

Virginia Veterinary Medical Association
 3801 Westerre Parkway, Suite D
 Henrico, VA 23233



Virginia Veterinary Medical Association



Media / Sponsorship Opportunities

The VVMA welcomes advertising in its publications because it believes that advertising is an important means of keeping the veterinarian informed of current products and services available.

Advertising guidelines:

1. Products or services eligible for advertising shall be germane to and effective and useful in the veterinary practice.
2. Advertisements will not be accepted if they conflict with the VVMA Constitution and Bylaws.
3. All advertising is subject to review and approval by the Advisor and/or VVMA Board of Directors.

Advertising - Sponsorship Opportunities



Advertising Opportunities

Town & Country Call Newsletter

Advertising must be in black and white only and in a .pdf format, or high resolution TIFF.

Ad Size	Per Issue	Annual Contract (4 Issues)
1/6 Page (2 1/4" x 4 3/4")	\$225.00	\$ 800.00
1/3 Page (4 3/4" x 4 9/16")	\$275.00	\$1000.00
1/2 Page (7 1/4" x 4 7/8")	\$350.00	\$1300.00
Full Page (7 1/4" x 9 3/4")	\$525.00	\$2100.00

Classified Ads \$85.00 60 words or less

Flyer Insertions:

- Company provides flyers for insertion (contact VVMA for number of flyers needed)
- Flyers must be 8 1/2" x 11"
- Send flyers to VVMA by submission deadlines
- Limit to one insert per calendar year per company
- Cost: \$300.00



Newsletter submission deadlines:

- **March 1, 2012** (delivered late March/early April)
- **June 1, 2012** (delivered late June/early July)
- **September 1, 2012** (delivered late Sept./early Oct.)
- **December 1, 2012** (delivered the end of December)

Virginia Veterinary Conference Advertising

- A **pre-registration brochure** is mailed to all licensed Virginia veterinarians and veterinarians located in Kentucky, Maryland, North Carolina, Tennessee, and West Virginia. Promote your company to this large veterinary audience by advertising in this brochure.
- The VVC distributes a full-color **onsite program** to all attendees. This is another way you can grab attention and showcase a new product or service. You do not have to exhibit in order to place an advertisement.

Pre-Registration Brochure	Two 4-color full page ads, inside cover	\$1000 each
	4-color full page ads, inside pages	\$750 each
	4-color half page ads	\$400
Onsite Program	Advertiser/Sponsor of program 4-color ad	\$1500

CONTACT INFORMATION	ADVERTISING PAYMENT INFORMATION
Name: _____	• Checks - Make payable to the: Virginia Veterinary Medical Association
Company: _____	• Credit Card  
Address: _____	Credit card #: _____
_____	Billing zip code: _____
Phone: _____	Expiration Date: _____
Email: _____	Card Holder's Name: _____
	V-Code (3 digit code on back of card): _____
	Signature _____
Paying by check, mail payment to: VVMA 3801 Westerre Parkway Suite D Henrico, VA 23233 Questions? Phone: 800-937-8862	By signing this agreement, I authorize the VVMA to place this ad. The VVMA reserves the right to edit copy or reject any ad and does not assume liability for the contents of advertising. I am also authorizing the VVMA to bill the credit card listed above.

Sponsorship Opportunities

Virginia Veterinary Conference

As a sponsor, your company will be recognized in all pre and post conference materials and newsletters if commitment is made prior to print deadline. Advertising will be placed on a first come, first served basis.

Platinum Sponsor Package:

- ✓ Two complimentary booth spaces
- ✓ Choice of booth location in exhibit hall
- ✓ No additional charges for badges
- ✓ 4 banquet tickets
- ✓ Three full page (black & white) advertisements in the newsletter
- ✓ Recognition in all pre and post conference materials and newsletters
- ✓ A "Platinum Sponsor" banner to highlight your booth

Gold Sponsor Package:

- ✓ Two complimentary booth spaces for four of your representatives
- ✓ Choice of booth location (first come, first serve)
- ✓ Two full page (black & white) advertisements in the newsletter
- ✓ Recognized in all pre and post conference materials and newsletters
- ✓ A "Gold Sponsor" banner will be displayed to highlight your booth

Silver Sponsor Package:

- ✓ One complimentary booth space for two of your representatives
- ✓ One full page (black & white) advertisement in the newsletter
- ✓ Recognized in all pre and post conference materials and newsletters
- ✓ Sponsor flag will be displayed at booth

Bronze Sponsor Package:

- ✓ One discounted booth space (50%)
- ✓ Recognized in all pre and post conference materials and newsletters
- ✓ 1/2 page (black & white) advertisement in the newsletter
- ✓ Sponsor flag will be displayed at booth

Other Sponsorships Available - Receive recognition as a contributing sponsor at the conference by supplying:

- ◆ **Conference Bags** - Tote bags are provided to all conference attendees at the Virginia Veterinary Conference. You may increase your company's visibility at the conference with your company's logo on the side of the bag.
- ◆ **Gift Baskets** - Door prize drawings are conducted periodically in the exhibit hall during the Virginia Veterinary Conference. Increase your company's visibility by submitting an item to be raffled off.
- ◆ **Jumpdrives** - Your company logo is printed on a jumpdrive containing the conference proceedings for attendees.

<p>YES - I WANT TO BE A SPONSOR!</p> <p><input type="checkbox"/> PLATINUM SPONSOR (\$10,000 & over)</p> <p><input type="checkbox"/> GOLD SPONSOR (\$7,500 & over)</p> <p><input type="checkbox"/> SILVER SPONSOR (\$5,000 & over)</p> <p><input type="checkbox"/> BRONZE SPONSOR (\$2,500 & over)</p> <p><input type="checkbox"/> OTHER SPONSOR: _____</p> <p><small>Contact the VVMA office at 800-937-8862</small></p>	Company Name: _____
	Representative Name: _____
	Mailing Address or Representative: _____
	Phone: _____
	Email: _____