

2021 Advertising Opportunities

CVMA Colorado Veterinary Medical Association

saramork@colovma.org | 303-539-7275

WEBSITE

Multiple options for positioning your company in front of our audience on our most popular webpages. Side rail static ad (250x715). *Limit one ad per month.*

Member log-in and registration pages – *multiple locations*

Avg. 3,661 views per month

Blog – colovma.org/news

Avg. 895 views per month

CE Event Calendar – colovma.org/event-calendar

Avg. 150 views per month

Education programs – *Coming soon!*

Additional advertising opportunities with our education opportunities will be available in early 2021.



EMAIL

Advertise in our most popular and anticipated email campaign! eVOICE is distributed weekly to all members. Banner static ad (851x315).

Avg. reach: 2,000

Avg. open rate: 34.85%

Avg. click rate: 19.43%

eVOICE Static Banner Ad – Premium, Standard Plus, and Standard Placements (NEW!)

Enjoy a larger advertisement space and select from three options of Premium, Standard Plus, and Standard placements! Premium will be prominently positioned in the Top Headlines section, Standard Plus will be just below the Top Headlines, and Standard will be placed in the lower portion of the Career Center section of eVOICE. *Limit 1 Premium, 1 Standard Plus, and 1 Standard placement per month.*



Sponsored Content

Company provided article featured on blog, and one-time feature in eVOICE Top Headlines section.

Length of article: 500 words maximum.

[CHECK OUT A SAMPLE eVOICE WITH AD PLACEMENTS!](#)

Company Featured Email (NEW!)

Email sent on behalf of your company to CVMA membership. Content subject to approval by CVMA. Inquire for more information. *Limit one advertiser per quarter.*

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COMMITMENT FORM

Company Name: _____

Contact Name: _____

Phone: _____ Email: _____

Mailing Address: _____

BUNDLE AND SAVE!
Reserve three or more ad spaces and take 10% off total. CVMA members also receive discounts on advertising!*

Advertisements and associated URL's due on 15th of month prior to publishing. Inquire for current availability.

WEBSITE

Specs: Right side rail static ad (250x715). Advertisement will publish on the first of each month.

- 1. Member log-in and registration pages: \$800/month
- 2. Blog: \$500/month
- 3. CE Event Calendar: \$325/month
- 4. Education: TBA

Month(s) Reserved – Indicate corresponding number above with month advertisement will publish.

- | | | |
|--|---|--|
| <input type="checkbox"/> Jan - # _____ | <input type="checkbox"/> May - # _____ | <input type="checkbox"/> Sep - # _____ |
| <input type="checkbox"/> Feb - # _____ | <input type="checkbox"/> June - # _____ | <input type="checkbox"/> Oct - # _____ |
| <input type="checkbox"/> Mar - # _____ | <input type="checkbox"/> Jul - # _____ | <input type="checkbox"/> Nov - # _____ |
| <input type="checkbox"/> Apr - # _____ | <input type="checkbox"/> Aug - # _____ | <input type="checkbox"/> Dec - # _____ |

EMAIL

eVOICE specs: Banner static ad (851x315). Static advertisement will publish on first Friday of month.

- 5. eVOICE – Premium Placement: \$780/month (4 Friday's) or \$975/month (5 Friday's)
- 6. eVOICE – Standard Plus Placement: \$740/month (4 Friday's) or \$925/month (5 Friday's)
- 7. eVOICE – Standard Placement: \$700/month (4 Friday's) or \$875/month (5 Friday's)
- 8. Sponsored Content: \$500
- 9. Company Featured Email: \$2,000 (1 per quarter)

Month(s) Reserved – Indicate corresponding number above with month advertisement will publish.

- | | | |
|--|--|--|
| <input type="checkbox"/> Jan** - # _____ | <input type="checkbox"/> May - # _____ | <input type="checkbox"/> Sep - # _____ |
| <input type="checkbox"/> Feb - # _____ | <input type="checkbox"/> June - # _____ | <input type="checkbox"/> Oct (five Friday's) - # _____ |
| <input type="checkbox"/> Mar - # _____ | <input type="checkbox"/> Jul** - # _____ | <input type="checkbox"/> Nov - # _____ |
| <input type="checkbox"/> Apr (five Friday's) - # _____ | <input type="checkbox"/> Aug - # _____ | <input type="checkbox"/> Dec** - # _____ |

TOTAL

Discount (if applicable): _____%

Advertising total, less discount: \$ _____

*Discounts cannot be combined.

