

DIGITAL ADVERTISING RATE CARD



AVA WEBSITE ADVERTISING

Harness the influence of Australia’s only professional association for veterinarians - trusted by your target audience since 1921. Enjoyed by thousands of users each month across desktop, mobile and tablet, the AVA website and e-newsletter are a powerful platform for your brand.

ANNUAL USERS
275k

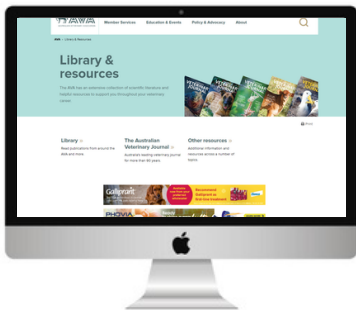
ANNUAL SESSIONS
440k

ANNUAL PAGE VIEWS
1.2MIL+

Specifications

AVA website desktop
Leaderboard (preferred):
728x90px
Super Leaderboard:
970x90px

AVA website mobile +
EDM
MREC: 300x250px



Please supply URL
Image format: JPEG or PNG only.

DISPLAY ADVERTISING

Leaderboard across AVA website pages
Reach approx. 10,000+/month
\$3,000 ex gst/month

Leaderboard on AVA Member Updates page
Reach approx. 4,000+/month
\$2,600 ex gst/month

ADVERTORIALS

Advertorials tell a more in-depth story and really engage AVA members. They are perfect for educating and explaining the benefits or initiatives behind your product or service.

- 500 words, 1 image and URL click-through link
- Reach approx. 4,000/month
- \$3,000 ex gst/month
- Advertorials are evergreen (not taken down).

E-NEWSLETTERS

A fortnightly national email sent to our 8.5k members which boasts an incredibly strong average open rate of 49%.

- MREC Position 1 \$3,600 ex gst/month (2 sends)
- MREC Position 2 \$3,200 ex gst/month (2 sends)
- MREC Position 3 \$3,000 ex gst/month (2 sends)

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SPECIAL INTEREST GROUPS

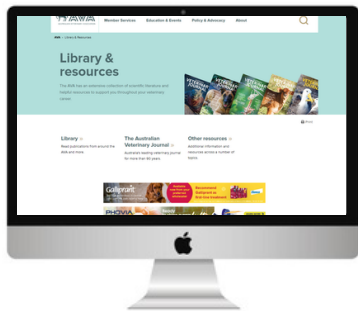
The AVA’s Special Interest Groups (SIGs) use their expertise for policy and campaign work as well as offering the clinical and educational support veterinarians need in their daily work. They offer members a targeted resource to support certain skills and interests within the profession. Digital newsletters are sent once a month.

SIG CATEGORY
MREC position 1
MREC position 2
MREC position 3

CATEGORY A	CATEGORY B	CATEGORY C
\$1400 ex gst	\$1000 ex gst	\$500 ex gst
\$1200	\$750	\$400
\$1000	\$500	\$300

Specifications

MREC: 300x250px



Please supply URL
Image format: JPEG or PNG only.

SIG Category A: reach 500-2,000+ members/month

- In The Loop: AVA conference sponsors, exhibitors & delegates (not a SIG)
- The Australian Veterinary Student Group
- The Australian Small Animal Veterinarians Group*
- The Australian Cattle Veterinarian Group*
- The Equine Veterinarians Australia Group*
- The Veterinary Business Group

SIG Category B: reach 100-500 members/month

- The Sheep, Camelid and Goat Veterinarians Group
- The Unusual and Avian Veterinarians Group
- The Australian Reproduction Veterinarians Group
- The Australian Veterinary Behaviour Interest Group
- The Australian Veterinarians for Animal Welfare and Ethics Group
- The Australian Veterinarians in Public Health Group
- The Australian Veterinary Dental Society
- The Australian Veterinary Conservation Biology Group
- The Australian Greyhound Working & Sporting Dog Veterinarians Group
- The Australian Veterinarians in Industry Group
- The Australian Veterinary Acupuncture Group

SIG Category C: reach up to 100 members/month

- The Veterinarians in Education, Research and Academia Group
- The Australian Pig Veterinarians Group
- The Commercial Poultry Veterinarians Group
- The Integrative Veterinarians Australia Group

*Some SIGS also offer PRINT PUBLICATIONS with advertising opportunities. Please enquire for more details.

**Partners are also invited to advertise via our DIVISION e-newsletters, sent monthly to all states across Australia. Prices start from \$500 ex gst.

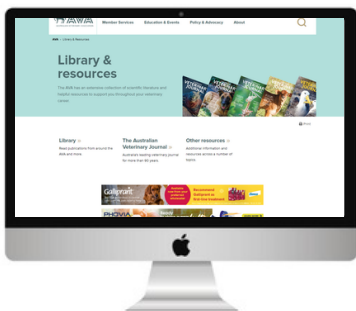
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WEBINARS

The convenience and safety of webinars has seen them become a popular staple in the AVA's CPD offering. With a wide variety of webinars hosted regularly by AVA's various Special Interest Groups, they provide a rare opportunity to place your brand front and centre with your desired target audience, in an interactive format.

- Webinars are online, live, and fully interactive
- Participation by members is complimentary; non-members may also attend at a fee per webinar
- Each webinar is worth one VetEd point for participants
- Webinars are available to be viewed via the relevant SIG member-only page on the website for 12 months



Webinar sponsorships are on offer to an exclusive presenting partner. Sponsorship's include:

- Company logo on all email marketing pieces, with hyperlink to website of choice
- Company logo at beginning and end of speaker presentation
- Company logo on webinar recording on Vet Ed library (for member access only)
- Verbal acknowledgement of sponsorship collaboration during webinar
- 3 x complimentary registrations for your staff to participate in webinar
- 3 x complimentary registrations as invitations to your nominated prospective or current clients
- Statistical reporting provided for any stage of the marketing process (i.e. open rates, click rates)

Sponsorship cost: \$1,950 ex gst

Webinars are classified by our members as one of the 'major benefits of membership'