



AMERICAN ANIMAL HOSPITAL ASSOCIATION

# 2024 Media Kit



# **SUCCESS** *unleashed*

MARKETING AND MEDIA SOLUTIONS DESIGNED TO GROW YOUR BUSINESS

# AAHA CONNECTS YOU WITH THE RIGHT AUDIENCE

Members most value AAHA for helping them stay informed, for providing access to high-quality services, and for the feeling of personal accomplishment that comes from accreditation.

More clients means higher use volume, which equates to a greater opportunity for product sales.



# MARKETING SOLUTIONS DESIGNED TO GROW YOUR BUSINESS

Your products and services are unique and it's critical to have a marketing program that caters to specifically to you - while making sure your organization takes center stage.

AAHA's range of offerings, from advertising to exhibit space to custom content and more, provides that spotlight, and offers you the most effective ways to boost your growth and visibility..

By partnering with AAHA, you'll connect with a vibrant community of members who highly value us for keeping them informed, providing access to high-quality services, and helping them achieve personal accomplishment through accreditation. Joining this community opens doors to more clients, higher revenue and growing demand for your products and services.

Discover how AAHA can empower your business to grow. It's all about connecting with members on channels they rely on through their journey toward veterinary excellence. Join us today and unleash your potential.

## AMERICAN ANIMAL HOSPITAL ASSOCIATION

Since 1933, the American Animal Hospital Association (AAHA) has been the only organization to accredit veterinary hospitals with more than 900 standards. AAHA seeks to simplify the journey towards excellence for veterinary practices and lead the profession in the provision of the highest quality care for pets by improving standards of care, championing accreditation, and supporting our members in all aspects of this pursuit. Today, nearly 15% of veterinary practices in the United States and Canada are AAHA accredited or preaccredited.

More than 91% of AAHA members believe accreditation holds them to standards that make their practices better, which means a warm reception for your company's solutions to their common problems.



# LEARNING

## EXPLORE A MULTITUDE OF OPTIONS AND STAY AHEAD OF THE PACK!

Discover a world of possibilities and tap into the full potential of your business. Whether you have a groundbreaking product to promote or want to remind the industry of your existing offerings, our tailored solutions are here to elevate your brand and captivate your target audience. Let's embark on a journey of growth, success, and endless possibilities.

**Sponsored Webinars \$12,500**

### LIVE ONLINE LEARNING FOR THE WHOLE TEAM

Get your expertise noticed and reach an eager audience through AAHA's webinars. Choose your own (clinically relevant) adventure with a sponsored webinar! Present us your topic, learning objectives and subject matter expert and AAHA's Learning Team will bring your webinar to life!

All webinars are subject to AAHA approval.



# AAHA CON 2024

## THE ANNUAL CONFERENCE FOR VETERINARY SUPER HEROES

Position your brand at the forefront of veterinary medicine when you sponsor or exhibit at AAHA CON. Educational and prospecting opportunities abound, with the entire veterinary profession encouraged to attend.

**AAHA's annual conference — open to both AAHA members and non-members — is the place to connect with veterinary professionals who convene to:**

- Access critical education for the whole team: from clinical topics to raise their care game to improving all facets of practice operations
- Learn effective and efficient implementation of AAHA guidelines and strategic initiatives to create a better world within your practice
- Discover the latest trends, tools, techniques, products, and services
- Network with experts and colleagues
- Take a break from it all and fall back in love with the profession

**September 12 – 14, 2024**

Gaylord National Resort and Convention Center, National Harbor, MD



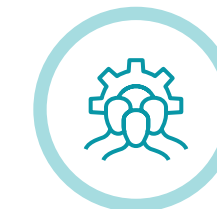
**67%**

Found Access to Sales Reps Valuable



**64%**

Attendees were First-time Attendees



**80%**

Found Continuing Education Sessions Valuable



**71%**

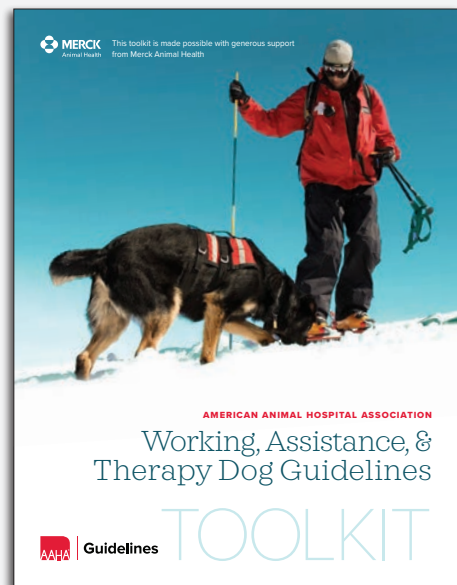
Would Recommend the Event to their Colleagues



