



Advertise with us

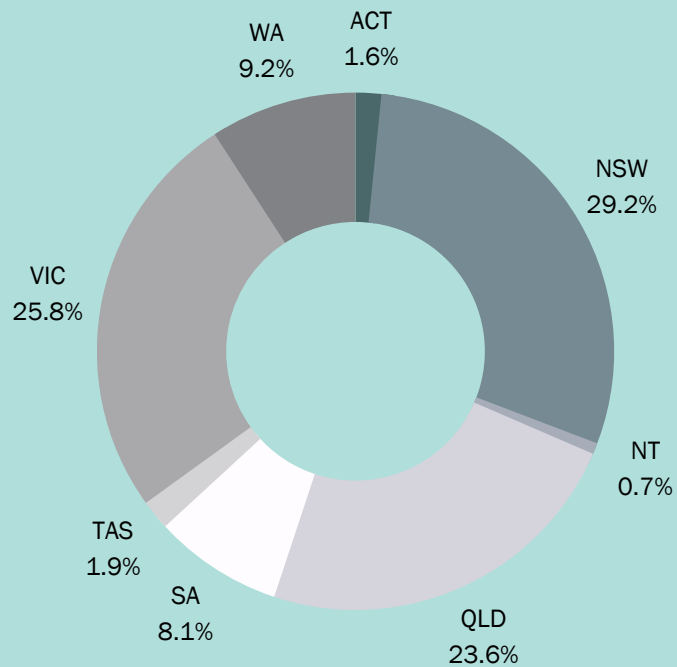
Harness the influence of Australia's only professional association for veterinarians – trusted by your target audience since 1921.

Media Kit 2024

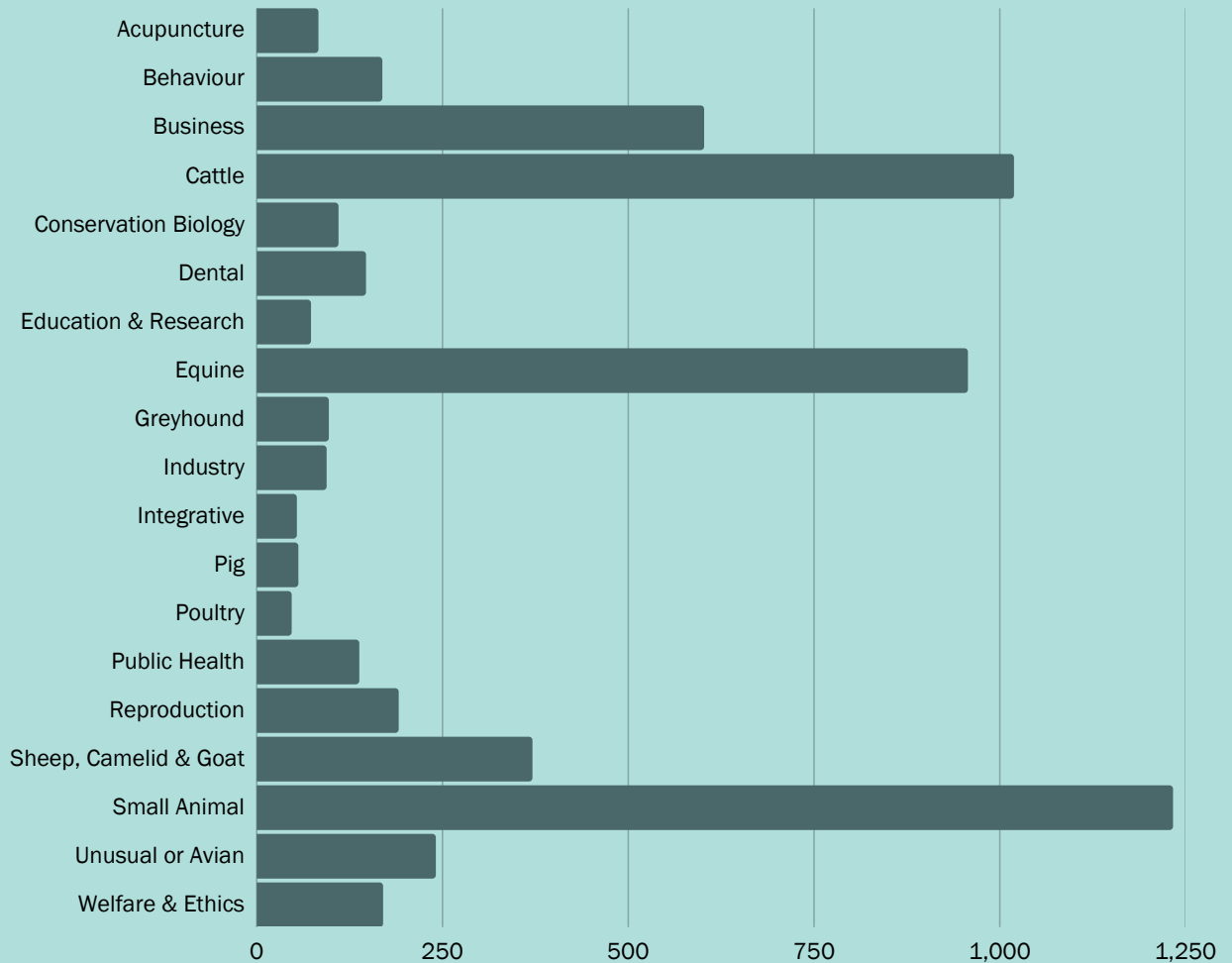
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State Membership



