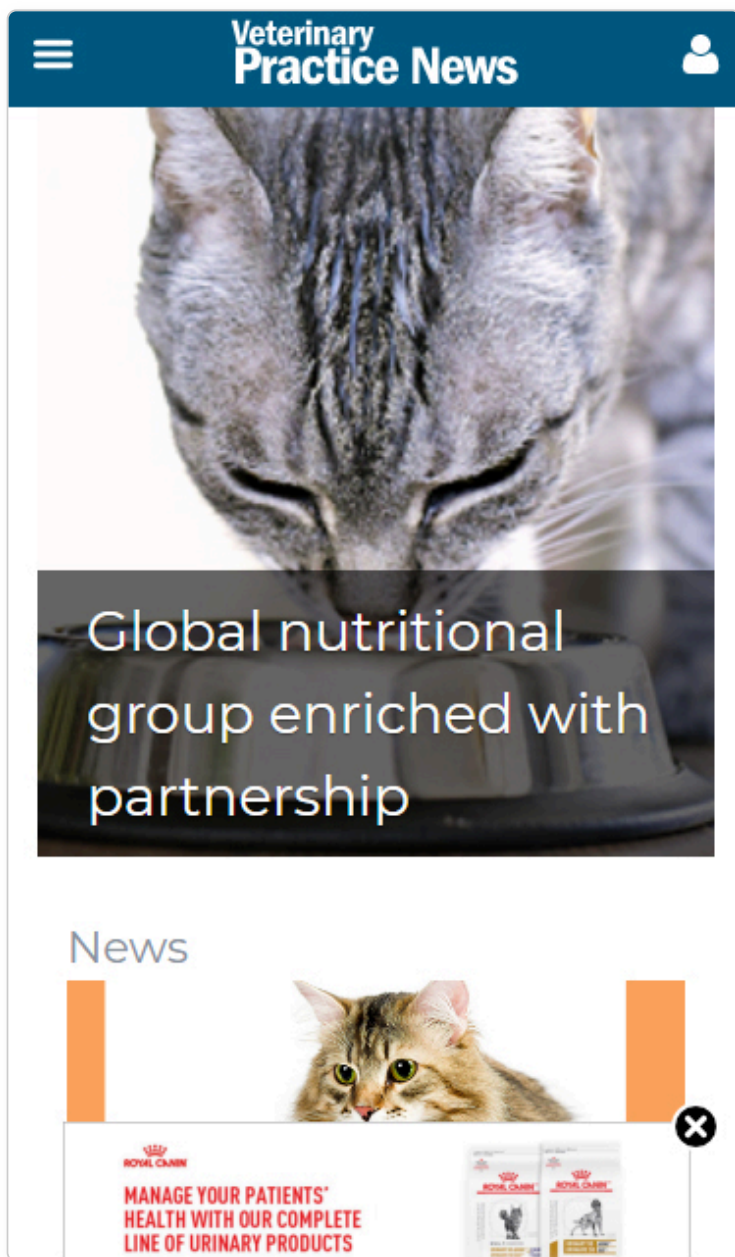
Rate: \$5,690/month



Mobile Anchored large banner

Banner (320 x 100 pixels) anchored at bottom of screen. Remains visible until closed by reader.

Rate: \$4,230/week



Mobile Revealer

Banner (300 x 600 pixels) that is revealed between content when scrolling on a mobile device.

Rate: \$3,000/week



many cases classified as multidrug-resistant.

Advertisement - Scroll to continue with content

Adequan Canine[®]
polysulfated glycosaminoglycan

Discover if
Adequan[®] Canine is
right for your patients

- ✓ Only FDA-approved DMOAD
- ✓ Proven to inhibit joint cartilage loss
- ✓ Helps slow the progression of canine OA

Mobile Welcome

Banner (300 x 250 pixels) that pops up shortly after a mobile visitor loads the site.

Rate: \$4,500/week



Human *Salmonella* cases linked to pig ears climb to 143

Ad will close in 2 seconds



Participate in our
**groundbreaking
research** at
your clinic.



JOIN OUR CLINICAL STUDIES

PetDx

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 image to view interactive sample.