**65%**

Were DVMs, Administrators or Practice Owners

1 Source: AAHA Connexity Attendee Survey, 2022



# AAHA GUIDELINES

## A ROADMAP TO VETERINARY EXCELLENCE

AAHA guidelines are overwhelmingly sought out and continually referenced by veterinary professionals. Now, with more ways to support guidelines releases, you can strategically align your brand while elevating veterinary champions.

### AAHA GUIDELINES **\$35,000**

#### A Must-Have Clinical Resource

Make your brand the catalyst for clinical excellence in veterinary practice by sponsoring our highly coveted Guidelines. More than 45% of AAHA practices use AAHA Guidelines to update their clinical protocols, and create checklists, tables, etc. for specific AAHA Guidelines.

### AAHA GUIDELINES TOOLKITS **\$22,500**

#### Make Guidelines Implementation a Walk in the Park

Empower the veterinary team and enhance brand awareness by supporting the release of guidelines and providing them with the necessary tools for practical implementation. From technicians to CSRs and pet owners, your exclusive sponsorship of a toolkit makes a lasting impression.

### AAHA GUIDELINES WEBINARS **\$10,000**

#### Practical Insights and Interactive Learning for Guidelines Implementation

Support a one-hour turnkey webinar with our diverse audience of veterinary team members. Increasingly well-attended, our guidelines webinars offer you benefits such as content and, RACE-approval application and post event CE letter distribution, post event attendee survey, and brand recognition in our webinar archives, all handled by the AAHA Learning Team. Ask us about special bundle pricing when investing in multiple Guidelines assets.

## 2023 GUIDELINES PAGEVIEWS JANUARY 1 – JUNE 1

Anesthesia	189,567
Canine Vax	181,984
Diabetes	151,282
Infection Control	105,745
Feline Vax	91,400
Fluid Therapy	91,291
Dental	68,204
Senior Care	29,845
Canine Life Stage	36,376
Pain Management	34,299
Oncology	26,157
Feline Life Stage	21,015

### AAHA Certificates **\$1,000 / \$20,000**

#### PUTTING KNOWLEDGE INTO ACTION

Elevate industry expertise with AAHA's interactive learning platform. Participants gain tools to effectively communicate AAHA guidelines and receive relevant continuing education credit while your sponsorship boosts brand loyalty. At completion of the easily accessible course, participants receive a digital badge to proudly display on their social media, websites, and more.

**\$1,000** (scholarship) / **\$20,000** (sponsorship)

## UPCOMING GUIDELINES RELEASES

AAHA Fluid Therapy in Dogs and Cats – Q1 2024

AAHA Community Care for Dogs and Cats – Q3 2024

AAHA Referral Guidelines – Q4 2024

AAHA Referral Guidelines Task Force Meeting – Q4 2023

One Health Guidelines – Q2 2025

One Health Guidelines Task Force Meeting – Q1 2024

Oncology Guidelines – Q4 2025

Oncology Task Force Meeting – Q2 2024

Behavior Management Guidelines – Q1 2026

Behavior Task Force Meeting – Q3 2024

*Guidelines production schedule subject to change.*



# IMPACTING THE VETERINARY PROFESSION

## AAHA COMMUNITY **\$1,500 – \$27,500**

### Private Social Platform, More Personal Connections

Elevate your ROI by engaging with AAHA members directly through our member forum, connecting with those who need your products and services. Gain visibility in the sponsor directory, publish content, interact with the community, capture leads, and host live events, all while experiencing the personalized engagement that rivals face-to-face interaction.

## CAREER CENTER **\$5,000**

### Fueling Career Growth, Providing Compensation Data

Stand out in the crowd when AAHA members go searching for industry benchmarks on compensation work-life balance, and benefits. If you're in the process of hiring, rest assured that AAHA's job board, with over 60,000 pageviews, a community of 5,000 active candidates and over 4,500 employers, will efficiently connect you with your top prospects.

