Media Kit

2023 Calendar Year

CVMA Colorado Veterinary Medical Association
CVMA Mission

Our mission is to enhance animal and human health and welfare, and advance the knowledge and wellbeing of Colorado veterinarians.

In short... *we are here to make life better for veterinarians and their teams.*
Why CVMA?

With over half of licensed veterinarians in Colorado, CVMA represents the largest group of veterinary professionals in the state.

The CVMA name and reputation have nationwide recognition.

Our 2,700+ members extend far beyond Colorado, encompassing professionals from nearby states and from as far away as Alaska.

Let’s make double the impact: We invite you to join us in supporting the veterinary profession in the Rocky Mountain region.
Advertising Opportunities

2023 Calendar Year

CVMA
Colorado Veterinary Medical Association
Website Advertising

Snag a website advertisement on our most popular webpages (477x255). Limit one advertiser per month.

NEW! CVMA homepage tile (colovma.org)

- Avg. 1,482 views/month
- (our most visited page!)
- Premium space in a CVMA homepage tile
- $950/month
Website Advertising

Snag a side rail static ad (250x715) on our blog, where your ad will feature on every article... not just the home page!

Blog (colovma.org/news)

- Avg. 1,275 views/month
- Ad will show on all blog pages and articles
- $700/month
Email Advertising

eVOICE Static Banner Ad (Premium, Standard Plus, and Standard placements -- 851x315)

Advertise in our most popular email campaign! eVOICE is distributed weekly to CVMA members.

Avg. reach: 2,007
Avg. open rate: 48.2% (28% increase in open rate from 2022!)
Avg. click rate: 6.7%

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.

For placement locations, check out a sample eVOICE here!

- Premium: $930/month (4 Fridays) or $1,160/month (5 Fridays)
- Standard Plus: $905/month (4 Fridays) or $1,135/month (5 Fridays)
- Standard: $865/month (4 Fridays) or $1,085/month (5 Fridays)

Limit 1 Premium, 1 Standard Plus, and 1 Standard placement per month.
Email Advertising

Continued

Chapter Newsletter Static Banner Ad (851x315): $200*
Advertise in our Chapter e-newsletters (distributed monthly). View our geographic breakdown of chapters.

*Chapter 6 and 7 members receive 1 free ad posting, and additional discounted ad postings at $45.

- Chapter 6
  - Avg. reach: 585/month
  - Avg. open rate: 61%
  - Avg. click rate: 5%
- Chapter 7
  - Avg. reach: 223/month
  - Avg. open rate: 61%
  - Avg. click rate 7%

Company Featured Email: $2,375
Email sent on behalf of your company to CVMA membership. Content subject to approval by CVMA. Check out the specs for email. Limit one advertiser per quarter.
Content Advertising

**Sponsored Content:**
Company-provided article **featured on blog**, and one-time feature in **eVOICE Top Headlines section**. Company provides article up to 500 words and image (sample article and placement linked above). Subject to CVMA approval.

**NEW!** Want your company to have recurring articles featured in our eVOICE and blog? We now have 6- and 12-month packages!*

- One-time feature: $450
- 6-month package: $1,890 (30% discount!)
- 12-month package: $3,240 (40% discount!)

*Sponsored content for the 6- and 12-month packages will be sent in eVOICE once per month.
Content Advertising

**Job Posting: $100**
Purchase an add-on in your CVMA Career Center job posting with a one-time feature in eVOICE! (Purchase through the [CVMA Career Center](#)).

**Relief Veterinarian Ad: Free for members; $150 non-member**
Looking to hire relief support? Looking to offer your services as a relief veterinarian? Post your ad on our website!

**Classified Ads: Free for members; $100 non-member**
Looking to sell a practice or equipment? Post your ad on our website (one month listing) or in eVOICE (one time feature)!
CVMA App Advertising

New in 2023! Engage with our members in the palm of their hand. In the app, members can register for CE, connect with colleagues, see the latest news, and more!

App add-on: $75*
Company-provided article featured in our app news feed. Article preview includes image, 30-word preview, and link to full article hosted on our blog (hosted on news feed for one month.)

*Purchase of full-price advertisement on website, email or content is required for app add-on advertising space.

Join us on our app! Search “Colorado VMA” in the Google Play or App Store, or scan below.
Get in touch!

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CVMA Colorado Veterinary Medical Association