Advertising Opportunities

2024 Calendar Year

To reserve, email saramork@colovma.org.

All 2024 CVMA members receive an additional 20% discount on prices listed. Non-members can bundle 3 or more ads for a 10% discount (must be purchased together).
Website Advertising

CVMA homepage tile (colovma.org)
$995/month

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

Specs: 477x255 + URL

Limit one advertiser per month.
Website Advertising

Blog (colovma.org/news)

$735/month

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

Specs: 250x715, includes URL. Ad features on every article, not just homepage.

Limit two advertisers per month.
Email Advertising

**eVOICE Static Banner Ad**

Varied pricing listed below

*Our most popular advertising option!*

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

3 placement locations:
1. Premium: $975/month (4 Fridays) or $1,220/month (5 Fridays)
2. Standard Plus: $945/month (4 Fridays) or $1,181/month (5 Fridays)
3. Standard: $900/month (4 Fridays) or $1,125/month (5 Fridays)

For placement locations, check out a sample eVOICE here!

Specs: 851x315, includes URL.

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

Company Featured Email

$2,375

*Sells out every year*

Email sent on behalf of your company to CVMA membership. Content subject to approval by CVMA.

- 120-word limit
- May include a special promotion to encourage clicks from readers
- Content that is educational in nature and includes useful, actionable information for the reader is more likely to get clicks from readers
- CVMA will do a light edit on the content and will send to the advertiser for review prior to distribution of the email

**Specs:** Check out the specs for email.

*Limit one advertiser per quarter.*
Email Advertising

Free to chapter members only*

- Chapter 6
  - Avg. reach: 585/month
  - Avg. open rate: 61%
  - Avg. click rate: 5%
  - Distributed to chapter members monthly (first Wednesday)

- Chapter 7
  - Avg. reach: 223/month
  - Avg. open rate: 61%
  - Avg. click rate 7%
  - Distributed to chapter members monthly (first Wednesday)

*Chapter 6 and 7 members receive free static banner or job advertising posts. Limited while space is available. First come first serve.

Specs: 851x315, includes URL.
Content Advertising

Sponsored Content

$475+

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: $475
- 6-month package: $1,995 (30% discount!)
- 12-month package: $3,420 (40% discount!)

*Sponsored content for the 6- and 12-month packages will be sent in eVOICE once per month.
Print Advertising
CVMA Convention Program ½ page ad
$600

Reach up to 650 veterinary professionals at our largest in-person gathering – CVMA Convention! CVMA Convention takes place September 5-8, 2024 at the Westin in Westminster, CO.

Feature your ad space in our printed onsite program. Deadline for inclusion is June 1, 2024. Four placements available.

Specs: 7” x 5” ½ page horizontal placement (trim size: 8.5” x 11” no bleeds)
Jobs and Classifieds

**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.