Membership Interest



Audience: Veterinary Professionals

Digital

National

- Website display & advertorials
- Weekly Newsletter

Print

Special Interest Groups

- Enewsletters
- Print/Online journals
- Webinars

Events

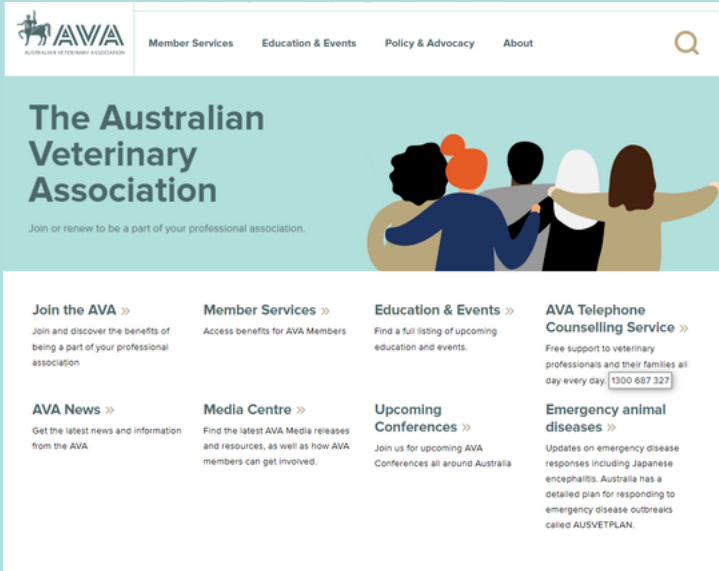
Branches & Divisions

- Enewsletters
- Events

Audience: Consumers

Vet Voice



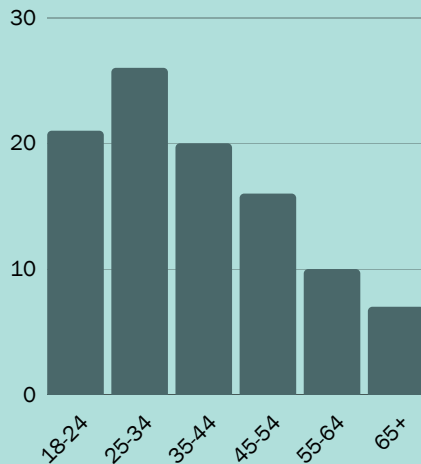


The AVA's website is the AVA's flagship platform and the main website for veterinary professionals, AVA members and the veterinary profession within Australia. Enjoyed by thousands of users each month across desktop, mobile and tablet, it's a powerful platform for your brand.

