

## 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](http://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
<b>Billing Cycle 1</b>			
January/February 2025 issue	December 15	January 10	January 16-17
March/April 2025 issue	—	March 14	March 20-21
<b>Billing Cycle 2</b>			
May/June 2025 issue	April 15	May 9	May 15-16
July/August 2025 issue	—	July 11	July 17-18
<b>Billing Cycle 3</b>			
September/October 2025 issue	August 15	September 12	September 18-19
November/December 2025 issue	—	November 7	November 13-14

### 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](mailto: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](mailto:secretary@vosdvm.org). Submit artwork to our graphics team, Concerted Systems, Inc.: [patty@concertedsystems.com](mailto:patty@concertedsystems.com).