## CENTRAL LINE PODCAST **\$50,000 (Annual Exclusive)**

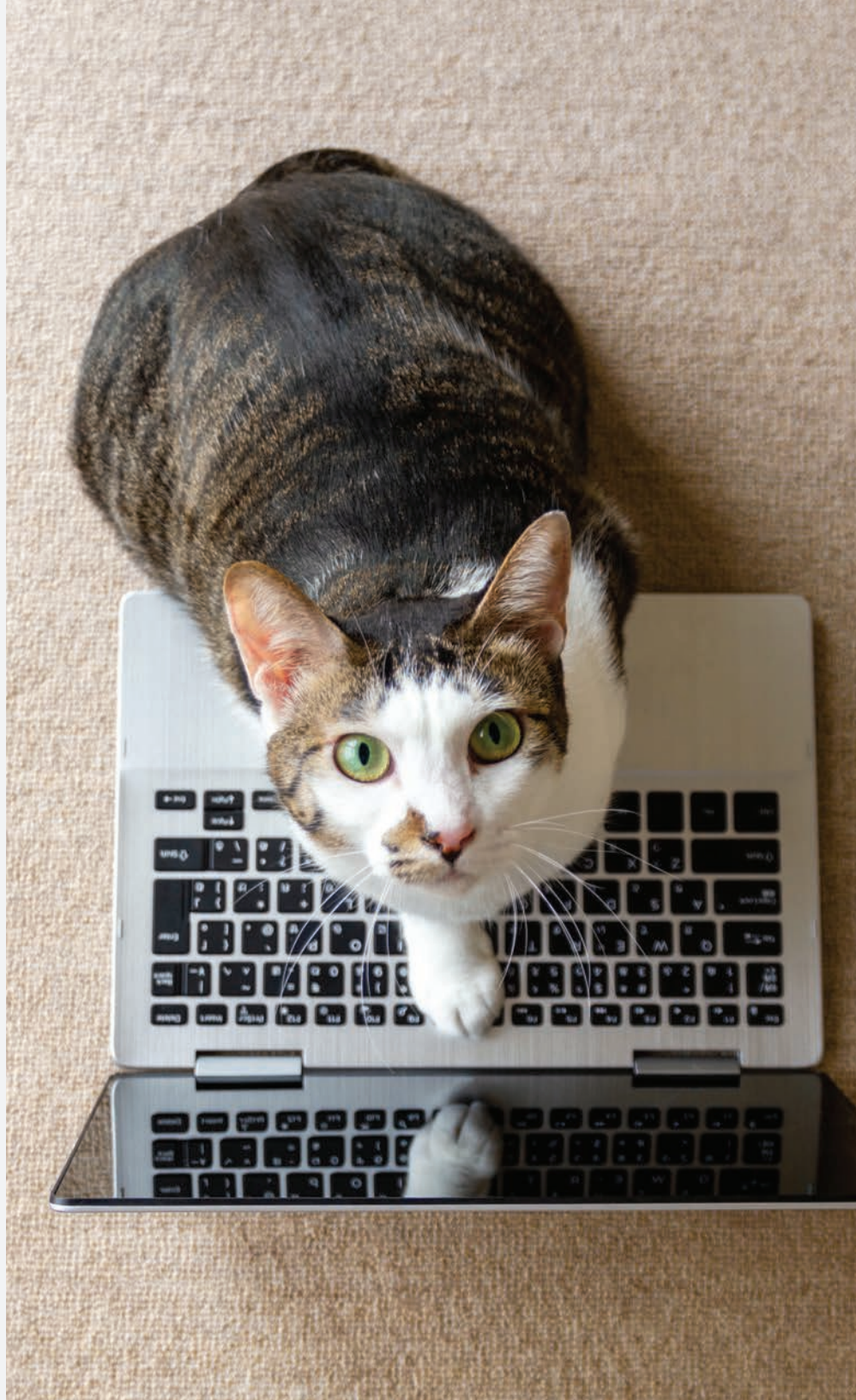
### Your Prospects Are All Ears

Engage your audience with a unique podcast, hosted by Katie Berlin, DVM, that reaches all team members and provides a holistic approach to problem-solving. With up to 40 new episodes a year, each podcast features thought leaders discussing trending topics that matter, driving meaningful conversations and fostering growth within the veterinary community.

## AMPLIFY SPONSORED COHORTS **\$9,250**

### Your Content Amplified over Myriad Channels

When small groups work together to earn their AAHA Certification, your relevant content can be included in the curriculum as you sponsor practices of your choosing. Cost is for 5 practices.



## DEVTP CATALYST SCHOLARSHIPS **\$12,000**

### Nurture of Veterinary Professionals

Build students' loyalty while you help build the profession by offering up-and-comers a convenient way to earn their qualifications through AAHA's accredited, AVMA-approved Distance Education Veterinary Technology Program.