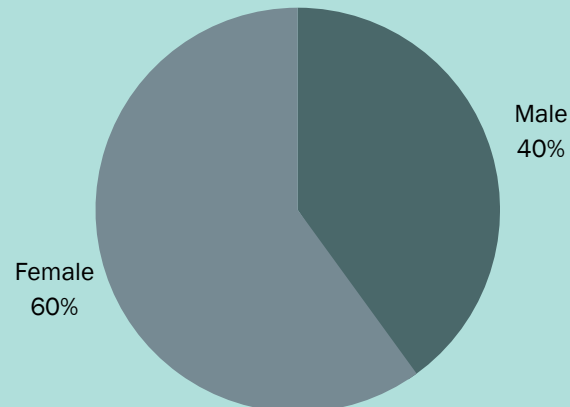


* Figures are annual

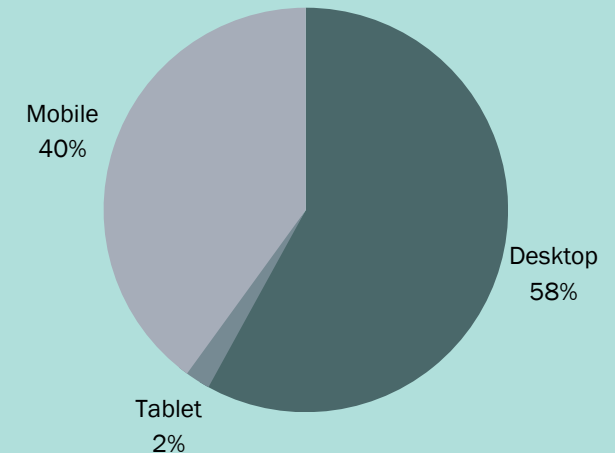
Age

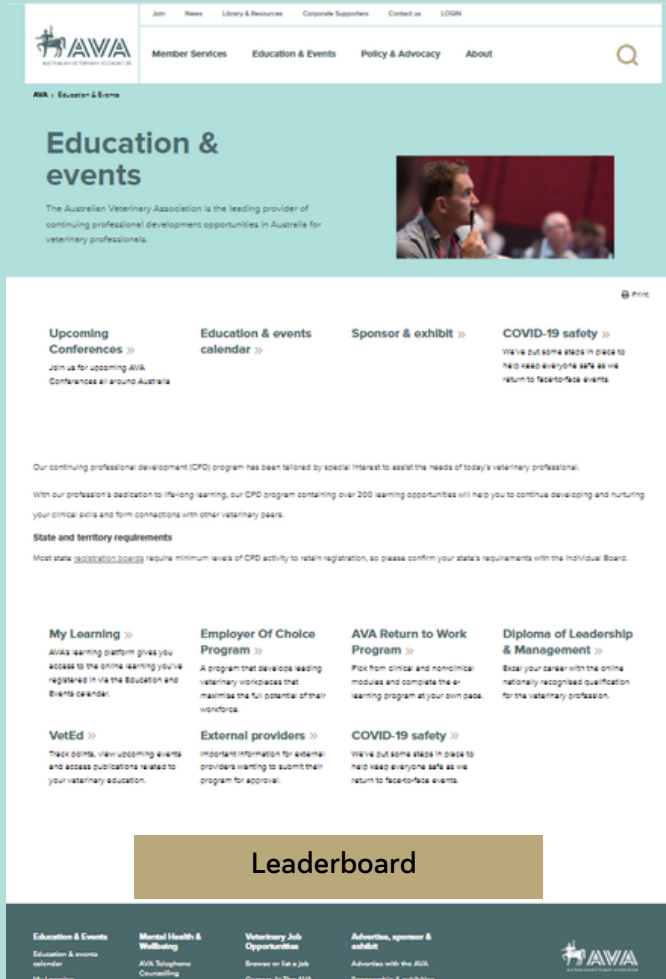


Gender



Device Use





AVA Leaderboard

Ad appears across:

- Member Services
- Education & Events
- Library & Resources
- Contact

Reach: Approx. 10,000+ / month

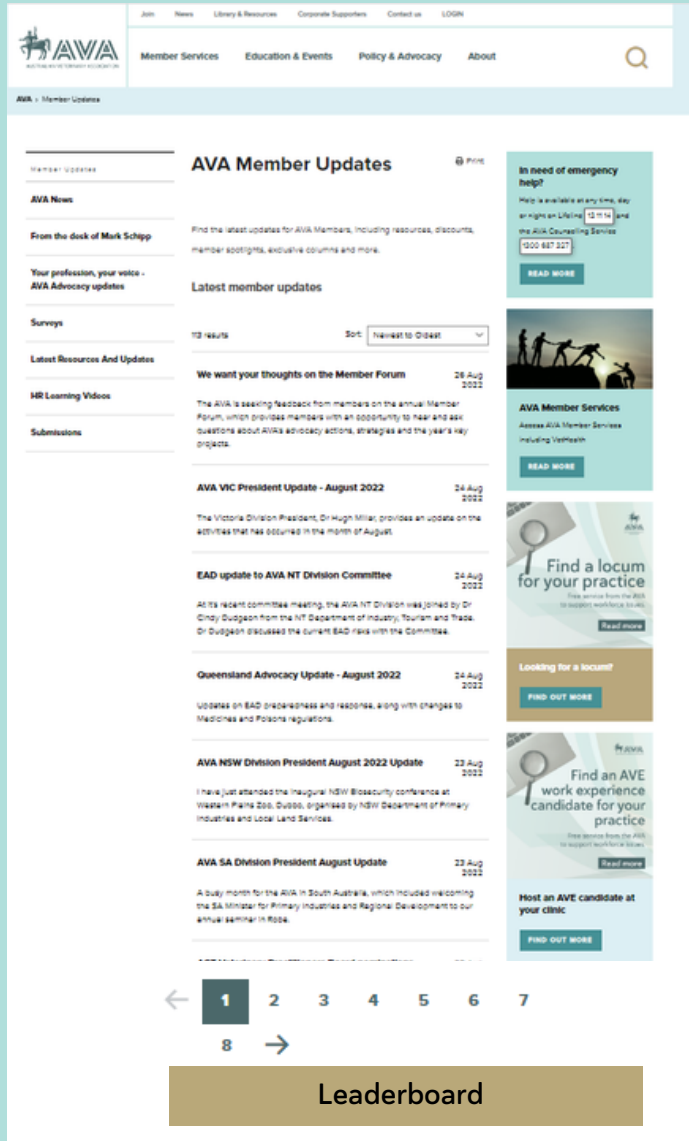
Material Specifications:

Leaderboard: 728×90px (desktop) & MREC: 300x250px (mobile)

(both sizes must be supplied)

- JPEG, PNG or GIF* (*add 5% production load)
- 96DPI and max file size 500kb
- RGB colour only
- Supply your destination URL

Pricing: \$2,995 / month ex gst



AVA News & Members Updates Leaderboard

Ad appears across:

- AVA News
- AVA Member Updates

Formerly known as the AVA Digest, the AVA News & Member Updates pages focus on the latest content for members such as resources, videos, discounts and offers.

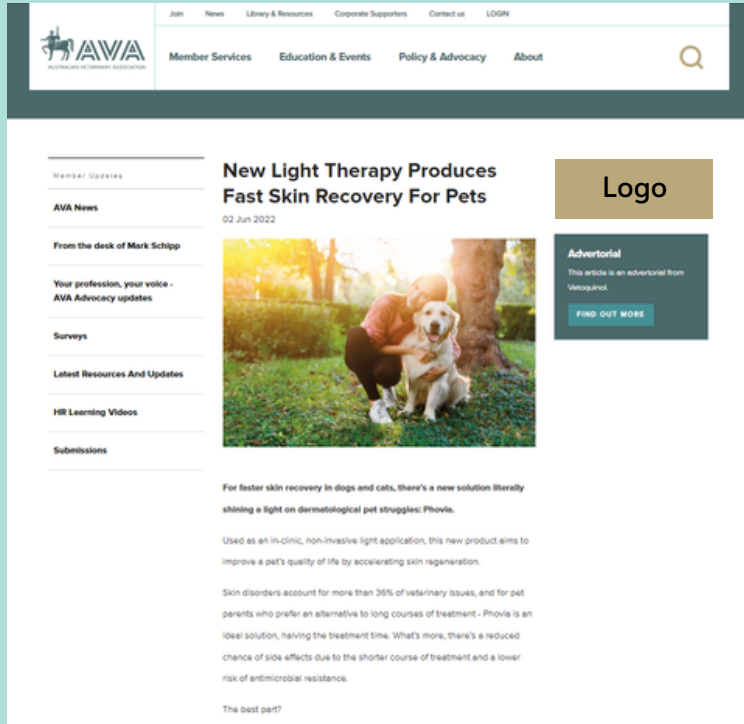
Reach: Approx. 4,000+ / month

Material Specifications:

