

ACVS MEDIA KIT

ABOUT ACVS

Founded in 1965, the American College of Veterinary Surgeons (ACVS) is the specialty board that sets the standards for advanced professionalism in veterinary surgery. ACVS is the AVMA-recognized veterinary specialty organization™ for certification of veterinarians in large animal surgery and small animal surgery. ACVS defines the standards of surgical excellence for the profession, promotes advancements in veterinary surgery, and provides the latest in veterinary surgery education. ACVS helps the veterinary profession achieve its goals of providing outstanding service to the public and care to animals by fostering the highest standards of excellence in veterinary surgery.

WHAT ACVS PROVIDES

ACVS provides diverse and cost-effective advertising opportunities to help you reach your target audience and achieve your marketing objectives. Whether you are looking to launch a new product or service, increase brand awareness, reach a specific audience, or drive website traffic, ACVS is here to aid you in achieving your marketing and advertising goals.

CONNECT WITH US



CONTACT US

American College of Veterinary Surgeons

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Attract diverse candidates to your job openings.

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Engage ACVS Diplomates and veterinary surgery residents through banner advertising in ACVS's monthly e-newsletter.

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ACVS JOB BOARD POSTINGS

jobs.acvs.org

Attract diverse candidates with varying degrees of experience in the profession by posting your job openings on the ACVS Job Board. ACVS's 30-day posting starts at \$299. Maximize your visibility by promoting your posting in our monthly Job Flash email to more than 2,000 veterinary professionals.

[Learn More](#)

JOB FLASH EMAIL BANNER ADVERTISEMENT

Increase your exposure to candidates with a banner advertisement (ad) featured in the ACVS Job Flash email that goes to veterinary professionals and job seekers twice a month. Impressions, clicks, and click-rate report provided.

Investment: \$2,270 (two emails)

\$4,530 (four emails)

\$6,800 (six emails)

JOB BOARD TOWER ADVERTISEMENT

jobs.acvs.org

Looking for qualified candidates? Extend the reach of your search and expand your exposure with a tower ad on the ACVS Job Board, a straightforward and cost-effective way to connect with potential employees.

Average monthly impressions: 1.6K+

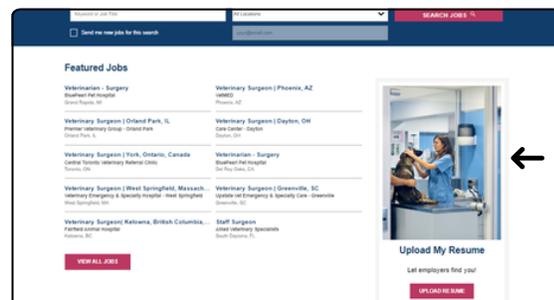
DETAILS

- Posted for up to three consecutive months (30, 60, or 90 days)
- Appears on the ACVS Job Board (jobs.acvs.org)
- May rotate with up to three other ads
- Ad can be changed at 30-day intervals during the 60- or 90-day cycle; ad cannot change during 30-day posting
- Specs: 600px high x 350px wide (PNG or JPEG; min 72DPI)
- Ad hyperlinks to company website
- Impressions, clicks, and click-rate report provided

Investment: \$1,500 (30 days)

\$2,500 (60 days)

\$3,500 (90 days)



TARGETED ACVS EMAIL BANNER ADVERTISEMENT

ACVS's audience is your audience. Increase your brand exposure with a banner ad in an ACVS email to a targeted audience. (Examples: ACVS Diplomates, surgery residents, technicians, etc.)

Investment: \$3,000 (1 month)
\$4,500 (2 months)

CUT TO THE POINT BANNER ADVERTISEMENT

Cut to the Point is the official monthly ACVS email bulletin. This resource provides nearly 3,000 ACVS Diplomates and veterinary surgery residents with the latest ACVS news, educational offerings, and industry updates.

Investment: \$3,000 (1 month)
\$4,500 (2 months)



ACVS GLOBAL WEBSITE ADVERTISEMENT

acvs.org

Want the ACVS community to easily recognize your branding and products? Take advantage of advertising on the ACVS website that averages 137,000 views per month! Place your company's brand on the homepage, in addition to all major website hubs: the Diplomate, resident, animal owner, and donor hubs.

