

Thank you for your interest in advertising in the Veterinary Orthopedic Society's email newsletters.

We currently use Constant Contact to format and distribute our email newsletters. To view a sample, visit the VOS website at www.vosdvm.org and choose "News" from the menu. Please note that we are able to link your advertisement to your website homepage or the webpage of your choice.

Advertising Schedule and Deadlines

We offer 3 billing cycles covering 6 newsletter issues per year. Advertisers may choose to advertise in a specific billing cycle or select our discounted annual package. Our projected schedule is as follows:

| | Ad Reservation Due | Artwork Due | Expected Email Date |
|------------------------------|--------------------|--------------|---------------------|
| Billing Cycle 1 | | | |
| January/February 2024 issue | December 15 | January 12 | January 18-19 |
| March/April 2024 issue | — | March 15 | March 21-22 |
| Billing Cycle 2 | | | |
| May/June 2024 issue | April 15 | May 10 | May 16-17 |
| July/August 2024 issue | — | July 12 | July 18-19 |
| Billing Cycle 3 | | | |
| September/October 2024 issue | August 15 | September 13 | September 19-20 |
| November/December 2024 issue | — | November 8 | November 14-15 |

Advertising Rates

Horizontal Banner Ads (*limited to 15 ad spaces per newsletter*)

Rate Per Billing Cycle (2 issues): \$270 for a standard advertisement; \$540 for a double-height advertisement.

Discounted Annual Package (6 issues): \$740 for standard advertisements; \$1,480 for double-height advertisements.

Vertical Banner Ads (*limited to 2 ad spaces per newsletter*)

Rate Per Billing Cycle (2 issues): \$400 for a standard advertisement; \$800 for a double-height advertisement.

Discounted Annual Package (6 issues): \$1,070 for standard advertisements; \$2,140 for double-height advertisements.

Classified Ads: Limited to 100 words or less. Include a web link or email address for reader inquiries. Ads may include a small logo (submit as a JPG, PNG, EPS, or PDF file with your text). Please submit all classified ads to Heidi DeCamp, Executive Secretary, at secretary@vosdvm.org. All ads are subject to board approval.

Rate Per 3 Issues: Free for VOS members. Non-member rates: \$135 for text ads or \$150 for ads with a logo.

Distribution: Approximately 2,300 orthopedic veterinarians (660 VOS members; 210 ESVOT members, 1,430 interested parties)

Limited availability: 15 horizontal and 2 vertical ad spaces (double ads = 2 ad spaces). Priority is given to annual advertisers.

Banner Ad Specifications

We accept banner ads in the sizes below. Please submit artwork in JPG, GIF or PNG formats. Provide a target URL for the ad.

Horizontal banner ad

Size: 500 pixels wide x 120 pixels high at 72 ppi

Vertical banner ad

Size: 220 pixels wide x 270 pixels high at 72 ppi

Double-height horizontal banner ad

Size: 500 pixels wide x 240 pixels high at 72 ppi

Double-height vertical banner ad

Size: 220 pixels wide x 540 pixels high at 72 ppi

How To Reserve Your Ad

Reserve your space and submit payment by contacting Heidi DeCamp, VOS Executive Secretary, at secretary@vosdvm.org. Submit artwork to our graphics team, Concerted Systems, Inc.: patty@concertedsystems.com.