Leaderboard: 728×90px (desktop) & MREC: 300x250px (mobile)
(both sizes must be supplied)

- JPEG, PNG or GIF* (*add 5% production load)
- 96DPI and max file size 500kb
- RGB colour only
- Supply your destination URL

Pricing: \$2,850 / month ex gst



AVA News & Members Updates Advertorial

Article appears within:

- AVA Member Updates
- Link to article for 1 month in AVA Newsletter

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

Material Specifications:

- Title: Maximum 10 word count
- Body: Maximum 500 word count
- Image (1): JPEG, PNG, 96DPI and max file size 500kb. Landscape orientation preferred
- Logo: JPEG, PNG
- You may link to your website/product within the advertorial text or supply a URL for your image to link to

Pricing: \$2,995 / month ex gst

Your copy will be subject to internal approval, and the copy may be subject to editing, with the final decision made by the AVA. All advertorial material must comply with AVA policy (e.g. avoiding use of animals with exaggerated features), and references should be provided to support any scientific/medical claims made. Acknowledgement that the material is an advertorial, and who it has been provided by, will appear with the advertorial.



AVA National Newsletter

This is a weekly national email sent to our 9k members with a preview of what to see in our news & member updates pages. Members are highly engaged with the AVA Newsletter proven by an incredibly strong & consistent average unique open rate of 61%.

Material Specifications:

- MREC 300x250 px
- JPEG, PNG or GIF* (*add 5% production load)
- 96DPI and max file size 500kb
- Supply your destination URL

Pricing	2 week block (2 sends)	1 month block (4 sends)
Position 1 L + R	\$3,795	\$5,895
Position 2 L + R	\$3,395	\$4,995
Best Available	\$2,995	\$4,495

Unique
Open Rate
61%

Subscribers
8.5k

Advertising Packages



Inclusions	Reach*	Member Package	Complete Run of Site Package	Advertorial with any package
Ad in 2 x AVA Newsletters (2 consecutive weeks)	8,000	X	X	
AVA News & Members Updates Leaderboard (1 month)	4,000	X	X	
AVA Leaderboard (1 month)	10,000		X	
AVA News & Members Updates Advertorial (1 month)	Click through			X
Total Value		\$6,245	\$9,240	\$2,995
Total Cost		\$5,695	\$7,950	\$2,695

*Estimate only, to be used as a guide.

AVA Special Interest Groups

The AVA's Special Interest Groups (SIGs) use their targeted 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. Each SIG shares the vision and purpose of the AVA and contributes to the achievement of the AVA strategic priorities.

SIG Category 1: reach approx. 500-2,000+ members/month

- The Australian Small Animal Veterinarians Group
- The Australian Cattle Veterinarian Group
- The Equine Veterinarians Australia Group
- The Veterinary Business Group



SIG Category 2: reach approx. 100-500 members/month

- The Sheep, Camelid and Goat Veterinarians Group
- The Unusual Pet and Avian Veterinarians Group
- The Australian Reproduction Veterinarians Group
- Australian Veterinary Behavioural Medicine
- The Australian Veterinary Dental Society
- The Australian Greyhound Working & Sporting Dog Veterinarians Group
- The Australian Veterinary Acupuncture Group
- The Integrative Veterinarians Australia Group

SIG Category 3: reach up to 200 members/month

- The Australian Veterinarians for Animal Welfare and Ethics Group
- The Australian Veterinarians in Public Health Group
- The Australian Veterinary Conservation Biology Group
- The Australian Veterinarians in Industry Group
- The Veterinarians in Education, Research and Academia Group
- The Australian Pig Veterinarians Group
- The Commercial Poultry Veterinarians Group

See p.17 for AVA Students & Graduates

Special Interest Groups



a) Enewsletters

Digital Newsletters are sent once a month for each Group*

SIG CATEGORY	Category 1	Category 2	Category 3
Position 1 L + R	\$1,495	\$995	\$495
Position 2 L + R	\$1,295	\$745	\$395
Best Available	\$995	\$495	\$295

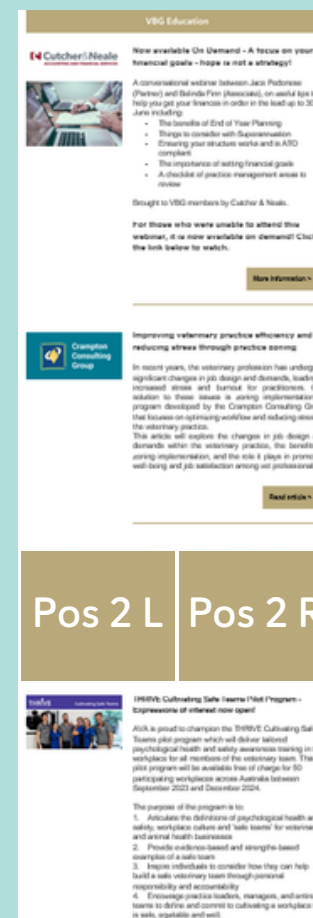
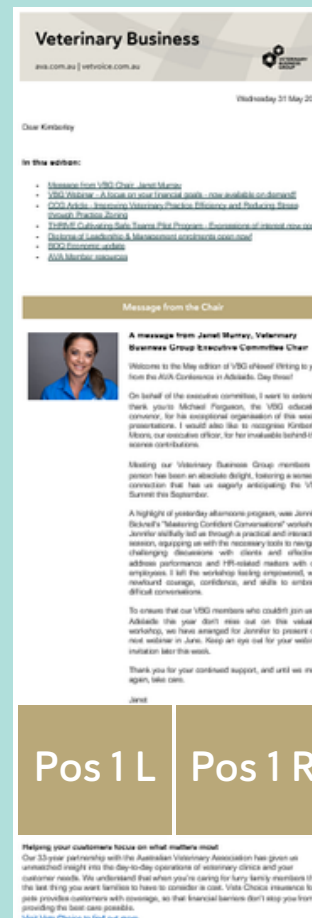
Material Specifications