2024 X-RAY CONTEST
18TH ANNIVERSARY
They Ate What?!
ENTER NOW

2023 WINNER
Submitted by: Short Koppig, Long Point Animal Hospital

2023 RUNNERS-UP
Submitted by: Kerry Shaffer, Ray, Main St Veterinary Hospital
Submitted by: Andrew Woodhouse, The Schweitzer Kennel Medical Center

How to enter:
1. Go to VeterinaryPracticeNews.com/xraycontest and log in or register to enter.
2. Upload high-resolution 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 images of the patient and the recovered item(s).

The submission deadline is July 28.
The winner and honorable mentions will be unveiled in the October issue of *Veterinary Practice News*.

NO PURCHASE NECESSARY TO ENTER. Contest is open to legal residents of the 50 United States or the District of Columbia, age 18 or older, who are licensed veterinary professionals. Entries must be received between 12:00:01 AM ET on 5/22/2024 and 11:59:59 PM ET on 7/28/2024. See Official Rules at VeterinaryPracticeNews.com/xraycontestrules. Void where prohibited by law. Sponsor: Veterinary Practice News prize sponsor: Dechra Veterinary Products.

www.dechra-us.com. Dechra is a registered trademark of Dechra Pharmaceuticals PLC. Zenalpha is a registered trademark of Dechra Limited; all rights reserved. © 2023 Dechra Veterinary Products. C230089."/>

A ZENALPHA SEDATION EXPERIENCE

RADIOGRAPHS ARE LESS STRESSFUL FOR ERNIE AND SAFER FOR HIS VETERINARY TEAM THANKS TO A SMOOTH SEDATION EXPERIENCE THAT GETS HIM UP AND OUT THE DOOR QUICKLY

Zenalpha®
(medetomidine and vatinoxan hydrochlorides injection)
0.5 mg/mL, 10 mL

EXPERIENCE
Zenalpha®
(medetomidine and vatinoxan hydrochlorides injection)
An innovative alpha-2 combination drug that improves the sedation experience from start to finish

- Minimizes unwanted cardiovascular side effects while preserving reliable sedation and analgesia, compared to the control group (dexmedetomidine)
- Provides a shorter time to onset and a shorter duration of sedation in most dogs, compared to the control group

VISIT ZENALPHA.US
Zeninnovation in Sedation

IMPORTANT SAFETY INFORMATION
As with all drugs, side effects may occur. For use in dogs only. Not intended for use in cats. Not for use in humans. Avoid skin, eye or mucosal contact. In case of accidental oral intake or self-injection, seek medical advice immediately and show the package insert to the physician. DO NOT DRIVE as sedation, loss of consciousness, and changes in blood pressure may occur. People with cardiovascular disease and pregnant women should exercise special caution to avoid exposure. Uterine contractions and decreased fetal blood pressure may occur after accidental systemic exposure. Do not use Zenalpha in dogs with cardiac disease, respiratory disorders, shock, severe debilitation, that have hypoglycemia or are at risk of developing hypoglycemia, or are stressed due to extreme heat, cold or fatigue. Zenalpha should not be administered in the presence of pre-existing hypotension, hypoxia or bradycardia. Due to the pronounced cardiovascular effects of alpha2-adrenoceptor agonists, only clinically healthy dogs (American Society of Anesthesiologists [ASA] classes I and II) should be administered Zenalpha. Dogs should be monitored frequently during sedation for changes in heart rate, blood pressure, respiratory rate and body temperature. Tachycardia may occur in some dogs after recovery from sedation. The following adverse reactions have been reported: diarrhea, muscle tremors and colitis. Refer to the prescribing information for complete details or visit www.dechra-us.com.

Dechra is a registered trademark of Dechra Pharmaceuticals PLC. Zenalpha is a registered trademark of Dechra Limited; all rights reserved. © 2023 Dechra Veterinary Products. C230089.

Online Rates

Ad Type	Rate	Per
Leaderboard	\$ 75	1000 impressions (CPM)
Medium Rectangle	75	1000 impressions (CPM)
Half Page	100	1000 impressions (CPM)
Wallpaper	3,560	Week
Pushdown	5,690	Month
Mobile Anchored large banner	4,230	Week
Mobile Revealer	3,000	Week
Mobile Welcome	4,500	Week

[Download the Mechanical Spec Sheet](#)

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Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All information about receivables is recorded in the international credit files.

Native Advertising

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:

- Home Page
- News & Features Section
- E-newsletter - deployed to 44,000+ 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

\$5,690/month

Specifications

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

Education Center

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: \$18,385 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.

