



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

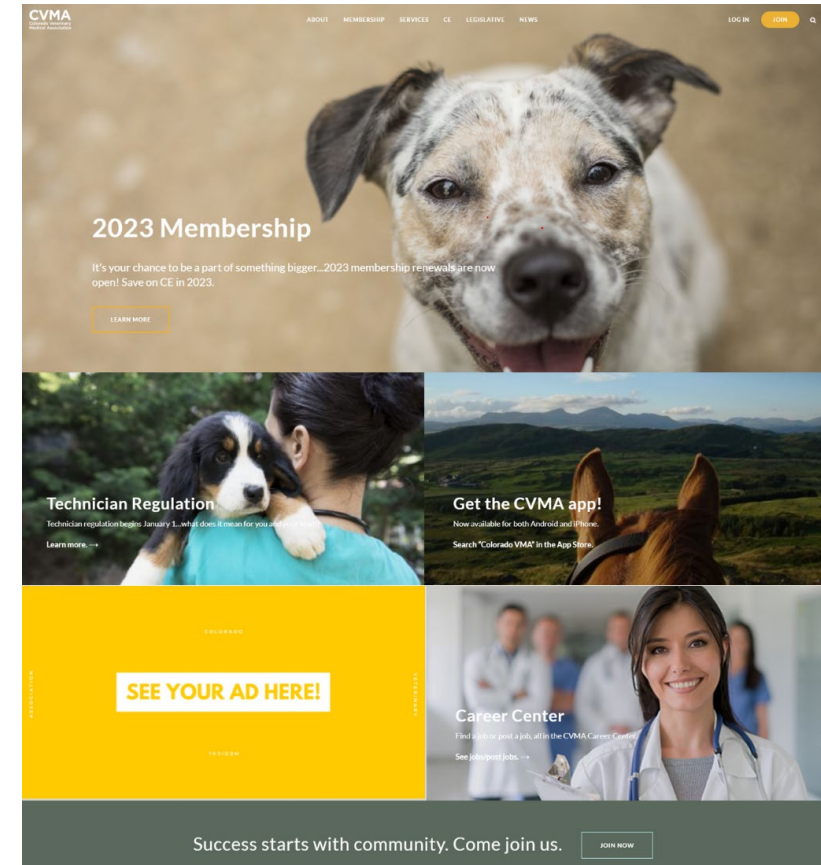
CVMA homepage tile (colovma.org)

\$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.

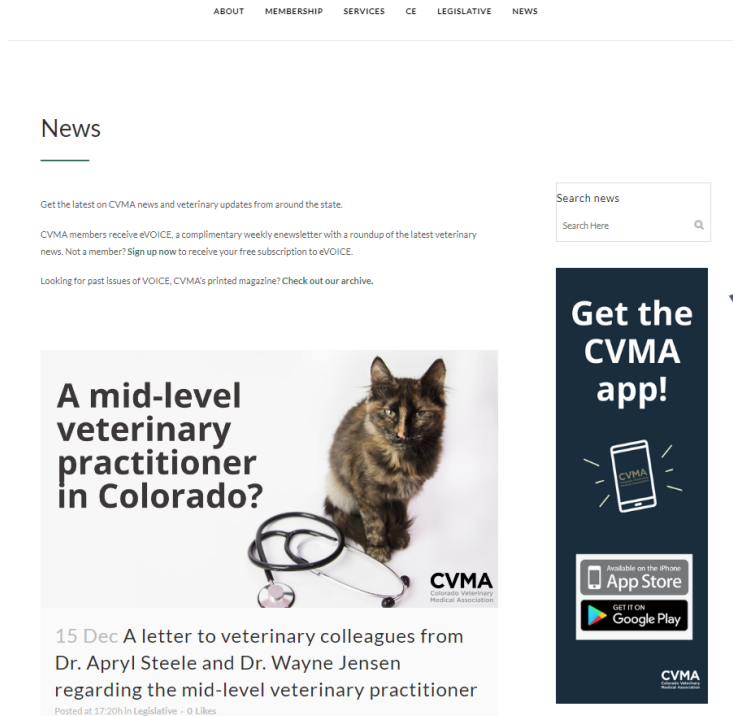




Website Advertising

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.

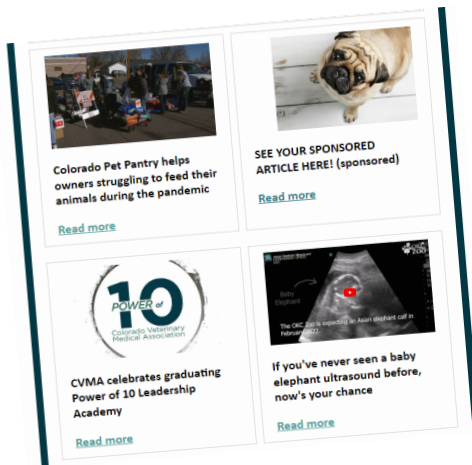
Specs: 851x315, includes URL.

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)!





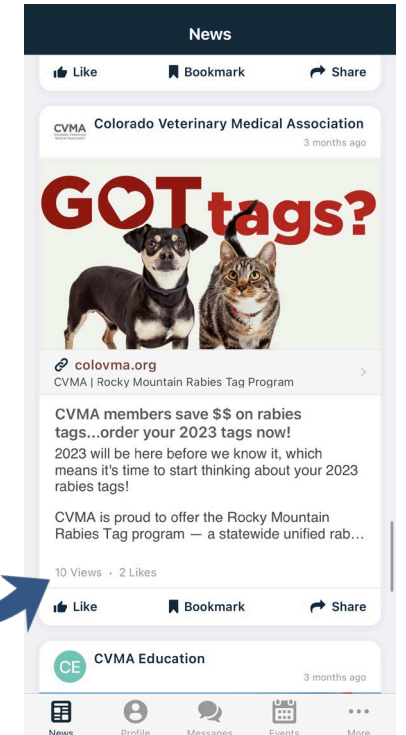
CVMA App Advertising

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.