300 x 250 px, 96DPI and max file size 500kb



Please supply URL for click-through

Image format: JPEG, PNG or GIF* (*add 5% production load)



*Except the EVA Group who sends fortnightly emails

b) Print Publications & Online Journals

Small Animal



Companion Magazine

Type: Glossy Print & Online Magazine
Circulation: 1,700 ASAV members
Frequency: Quarterly



Australian Veterinary Practitioner

Type: Online peer-reviewed clinical journal
Circulation: 1,700 ASAV members
Frequency: Quarterly

Equine



The Australian Equine Veterinarian

Type: Print peer-reviewed journal
Circulation: 1,100 EVA members
Frequency: Bi-annually -
Autumn/Spring

Sheep, Camelid & Goat



Skirting the Issues

Type: Print & Online Magazine
Circulation: 500 SCGV members
Frequency: Quarterly

Special Interest Groups



b) Print Publications & Online Journals



Specifications

Print & journal specifications vary
Please enquire for more information

Full Page Positioning	Price / issue (ex gst)	Price / issue for 2 or more issues in 1 calendar year (ex gst)
Inside Front Cover	\$2,995	\$2,575
Outside Back Cover	\$2,695	\$2,495
Inside Back Cover	\$2,695	\$2,495
Inside General	\$1,995	\$1,795
Half Page Inside General	\$995	\$895
Advertorial	\$2,295	\$1,995
Half Page Advertorial	\$1,195	\$995

c) AVA Webinar Sponsorships

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
- Each webinar is worth one VetEd point for participants
- Webinars are available to be viewed "on demand" to members and non-members via the My Learning platform on the AVA website for up to 12 months

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

- Company logo on all email marketing pieces, with link to website of choice
- Pre-promotion in min. 2 x Education & Events Newsletters sent to 12,000+
- Company logo at beginning and end of speaker presentation
- Verbal acknowledgement of sponsorship collaboration during webinar
- Company logo on webinar recording in "on demand" section of VetEd library for up to 12 months
- 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:

Category 1 SIG*: \$1,950 ex gst

Category 2 SIG*: \$1,250 ex gst

Category 3 SIG*: \$995 ex gst

***refers to category of host SIG**

d) Client Content Webinar Sponsorships

Take advantage of the opportunity to deliver **your own content** and speakers to AVA members in an engaging webinar format.

Hosted by us, delivered by you.



- Webinars are online and fully interactive
- Webinars are available to be viewed "on demand" to members and non-members via the My Learning platform on the AVA website for up to 12 months
- Company logo on webinar recording in "on-demand" section of VetEd library for up to 12 months

Sponsorship inclusions:

- Company logo on all email marketing promotion (incl. SIG and national newsletters) with link to website of choice
- Pre-promotion in min. 2 x Education and Events Newsletters sent to 12,000+
- Webinar recording to be offered on VetEd "on demand" library for a further 12 months, open to members and non-members
- 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:

Category 1 SIG*: \$3,950 ex gst

Category 2 SIG*: \$2,495 ex gst

Category 3 SIG*: \$1,950 ex gst

***refers to category of host SIG**

Your content will be subject to internal approval, and copy may be subject to editing, with the final decision made by the AVA. All approved material must comply with AVA policy (see p.23), and references should be provided to support any scientific/medical claims made. Acknowledgement that the material is a paid webinar ("Brought to you by") and who it has been provided by will appear within the webinar and throughout pre-promotion.

Students & Graduates



Students & Graduates

Governed by students for students, The Australian Veterinary Student Group provides member benefits that support and prepare students for practice and professional life, advocating on behalf of students, and facilitating networking opportunities and resources to support their transition to practice.

Supporting recent graduates who enter the profession in their first few years is crucial to AVA's work. As the cornerstone of our working veterinary profession, Graduate Members are encouraged to take charge as future leaders. AVA facilitates this through opportunities to volunteer with SIG Division and Committees, Advocacy and Working Groups, and Events to build their portfolio and further their skills. Graduates are provided with additional bespoke benefits, such as the AVA Graduate Mentoring Program, and are our main catalyst for sharing innovation.