Regenerative Medicine and the Veterinary Technician: A Quick Guide to PRP and Stem Cell Therapy

By Robert J. Smith, DVM, MSW

Veterinary technicians play a critical role in the management of regenerative medicine. This article provides a comprehensive overview of the latest techniques and products available, including PRP and Stem Cell Therapy. The goal of regenerative medicine is to use the body's own cells to repair damaged tissue and promote healing. This approach is particularly useful for treating orthopedic conditions, such as arthritis and ligament injuries. The article discusses the benefits of these therapies, the role of the veterinary technician in their administration, and the latest research in the field. It also provides a step-by-step guide to the procedures, from patient selection to post-operative care. The article is written in a clear, concise style that is accessible to both veterinarians and veterinary technicians. It includes a list of references and a glossary of terms. The article is a valuable resource for anyone involved in the care of animals with regenerative medicine.

PRECISE PRP™ by VetStem

Help VetStem Gather Data for Off-The-Shelf Allogeneic PRP Product

PrecisePRP™ Basics

- 4 Billion platelets/mL, 10% G-platelets
- Less than 1000 WBCs
- No blood donor or centrifuge
- No refrigeration required

Clinical Development Program

Help VetStem Gather Data for Off-The-Shelf Allogeneic PRP Product

\$150/Vial

(includes all vials, shipping & handling)

For More Information

Call Now

800-746-2054 | info@vetstem.com

To Participate:

- Complete Clinical Development Agreement
- Submit and Receive Therapy
- Submit Post-Administration and 10-Day Follow-Up Data

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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: \$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



CPMA treatment may result in increase in vet and staff availability

- Real world CPMA users are seeing 93% survival rate with CPMA used in their parvo patients.¹
- Increasing 1 hour technician time = 20.5% increased revenue²
- Increasing 1 hour nonmedical staff time = 17% increased revenue²



time ity ¹	Parvo treatment including CPMA ¹		
	Outpatient protocol	2 days of hospitalization	5 days of hospitalization
For veterinarians	Equivocal	1 hour	3 hours
For support staff	Equivocal	1 hour	6 hours

1. Elanco Animal Health. Market Data on File.

39:12

MP4 File Terms of Sale

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.



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: \$10,000

Add the edited MP4 file: \$750

MP4 File Terms of Sale

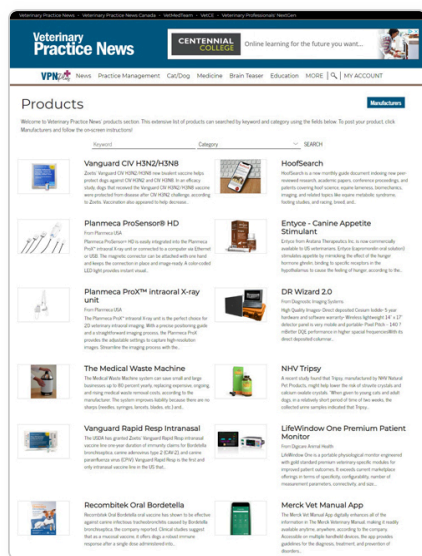
Kenilworth Media Inc., publishers of Pool & Spa Marketing, will provide clients with a link to the recorded Webinar at no-charge. An MP4 recording of the Webinar is also available to customers for an additional fee of \$750, plus applicable taxes. This fee includes an Official Release allowing customers 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 Webinar 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 Webinar.

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:

- Product Section - searchable by keyword



Rate: \$375 per month

Build your product portfolio now and get three product listings and four months free if you book an annual program.

Deliverables

Go to **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, catalogues, videos, etc.)
- Contact info (telephone, e-mail, website)



Content Marketing Rates (2026)

Ad Type	Rate	Per
Native Advertising Article	\$5,690	Month
In-text Video	4,830	Month
Education Center	18,385	Article
Demo-Cast	5,865	Event
Webinar	10,000	Event
Products	375	Month

[Download the Mechanical Specifications](#)

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.

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

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Signet Research Ad Study

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.

Click image for sample report

AdStudy® Report

VetMedTeam p. 28

Veterinary Practice News
October 2022

Conducted By
SIGNET
RESEARCH INC.

201.945.6903 | signetresearch.com



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!