



ACVO Marketing Opportunities – 2016 Specifications & Order Form

Please check with the ACVO office to verify publishing deadlines. Payments must be received BEFORE ads will be posted or labels are mailed. Submit the order form on page three to place order. If you are interested in sponsorship opportunities please [contact the ACVO office](#) for details.

CIRCULATION FOR ALL PUBLICATIONS

ACVO publications reach a targeted audience of ACVO boarded Diplomates – 432, Ophthalmology Residents – 62. Each e-newsletter is additionally posted in a members-only area of the web site and will remain there archived and searchable for member access.

ACVO e-NEWSLETTERS

Frequency and Deadlines: Five digital issues are sent to our Diplomates annually. To place an ad reservation or to change ad/graphic copy, orders must be received at least one week prior to the publication date (see below).

Publication Dates (are approximate): Please note that there is not a January publication.
March 1st, May 1st, July 1st, September 1st, November/December

Availability Note: Space is limited and is granted on a first-come, first-served basis.

e-Newsletter Advertising Categories

Option #1: e-newsletter 'Premium' advertisements – This package is equivalent to a 'full page' advertisement in the discontinued static, semi-annual newsletter. Your interactive advertisement and message will be placed at the fingertips of Diplomates and Residents five times per year. Your ad content will be hosted on the ACVO's website and will appear in web browser search results.

Pricing: \$2,600

- Published 5Xs each year.
- ~2"x2" graphic (logo or ad graphic) and 2 line description 'teaser text' (lead in text to promote click-through). Graphics can be full color.
- Premium option: A hyperlink can be provided from the logo and the 'teaser text' to either your company's URL or to an 'advertisement page' hosted on www.ACVO.org, where we will host your chosen text and graphics for two months' time. This 'ad page' could house a full advertisement and text promoting your product/promotion. This page could have interactive texts. (Some limitations will apply to text length, ad size and readiness.)
- Ads, logos and/or text could be updated with each issue (but no more frequently) if publication deadlines are met.
- Ad placement: Premium ads will be placed on the right upper hand corner of the e-newsletter and will rotate hierarchical location with other Premium package holders. They will be placed as high as possible in the viewing screen, above other advertisers.
- Your company name, primary products and contact information will be included in the online buyers guide. (A searchable index for our doctors and residents for products.)
- Your company logo will be added to the online vendor buyers guide for members year-round.

Option #2: e-newsletter 'Deluxe' advertisement - This package is equivalent to a 'half page' advertisement in the static, two times yearly newsletter. It will place your interactive advertisement at the fingertips of Members and Residents three times per year. Benefits are similar to full page advertisers but appear in three out of the 5 annual issues and does not include a hosted advertisement page on ACVO's website; you may select your preference from available issues.

Pricing: \$1,320

- Ad included in three out of five publications annually.

- One ~1"x1" graphic logo. No lead-in text below graphic will be provided.
- A hyperlink would be supplied from the ad directly to the URL of company (custom 'ACVO ad' page with full promotion on www.ACVO.org is not available as with Premium option.)
- Ad placement: Deluxe ads will be rotated with other Deluxe package advertisers, placed directly below Premium advertisers.
- Graphics can be updated with each issue (but no more frequently) if publication deadlines are met.
- Your company name, primary products and contact information will be included in the online buyers guide. (A searchable index for our doctors and residents for products, logo will not be included.)

Option #3: e-newsletter 'Basic' advertisement – This package is equivalent to the 'quarter page' advertisement in the static, two times yearly newsletter. This advertisement would appear three times per year; you may select the issues.

Pricing: \$900

- Company name-only is listed as a hyperlink in the advertisers text box.
- Hyperlink will link directly to your company URL.
- The rank order of these ads will be rotated in each issue with other Basic package advertisers, directly below any Deluxe advertisers.
- Your company name, primary products and contact information will be included in the online buyers guide. (A searchable index for our doctors and residents for products, logo will not be included.)