Unique
Open Rate
58%

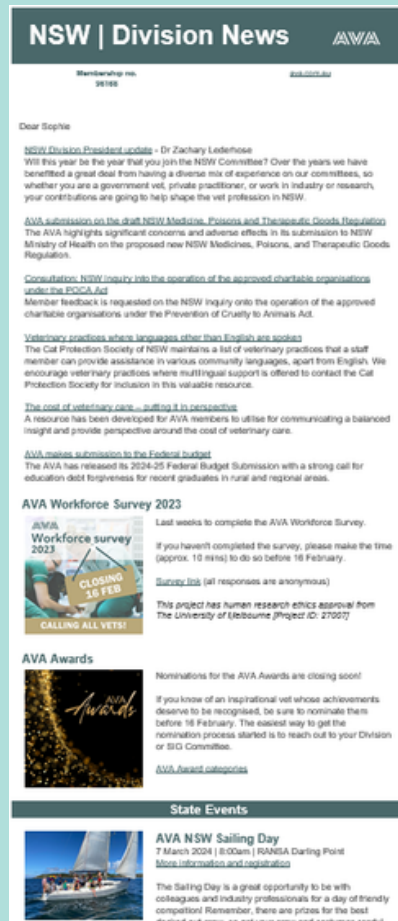
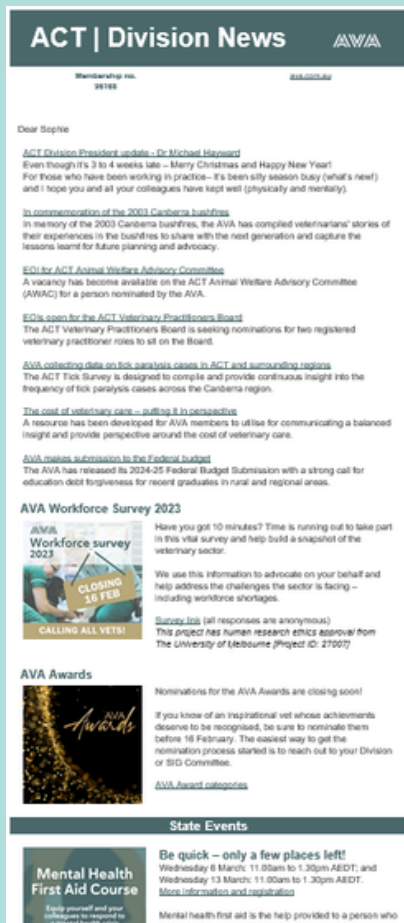
Student eNews
Frequency: Monthly
Members: 2,000
Pricing: \$1,595 ex gst/email
or 10% discount for 3+ in 1 year



Graduate eNews
Frequency: Quarterly
Database: 600-700
Pricing: \$1,595 ex gst/email
or \$4,995 for inclusion in all 4



Material Specifications:
MREC 300x250 px, JPEG or PNG
96DPI and max file size 500kb
Click through URL



Divisions

AVA Divisions (states & territories) produce a monthly electronic newsletter. The Division Newsletters are distributed to Division members and other relevant stakeholders and contain articles focusing on both veterinary and business topics. Divisions include: ACT, NSW, NT, QLD, SA, TAS, VIC, WA

Material Specifications:

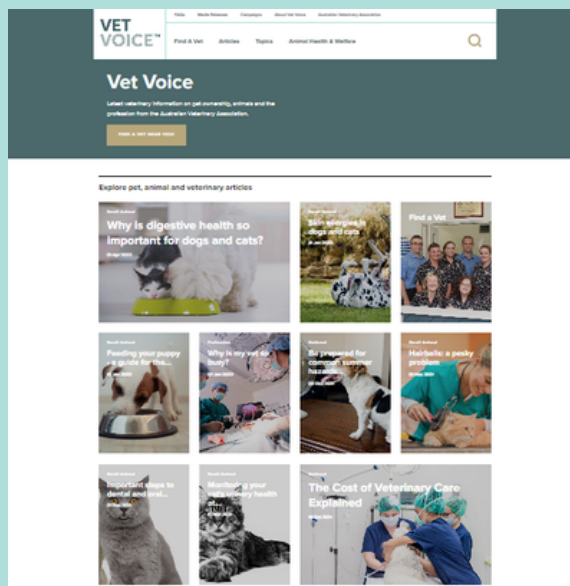
- MREC 300x250 px
- JPEG or PNG
- 96DPI and max file size 500kb
- Supply your destination URL

Pricing:

\$1,595 ex gst / email

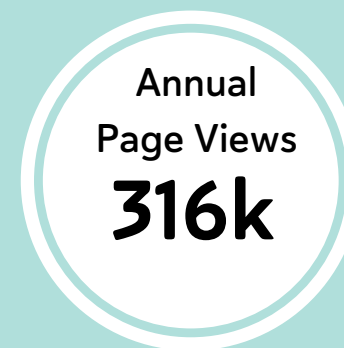
Unique
Open Rate

57%



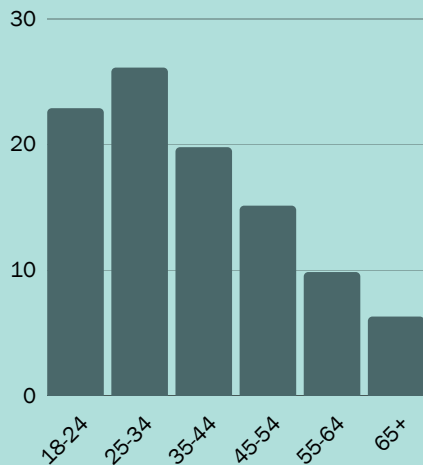
Vet Voice is the AVA's consumer content hub featuring news and articles across a variety of interest areas and is the ideal platform for connecting consumers with your brand.

Audience: pet owners, general consumers, veterinary professionals.