DETAILS

- Posted for up to three consecutive months (30, 60, or 90 days); may rotate with up to five other ads
- Ad can be changed at 30-day intervals during the 60- or 90-day cycle; ad cannot change during 30-day posting
- Specs: 200px high x 400px wide (PNG or JPEG)
- Ad hyperlinks to your company website
- Impressions, clicks, and click-rate report provided

Investment: \$1,500 (30 days)
\$2,500 (60 days)
\$3,500 (90 days)

ACVS DIGITAL LEARNING HOMEPAGE BANNER

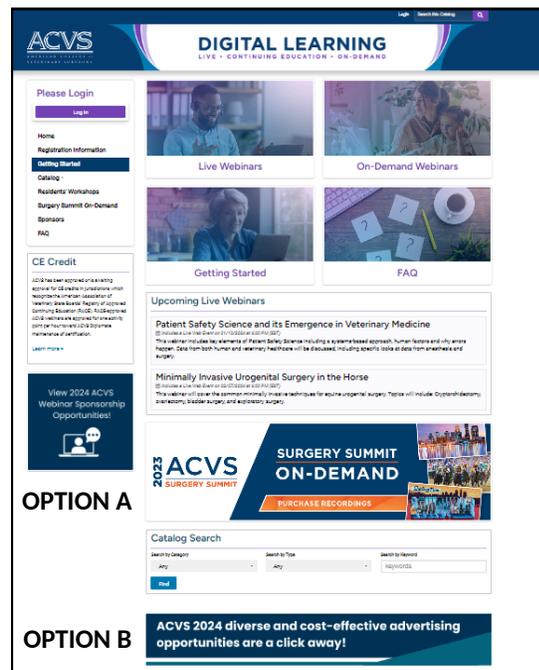
The perfect opportunity to promote your products and services to veterinary professionals seeking continuing education on the all-new ACVS Digital Learning platform.

Average monthly impressions: 1.1K+

DETAILS

- Ad can be changed at 30-day intervals during the 60- or 90-day cycle; ad cannot change during 30-day posting
- Ad hyperlinks to your company website
- Specs: Option A: 250px high x 250px wide (PNG or JPEG)
Option B: 180px high x 1200px wide (PNG or JPEG)

Investment: \$1,750 per ad (30 days)
\$2,750 per ad (60 days)
\$3,750 per ad (90 days)



2024 ACVS WEBINARS

Webinars are presented live by ACVS Diplomates to their fellow board-certified surgeons, veterinary surgery residents, and other veterinary professionals. Each webinar is limited to one sponsor. See pages 6 and 7 for a list of the 2024 ACVS webinars!

DETAILS

- Recognition in conjunction with the individual webinar on the digital learning website
- Recognition on the closing slide of the webinar
- Verbal recognition by the facilitator during the webinar
- Recognition in promotional emails for the individual webinar
- Extended exposure with the on-demand webinar recording

NEW IN 2024

- Webinar sponsorships include a pre-recorded introduction and company overview of up to a minute and a half
- Dedicated webinar sponsor page on the digital learning website with company logo that hyperlinks to company website

Investment: \$3,000 per webinar



LIST OF 2024 WEBINARS

1) Patient Safety Science and its Emergence in Veterinary Medicine

January 10, 2024

Chair: Kelley Thieman, MS, DVM, DACVS (Small Animal)

Speakers: Dottie Brown, MS, DVM; Rochelle Low, DVM, MHL, MaS; Craig Mosley, DVM, MSc, DACVAA

2) Minimally Invasive Urogenital Surgery in the Horse

February 7, 2024

Chair: Drew Koch, DVM, PhD, DACVS (Large Animal)

Speaker: Dean A. Hendrickson, DVM, MS, DACVS, ACVS Founding Fellow, Minimally Invasive Surgery (Large Animal Soft Tissue)

SOLD

3) Antibiotic Stewardship in Small Animal Surgery

February 21, 2024

Chair: PD Dr. Mirja Nolff, med.vet., DECVS, FTA Kleintiermedzin, FTA Kleintierchirurgie

Speakers: Fergus Allerton, BSc, BVSc, CertSAM DECVIM-CA, FRCVS; Dan Mertens, DVM, MS, DACVS

4) Fracture Decision Making on Challenging Cases

March 13, 2024

Chair: Danielle Marturello, DVM, MS, DACVS (Small Animal)

Speakers: Derek B. Fox, DVM, PhD, DACVS; Mike Kowaleski, DACVS, DECVS; Karen Perry, BVM&S, MRCVS, CERTSAS, DECVS, MSC VET ED

