About the "Allied Connection"

Newsletter publication for AzVMA's Allied Industry members.

- **Publication**: Quarterly newsletter
- **Audience**: veterinarians, veterinary teams, veterinary students
- **Distribution**: electronically
- **Format**: PDF, full-color
- **Size**: 8.5 x 11"

Editorial Content Information

Allied members have the opportunity to submit editorial content for consideration of placement in the AzVMA Allied Connection publication. Content should align with information that Allied members would present and share when visiting veterinary clinics or while exhibiting at AzVMA events. Messaging should be directly related and/or relevant to Arizona's veterinary community.

- **Purpose**: Maintain connections between veterinary clinics and Allied members by keeping clinics informed of new Allied company products, services, and news.
- **Content Suggestions**: Announcements of new local company reps, messaging to veterinary community on lunch and learns, business mergers, new hires, study findings, product releases, etc.
- **Content Specifications**: 150 words or less, excluding punctuation and spacing.
- **Content Submission**: Must be submitted through Allied Connection Content page.

Submission Deadline

See submission deadline dates in table below for inclusion in following editions. Submissions must be received by end of day on the 15th.

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<th>Content Deadline</th>
<th>Newsletter Distributed</th>
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<tr>
<td><strong>March 15, 2023</strong></td>
<td><strong>April 2023 - AzVMA Allied Appreciation Month</strong></td>
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<td><strong>June 15, 2023</strong></td>
<td><strong>July 2023</strong></td>
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<td><strong>September 15, 2023</strong></td>
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<td><strong>December 15, 2023</strong></td>
<td><strong>January 2024 - AzVMA Veterinary Well-Being Month</strong></td>
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The AzVMA respectfully requests all Allied members to refrain from making misleading or false representations in content submitted for the Allied Connection. All submissions are subject to review. All content submitted must have permission obtained for the AzVMA to publish in the Allied Connection. The AzVMA also reserves the right to refuse content that it deems inappropriate or offensive. Acceptance of editorial content for the Allied Connection does not imply endorsement of the product or service by AzVMA.