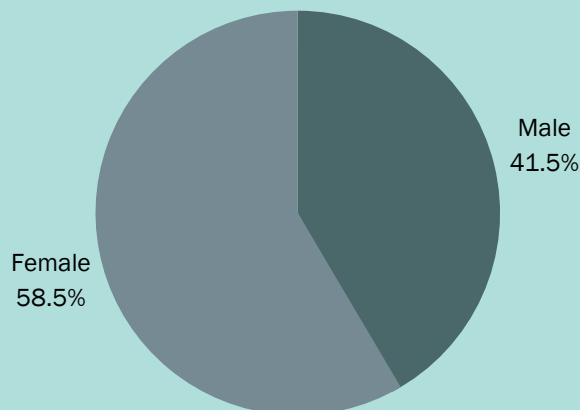


* Figures are annual

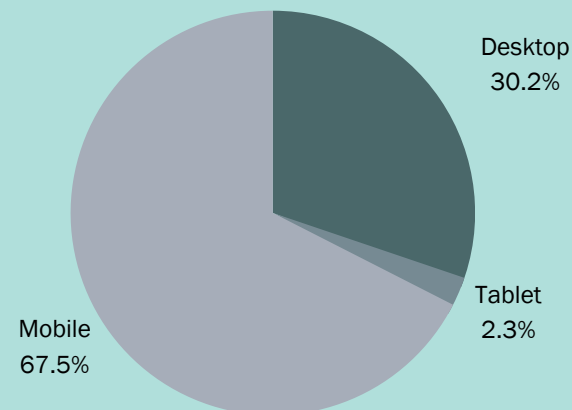
Age

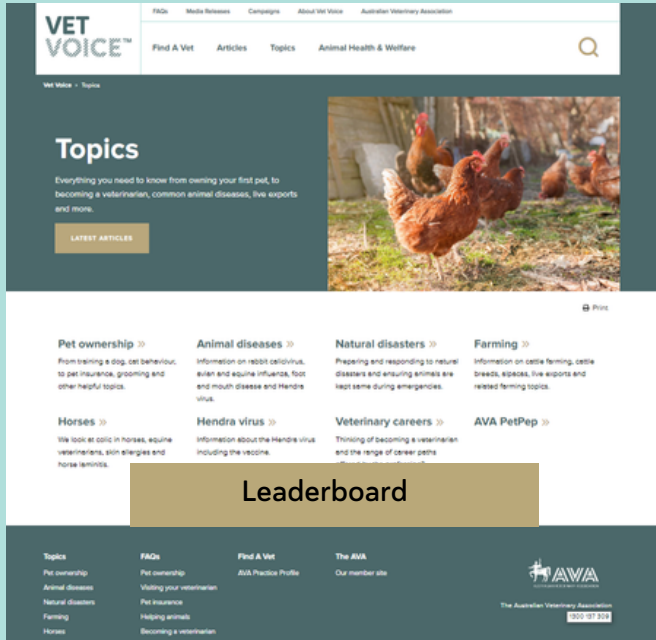


Gender



Device Use





Vet Voice Leaderboard

Ad appears across:

- Topics
- Articles
- FAQs
- Pet Ownership

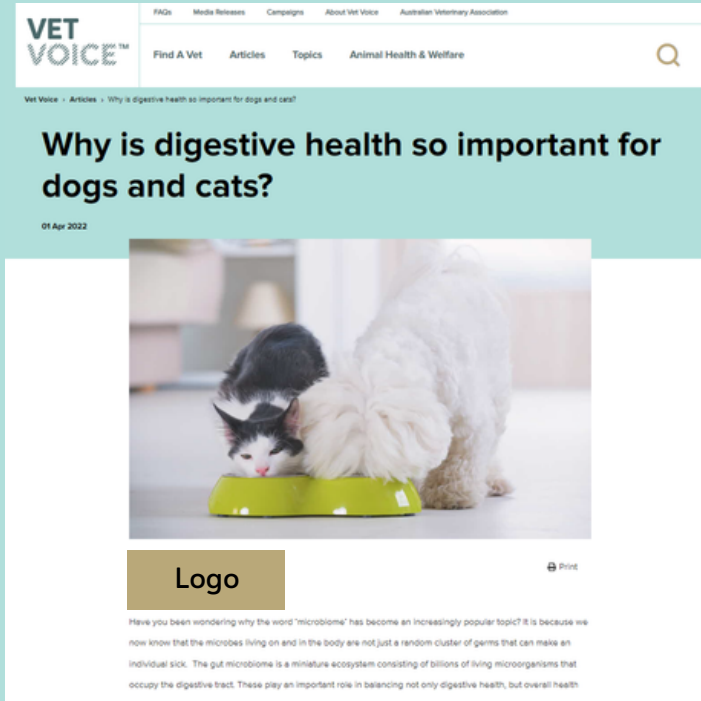
Reach: Approx. 4,000/ month

Material Specifications:

Leaderboard: 728×90px (desktop) & MREC: 300x250px (mobile)
(both sizes must be supplied)

- JPEG, PNG or GIF* (*add 5% production load)
- 96DPI and max file size 500kb
- RGB colour only
- Supply your destination URL

Pricing: \$1,795 / month ex gst



Vet Voice Advertorial

Ad appears within:

- Vet Voice homepage
- Vet Voice article section

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

Material Specifications:

- Title: Maximum 10 word count
- Body: Maximum 500 word count
- Image (1): JPEG, PNG, 96DPI and max file size 500kb. Landscape orientation preferred
- Logo: JPEG, PNG
- You may link to your website/product within the advertorial text or supply a URL for your image to link to

Pricing: \$1,795 / month ex gst

Your copy will be subject to internal approval, and the copy may be subject to editing, with the final decision made by the AVA. All advertorial material must comply with AVA policy (e.g. avoiding use of animals with exaggerated features), and references should be provided to support any scientific/medical claims made. Acknowledgement that the material is an advertorial, and who it has been provided by, will appear with the advertorial.

