The NJVMA e-newsletter is delivered to more than 3,500 individuals every third Tuesday of every month. Contents include association news, updates, and events; industry news, legislative updates, and more!

Over 4 Billion people turn to social media for news, entertainment, and information. Get in front of high-quality potential leads by showcasing your product or event on NJVMA’s social media platforms!

Virtual CE webinars are key to educating and connecting with busy Veterinarians! With your generous sponsorship, NJVMA is able to offer these valuable CE sessions to our members!
ADVERTISING GUIDE

AD SIZES & PRICING

Leaderboard - 600x100px
Premium Placement: $250/month
Standard Placement: $200/month

Square - 800x800px: $150/month

RESERVATIONS & AD MATERIALS

- NJVMA Online Media Advertising is sold on a first-come, first-served basis. Metrics/analytics and proof of publication will be supplied upon request.
- Advertiser must supply proposed/draft artwork and copy for all advertisements at least 30 business days in advance of posting date. If an ad does not meet guidelines and is sent back to the advertiser for revision, NJVMA must receive the revised artwork within 5 business days.
- NJVMA will review ad content to ensure it meets NJVMA messaging guidelines. NJVMA reserves the right to reject any ad on any basis; all decisions by NJVMA are final.

CANCELLATIONS

Ads may be cancelled up to 30 business days in advance with no penalty; ads cancelled within 30-15 days of scheduled ad posting will be charged 50% of the agreed upon fee for that ad. Ads cancelled within 15 days of scheduled posting will be charged 100% of the agreed upon fee for that ad.

PAYMENTS

NJVMA accepts credit, debit, or electronic funds transfer payments only for advertisements. Payment information must be provided with your space reservation; advertisements will not run without providing this information to NJVMA. Full payment for ads will be processed 10-15 days before the scheduled posting date; the ad will not run if payment is rejected for any reason.

Send final digital ad files to: malia.friesen@njvma.org
ONLINE MEDIA AD INSERTION ORDER

- Leaderboard
  - Premium Placement - $250/month
  - Standard Placement - $200/month
- Square - $150/month

What month(s) do you want your ad to run?
- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

☐ I have read and agree to NJVMA’s Reservation, Cancellation, and Payment terms.

Contact Information

Company/Agency:

Company/Product represented in ad:

Contact Name:

Address:

City: State: Zip:

Phone: Fax:

Email:

Billing Information

Company/Agency:

Contact Name:

Address:

City: State: Zip:

Phone: Fax:

Email:

Billing Authorization

NJVMA accepts credit, debit, or electronic funds transfer payments. I authorize full payment for the ad described below:

<table>
<thead>
<tr>
<th>Placement</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Standard</td>
<td>$</td>
</tr>
<tr>
<td>Leaderboard Premium</td>
<td>$</td>
</tr>
<tr>
<td>Square</td>
<td>$</td>
</tr>
<tr>
<td>TOTAL DUE</td>
<td>$</td>
</tr>
</tbody>
</table>

Credit Card Information:

- Visa
- Mastercard
- American Express
- Discover
- Electronic Funds Transfer

Credit Card #: Exp. Date:

Name on Card:

Authorized Signature:

Bank Account Information:

Account Number:

Bank Routing Number:

If you are interested in advertising in NJVMA Online Media or would like to request additional information, please contact:

NJVMA
malia.friesen@njvma.org
908.281.0918

MAILING ADDRESS
750 Route 202, Suite 200
Bridgewater, NJ 08807
TERMS & CONDITIONS

RESERVATIONS & AD MATERIALS

- NJVMA will post only one advertisement up to four days each week on each of NJVMA’s social media sites (Facebook, LinkedIn, Twitter, and Instagram). Advertisements will be posted at or as close as possible to 10 am Eastern Time every day. Space is sold on a first-come, first-served basis.
- Advertiser must supply proposed/draft artwork and copy for all advertisements at least 30 business days in advance of posting date. If an ad does not meet guidelines and is sent back to the advertiser for revision, NJVMA must receive the revised artwork within 5 business days. Advertiser must supply finished/final artwork and copy for all advertisements at least 10 business days in advance of posting date.
- Multiple posts regarding the same subject matter must be scheduled a minimum of 7 days apart on a single social platform. NJVMA reserves the right to reject any ad on any basis; all decisions by NJVMA are final.

PAYMENTS

- NJVMA accepts credit, debit, or electronic funds transfer payments only for social media advertisements. Payment information must be provided with your space reservation; advertisements will not run without providing this information to NJVMA. Full payment for ads will be processed 10-15 days before the scheduled posting date; the ad will not run if payment is rejected for any reason.

CANCELLATIONS

- Ads may be cancelled up to 30 business days in advance with no penalty; ads cancelled within 30-15 days of scheduled ad posting will be charged 50% of the agreed upon fee for that ad. Ads cancelled within 15 days of scheduled posting will be charged 100% of the agreed upon fee for that ad.