DIRECTORY ADVERTISEMENTS (2016)

Each year ACVO publishes a static directory to be provided to our members' clinics. This document is used by the veterinarians and technicians frequently when making referrals for clients. The document remains on desks year round.

Formal ad copy: This advertisement would follow formal size and guidelines for publication in a high quality printed publication (See dimensions below).

NEW! - Advertising in the directory includes: Your ad being indexed by product category, your company's contact information listed in the buyer's guide within the printed directory and will include a product cross reference guide. You will also be listed in our online vendor search (only offered to those providers who support the ACVO), premium advertisers will have their logo shown here in search results.

Frequency and Deadline: Once per year. Submit ad and payment by February 15th publication date March 10th .

Dimensions for the 'live' area of the ad:

Business card = 3 ½"W x 2"H

Quarter page = 3 ½"W x 4 ¾"H

Half page = 7 ½ "W x 4 ¾"H

Full page = 7 ½"W x 10"H

Directory Pricing

<u>Directory Ads</u>	<u>Black & White</u>	<u>Color</u>
Bus. Card	\$300	\$400
¼ pg	\$525	\$625
½ pg	\$750	\$850
Full page	\$1,300	\$1,400

Digital Format: Please send digital ads in high resolution JPEG, PDF or TIF. Please email all digital files directly to [ACVO Office](#) by the deadline posted.

Layout: One ad per digital file. Ads must be fully formatted and complete upon arrival.

ONE-TIME-USE DIGITAL MAILING LIST

Submit form below to apply for purchase. List is provided only after approval of document to be mailed. This list is for mailing addresses only, email addresses are not available. It is a 'one time use' list; it is monitored and violators may lose rights to future purchases.

FREE for members / \$100 non-members (ACVO Diplomates approx 445)

FREE for members / \$100 non-members (Residents approx 65)

ACVO MARKETING ORDER FORM - 2016

(Directory, e-Newsletter and Digital Mailing Lists)

Date of order: _____ Company: _____
Contact name: _____ Email: _____
Phone: _____ Fax: _____
Mailing Address: _____
City/State/Postal Code: _____

e-NEWSLETTER ADVERTISEMENT

_____ Package size with Directory ad (or)

Single issue order _____ Issue Month \$ _____ Fee

DIRECTORY ADVERTISEMENT

_____ Package size with Newsletter ads (or)

Current year Directory only \$ _____ Fee

DIGITAL MAILING LIST

In order to receive approval, you must provide a sample of your mailer with this form. The payment will not be processed until after approval. The fee must be pre-paid by credit card or sent to, ACVO, PO Box 1311, Meridian, ID 83680.

MAILING LIST – USE RESTRICTIONS

The list we provide contains business addresses only and is NOT to be reproduced or used in any manner other than for this singular request. By returning this form and checking the box below, you are agreeing to a ONE TIME ONLY USE of the digital mailing list (Excel format) we provide. Violation on the 'one time use' policy will result in future denial of mailing lists and/or participation in other ACVO functions. Email and phone lists are not available.

I will only use the digital mailing list for this specific mailing, one time. I understand that violation of this policy may cause me to be 'uninvited' from participating in other ACVO opportunities.

SELECT MAILING LIST(S)

_____ ACVO Diplomate list, digital Excel file = Members \$FREE/non-members \$100

_____ ACVO Residents list, digital Excel file = Members \$FREE/non-members \$100

PAYMENT INFORMATION Fax credit payment to 208-895-7872. Checks should be made payable to ACVO. Please note that debit cards are not accepted.

_____ Visa _____ MC _____ Discover (please select one)

Name on Card: _____ Total to charge: \$ _____

Card Billing Address: _____

Card holder signature: _____

Card Number: _____ Expiration date: _____ (MM / YY) CVC# _____

Please allow up to 10 days for order fulfillment.