Ready to take your advertising to the next level?

To place your booking please contact AVA Advertising Officer, Sophie Byrne:
e: sophie.byrne@ava.com.au | t: (02) 9431 5073



Booking & artwork deadlines:

Digital Display Advertising

Booking deadline: 15th of the month prior

Artwork: 20th of the month prior

Advertorials* / Print

Booking deadline: 10th of the month prior

Artwork: 13th of the month prior

*Your copy will be subject to internal approval, and the copy may be subject to editing, with the final decision made by the AVA. All advertorial material must comply with AVA policy (e.g. avoiding use of animals with exaggerated features), and references should be provided to support any scientific/medical claims made. Acknowledgement that the material is an advertorial, and who it has been provided by, will appear with the advertorial.



AVA Policy: Love is Blind

Artwork displaying certain animal breeds Support AVA in removing breeds with exaggerated features from advertising, including brachycephalic breeds. The popularity of certain breeds of dogs with exaggerated physical features has resulted in their increased use in marketing and advertising campaigns, and often in products aimed specifically at veterinarians, such as veterinary pharmaceuticals. The exaggerated features of concern include brachycephaly (flat faces), chondrodystrophy (dwarfism) and excessive skin folds. Unfortunately, the exaggerated features lead to serious health and welfare problems, which the veterinary community are faced with managing, to try to give these animals a more comfortable life. To raise awareness of this issue, the Australian Veterinary Association (AVA) and RSPCA Australia launched an awareness campaign in 2016 called 'Love is Blind'. We have already reached out to our sponsors and regular advertisers advising that we will stop using these breeds in all advertising material appearing in our publications, and ask for your assistance with this when it comes to all marketing material, including:

- Any form of advertising in print and digital AVA products
- Exhibits at AVA conferences and events
- Any other form of marketing undertaken under the AVA brand.

The AVA will be enforcing this policy at the AVA Annual Conference, and we ask that you make sure that all your team involved in the exhibition are aware of our policy and the animal welfare issues involved. The dog breeds governed by this policy are:

- Brachycephalic breeds: including Pugs, British Bulldogs, French Bulldogs, Boston Terriers, Pekinese, Shih Tzu and Cavalier King Charles Spaniels
- Chondrodystrophic (dwarf) breeds: including Dachshunds, Basset Hounds, and Welsh Corgis
- Breeds with excessive skin folds: in particular the Shar-pei breed

If you need more information please contact Melanie Latter, melanie.latter@ava.com.au. You can also visit www.loveisblind.org.au to learn more.

AVA Policy: Marketing Biosecurity

Marketing material used that includes AVA branding developed by AVA needs observe best practice biosecurity principles. The AVA recognises the important role that biosecurity plays in both protecting our members from potentially zoonotic infections and antimicrobial resistant pathogens, and in protecting our patients and clients from spread of disease. The purpose of this policy and procedure is to ensure appropriate biosecurity practices are used in AVA marketing material to promote effective biosecurity practices across the profession.

The AVA will not accept artwork (still or video) that displays images of animals licking people's faces, veterinary staff examining animals or performing procedures on animals without wearing appropriate personal protective equipment. Artwork will be submitted for review and approval a minimum of 2 weeks prior to print deadline or exhibition stand build deadline. The artwork will be reviewed by a veterinary staff member. Please refer to the AVA Website for the full policy and procedure statement.

Terms & Conditions

Any new advertising material has to be approved by the AVA before publication. Positioning may vary on mobile and tablet devices.

The Australian Veterinary Association reserves the right to reject any advertisement or copy. The word 'advertisement' will be placed above or below copy that the Association believes warrants such treatment.

It is the responsibility of the advertiser to supply the correct files.

Artwork must be supplied by the material deadline. Booked material which fails to arrive by the deadline date will be billed at full cost, and where possible the AVA will select a replacement advertisement from previously used material. If no such material exists, other material will be selected.

It is the responsibility of the advertiser or agency to ensure the finished artwork is available by the deadline. A client may cancel all or part of a digital or print booking without penalty if written notice is given to the AVA at least 8 weeks' prior to the campaign start date

Advertising Policies



Indemnity

It is the responsibility of the advertiser to ensure that advertisements comply with:

- The Competition and Consumer Act 2010, as amended.
- Any other applicable Commonwealth and State laws.
- Advertising industry voluntary codes of practice including the Australian Association of National Advertisers (AANA) Code of Ethics.
- Advertisers must ensure that advertisements do not conflict with AVA policy.

In accordance with section 84 of the Australian Pesticides and Veterinary Medicines Authority, (APVMA) Agricultural and Veterinary Chemicals Code Regulations (Agvet Codes), persons must not make any claim, or permit any claim to be made in respect of a registered chemical product that is not consistent with the approved label for that product.

It is an offence for advertisers to:

- Advertise an unregistered chemical product unless an application for registration has been lodged with the APVMA and it is stated in the advertisement that the product is not registered and an application has been lodged.
- Make a claim about a product that is inconsistent with an instruction on the approved label for the product.
- Publish information about a product that is false or misleading.

We encourage all advertisers to list the ingredients of the product named in the advertisement.

Sales conditions

Interest may be charged at the rate of 1.5% per month, calculated daily, on any amount that remains unpaid after 60 days from the date of invoice.

**Ready to connect your
brand with your target
audience?**

**Reach out to
sophie.byrne@ava.com.au**