**Indicates month with holiday. eVOICE will only publish four editions.

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COMMITMENT FORM

TERMS, CONDITIONS, & GENERAL POLICIES FOR THE COLORADO VETERINARY MEDICAL ASSOCIATION ADVERTISING

1. **Agreement.** These Terms and Conditions together with the signed Commitment Form constitutes a binding agreement between the advertiser identified on the Commitment Form ("Advertiser") and the Colorado Veterinary Medical Association ("CVMA"). The Agreement may not be assigned or transferred by the Advertiser.
2. **Advertising.** The Advertiser shall purchase the online advertising package at the rate listed, and for the duration specified, in the signed Commitment Form ("CF").
3. **Positioning.** Except as otherwise expressly provided in the CF, positioning of advertisements is at the sole discretion of the CVMA. The CVMA cannot be held responsible for the quality of reproductions when specifications are not adhered to or when materials are not received by specified dates. Advertiser acknowledges that CVMA has not made any guarantees with respect to usage, statistics, or levels of impressions for any advertising except where expressly stated in the CF. To the extent CVMA provides Advertiser with estimated usage it does so only as a courtesy to Advertiser and shall not be held liable for any claims related to usage.
4. **Payment.** Advertiser shall make payment within 30 days of the billing date indicated on the CVMA invoice. CVMA reserves the right to request full or partial payment before publishing any advertisement and to cease publishing any advertisement when payment for previous advertising is more than 60 days overdue. In the event any account becomes past due, in addition to such other remedies as it may have, the full amount of the account shall immediately become due and payable by Advertiser. Advertiser is responsible for all expenses incurred in connection with the collection of past due amounts payable, including attorneys fees and costs.
5. **Publishing Dates and Deadlines.** Advertisements and any associated URLs are due to CVMA by the 15th of the month prior to the publishing date. Acceptable formats include JPEG and/or PNG. Website advertisements will publish on the first of each month and will run for the entirety of the month. It is the sole responsibility of the Advertiser to proof their ad for correctness.
6. **Cancellation.** Advertisements scheduled for insertion may be cancelled by the Advertiser if the CVMA is notified in writing no less than ten (10) days of the deadline date of scheduled publication. When an Advertiser cancels all or part of a multiple CF, the Advertiser is responsible for payment of the rate differential resulting from such cancellation.
7. **Rejection of Advertisements.** Notwithstanding anything in this Agreement to the contrary, the CVMA reserves the right to reject or cancel any advertisement at any time, for any reason (including but not limited to the CVMA's belief that the advertisement conflicts with CVMA policy or association objectives, competes with CVMA products or services, is false or misleading, may degrade the graphic quality of the CVMA website, or may subject the CVMA to criminal or civil liability).
8. **Indemnification.** Advertiser assumes all liability for content of advertising and agrees to defend, hold harmless, and indemnify CVMA from all claims, losses, judgments, damages, costs and expenses of any nature whatsoever, including but not limited to reasonable attorney fees, for which the CVMA may become liable by reason of its publication of the Advertiser's advertisements.
9. **Liability Limitation.** Liability for typographical errors, wrong insertions, late publications, and/or nonpublication, or other Association nonperformance is limited to the amount charged to the Advertiser by the CVMA. In no event shall CVMA be liable to Advertiser or to any third party for any indirect, special, or consequential damages, including but not limited to lost profits or unrealized business opportunity arising out of this agreement or the publication of or failure to publish any advertisement.
10. **Force Majeure.** Neither party shall be held responsible for delay or failure in performance under this Agreement caused by acts of God, fires, floods, strikes, terrorism, work stoppages, breakdown of equipment, government action, internet or website downtime, or other causes beyond the affected parties' reasonable control.
11. **Governing Law.** This Agreement is governed by the laws of the State of Colorado without regard to its conflict of laws rules or principles.
12. **Termination.** CVMA shall be entitled to terminate this Agreement with or without cause upon 30 days written notice to Advertiser. In the event of termination under this paragraph, CVMA shall refund or credit Advertiser for the unused pro-rata portion of the price of the advertising purchased.
13. **Agreement.** By executing this Agreement, the Advertiser admits having read all of the foregoing and neither CVMA nor the Advertiser shall be bound by any agreement or understanding not herein, and that the Advertiser understands and agrees to all of the Terms and Conditions contained in this Agreement.

Accepted by Advertiser

Signature: _____

Print name: _____

Date: _____

Accepted by CVMA

Signature: _____

Print name: _____

Date: _____