SOCIAL MEDIA RATES
(All NET to NJVMA)

- $50 each day for one social media site
- $100 each day for two social media sites
- $150 each day for three social media sites
- $200 each day for four social media sites
## SOCIAL MEDIA AD INSERTION ORDER

### Platform:
- Facebook
- Twitter
- Instagram
- LinkedIn

<table>
<thead>
<tr>
<th>Platform</th>
<th># of Posts</th>
<th>Total # of Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
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<td></td>
</tr>
<tr>
<td>LinkedIn</td>
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<td></td>
</tr>
</tbody>
</table>

☐ I have read and agree to abide by NJVMA's Social Media Advertising Terms & Agreements

## Contact Information

Company/Agency:

Company/Product represented in ad:

Contact Name:

Address:

City: ____________
State: ____________
Zip: ____________

Phone: ____________
Fax: ____________

Email: ____________

## Billing Information

Company/Agency:

Contact Name:

Address:

City: ____________
State: ____________
Zip: ____________

Phone: ____________
Fax: ____________

Email: ____________

## Billing Authorization

One post per day, per site @ $50 per post: Total Posts: ___ x $50 = $ ___ Total Due

NJVMA accepts credit, debit, or electronic funds transfer payments. I authorize full payment for the ad described below:

☐ Visa
☐ Mastercard
☐ American Express
☐ Discover
☐ Electronic Funds Transfer

<table>
<thead>
<tr>
<th>Credit Card Information:</th>
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</thead>
<tbody>
<tr>
<td>Credit Card #:___________</td>
</tr>
<tr>
<td>Exp. Date:_______________</td>
</tr>
<tr>
<td>Name on Card:____________</td>
</tr>
<tr>
<td>Authorized Signature:___</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bank Account Information:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account Number:___________</td>
</tr>
<tr>
<td>Bank Routing Number:_______</td>
</tr>
</tbody>
</table>

If you are interested in advertising in NJVMA Online Media or would like to request additional information, please contact:

NJVMA
malia.friesen@njvma.org
908.281.0918

Mailing Address
750 Route 202, Suite 200
Bridgewater, NJ 08807
WEBINAR SPONSORSHIP GUIDE

NJVMA is the preeminent trusted authority on, and indispensable source for, education, information, and resources for the veterinary community in New Jersey. With your generous sponsorship, NJVMA is able to offer these valuable CE sessions at no cost to the more than 3,500 individual members across the state.

Our webinar series allows NJVMA members to access the most relevant and valuable topics in veterinary medicine while earning continuing education credits. Our typical webinar draws 100+ registrants. If permission is granted, we can record the webinar and make it available to members on-demand, which increases views by 50-75% over the course of several months. To enhance member value even more, if you provide a 5-question quiz, NJVMA can offer CE credit to members who watch the recording and successfully complete the quiz.

Please contact NJVMA for available dates.

**SPONSORSHIP PRICING:** $1,500 per webinar

**RESERVATIONS**

All webinar topics and speakers must be approved by the NJVMA Continuing Education Committee. Please submit the following information along with your completed reservation form:

1. Session Title
2. Session Description
3. Learning Objectives
4. Speaker Name, Title, Credentials (or resume/CV)

If the topic and speaker are approved, NJVMA will contact you to determine the date and time of the webinar.

NJVMA will host the webinar on its Zoom platform and promote the session to its membership using information provided by you. NJVMA will process all registrations and handle all CE certificate details. In order to provide ample time for the approval process and promotions, it is recommended that completed reservation forms and all of the above required information be submitted to NJVMA at least three months in advance of the desired webinar date.

**PAYMENTS**

- Full payment for sponsorship is due upon confirmation from NJVMA to you of the acceptance of your speaker and topic. Webinars may not be cancelled once payment is received. In the event of unforeseen circumstances, webinars will be re-scheduled for a later date.

- **Ability to provide session topic and speaker (must be approved by NJVMA)**
- **Branding on all marketing/promotion pieces**
- **Branding on all social media promotions**
- **Branding on event landing page**
- **Branding on pre-event communications/messages to attendees**
- **Branding on post-event communications/messages to attendees**
- **Logo on session opening slide**
- **Ability to introduce speaker**
- **Ability to provide a 2-minute video to play before start of session**
- **Ability to send email to attendees after the event (through NJVMA)**
WEBINAR SPONSORSHIP ORDER

☐ I have included information about the webinar title, description, learning objective, and speaker.

Contact Information
Company/Agency:
Contact Name:
Address:
City: State: Zip:
Phone: Fax:
Email:

Billing Information
Company/Agency:
Contact Name:
Address:
City: State: Zip:
Phone: Fax:
Email:

Billing Authorization
NJVMA accepts credit, debit, or electronic funds transfer payments. I authorize full payment for the ad described below:

☐ Visa
☐ Mastercard
☐ American Express
☐ Discover
☐ Electronic Funds Transfer

Credit Card Information:
Credit Card #: ____________________________ Exp. Date: ____________________________
Name on Card: ____________________________
Authorized Signature: ____________________________

Bank Account Information:
Account Number: ____________________________ Bank Routing Number: ____________________________