5) Cardiac Surgery in Small Animals

April 17, 2024

Chair and Speaker: Brian J. Sutherland, DVM, DACVS (Small Animal)

Speaker: E. Christopher Orton, DVM, PhD, DACVS

6) Equine Cervical Spine Stabilization: Patient Selection, Techniques, and Outcomes

May 22, 2024

Chair and Speaker: John Janicek, DVM, MS, DACVS

Speakers: Jeremiah Easley, DVM, DACVS; Steven Zedler, VMD, DACV

7) Large Animal Morbidity and Mortality Rounds: Challenging Orthopedic Cases

June 12, 2024

Chair: Carrie Jacobs, DVM, DACVS (Large Animal)

Speakers: Bradley Nelson, DVM, MS, PhD, DACVS (Large Animal); Heidi Reesink, VMD, PhD, DACVS (Large Animal)

8) Small Animal Adrenalectomies

July 17, 2024

Chair: Vanna Dickerson, DVM, MS, DACVS (Small Animal)

Speakers: Audrey Cook, BVM&S, MSc Vet Ed; Phil Mayhew, BVMS, MRCVS, DACVS (Small Animal)

9) Techniques in Managing Pain and Other Preoperative, Intraoperative, and Post Operative

Complications in Surgical Colic Patients

August 21, 2024

Chair: Megan J. Burke, DVM, DACVS (Large Animal)

Speakers: Holly Roesser, DVM, DACVS; Eric Schroeder, DVM, DACVIM, DACVECC; Kelley Varner, DVM, DACVAA

10) Small Intestinal Surgery in Cattle

September 18, 2024

Chair: Emma Marchionatti, DVM, DACVS (Large Animal)

Speakers: Amanda Hartnack, DVM, MS, DACVS (Large Animal); Sylvain Nichols, DMV, MS, DACVS (Large Animal)

11) Contract Negotiation and Renegotiation

November 6, 2024

Chair: Anke Langenbach, DACVS, DECVS, DACVSMR

Speaker: Charlotte A. Lacroix, DVM, JD

SOLD

12) Challenging Forelimb Cases

November 15, 2024

Chair: Danielle Marturello, DVM, MS, DACVS (Small Animal)

Speakers: Stephen Clarke, BVM&S DSAS(Orth) DECVS MRCVS; Scott Rutherford, BVMS, CertSAS, MRCVS;

Bernadette van Ryssen, DVM, PhD, DECVSMR (Small Animals)

SOLD

ACVS RESIDENTS' WORKSHOPS

Large Animal Residents' Workshop (limited to one sponsor)

The Large Animal Residents' Workshop is a series of four two-hour webinars presented by ACVS Diplomates on four separate days.

DETAILS

- Recognition in the Large Animal Residents' Workshop promotional emails and on the Digital Learning website
- A pre-recorded introduction and company overview of up to 90 seconds at the beginning of each webinar
- One custom email blast sent to veterinary surgery residents

Investment: \$5,000

ACVS RESIDENTS WORKSHOPS (CONTINUED)

Small Animal Residents' Workshop (limited to one sponsor)

The Small Animal Residents' Workshop is a series of four two-hour webinars presented by ACVS Diplomates on four separate days.

DETAILS

- Recognition in the Small Animal Residents' Workshop promotional emails and on the Digital Learning website
- A pre-recorded introduction and company overview of up to 90 seconds at the beginning of each webinar
- One custom email blast sent to veterinary surgery residents

Investment: \$5,000

ACVS MAILING LIST RENTAL

Rent an ACVS mailing list to complement your marketing mix and introduce new products and services to ACVS Diplomates. Deliver your targeted message with direct mail marketing. The list rental is for one-time use and is only sent to licensed and bonded mail houses. Mailing labels are also available for purchase. Please contact Rose Selcer, rselcer@acvs.org, with any questions regarding the mailing labels.

[Learn More](#)

CUSTOM EMAIL BLASTS

Gain exclusive access to ACVS Diplomates, veterinary surgery residents, or a combined list of both, with custom email blasts—perfect for product launches, recruitment efforts, or enhancing your brand visibility with a niche audience.

DETAILS

- Limited to one email per month per distribution list
- Specs: provide email content in HTML format; subject line and preheader required
- Open rate and click-rate report provided

Investment: \$4,000: Custom email blast to ACVS Diplomates

\$2,500: Custom email blast to veterinary surgery residents and credentialed candidates

\$5,500: Custom email blast to ACVS Diplomates, veterinary surgery residents, and credentialed candidates