## AAHA BENCHMARKING **\$50,000**

### The Tools Veterinary Practices Need to Succeed

As veterinary teams realize the importance of daily check-ups on the health of their practice, your brand will be all over the reports that update daily. Live data compares their performance insights to the broader veterinary space — spurring fiscally healthier businesses.

## AAHA SOCIAL MEDIA **\$5,000 – \$15,000**

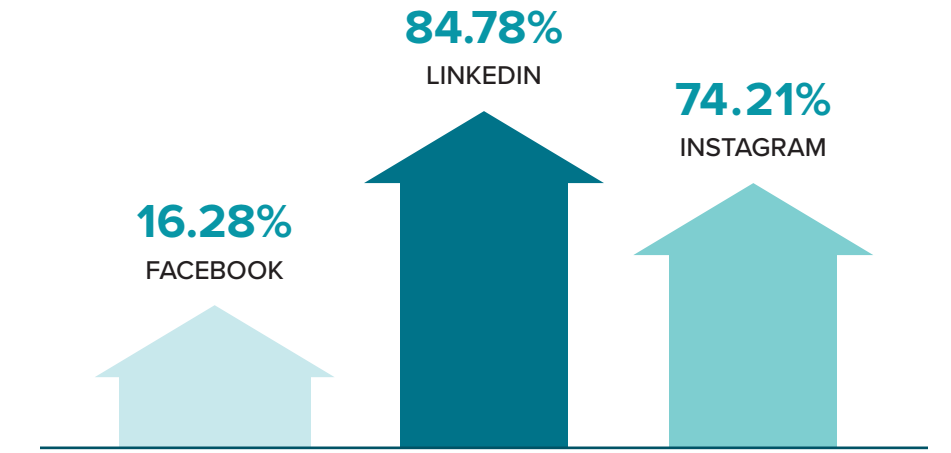
### Unlock the Power of Social Influence

Drive brand awareness and shape the conversation with custom, engaging social media campaigns on AAHA's continually growing social platforms. Work with us to tailor an educational, informative social media campaign that works for your business.

## SOCIAL MEDIA FOLLOWERS (As of June 2023)\*

Facebook	209,827
LinkedIn	55,290
X (formerly Twitter)	28,107
YouTube	3,375
Instagram	2,747

\* Post Impressions Average Potential Reach (across all platforms, Jan – Jun 2023): 1,281,894  
Average post engagement rate (across all platforms, Jan – June 2023): 3.6%



## SOCIAL MEDIA GROWTH 2022 – 2023

## AAHA Custom Content **\$2,600 – \$47,500**

### Personalize your Connection to Veterinary Pros

Collaborate with our team to develop goal-based programs that engage veterinary professionals and create meaningful connections through a variety of offerings, including advertorials, custom booklets, targeted articles, roundtable discussions, and more.

#### Options Include:

- Polybagged or tipped-in custom booklets in *Trends*®
- Targeted articles and advertisements in *NEWStat*®
- Roundtable discussions polybagged or appearing in *Trends*®
- Posters or wall clings mailed with *Trends*® or hand-delivered by your sales team

## Mailing Lists **starting at \$800**

### Deliver Your Message to the Right Mailbox

From postcards to product catalogs, you can make sure that your investment in creative paper and postage are well worth your money.



## NEW IN 2024

**Sponsored Research** starting at **\$5,000**

### Market Insights at your Fingertips

Everyone knows that knowledge is powerful. And without insights to your products and services means making changes can make or break your chances for success. From custom research to subscriptions to focus groups to syndicated brand research, AAHA offers a breadth of sponsored research that can inform your team on what the veterinary profession really thinks about your offering. Our team makes it easy — working with you to design and administer surveys and offer the critical analyses that can steer you in the right direction.

**AAHA Membership Sponsorship** starting at **\$3,000**

### Unlock a World of Benefits for your Clients

By offering AAHA membership — either individual or organizational — you empower your customer with exclusive access to high-quality resources, valuable educational content, and a network of trusted veterinary professionals. Strengthen client loyalty and showcase your commitment to excellence in veterinary care by providing the gift of AAHA memberships.

**Your Pet** as low as **\$1,000/month**

### Expand your Brand Awareness in a Consumer Market

*Your Pet* combines the strength of more than 2 million consumer views to pet parent content on aaha.org. AAHA's *Your Pet* uses an AI platform to produce a monthly e-newsletter featuring pet care content from AAHA.org as well as other reliable consumer sites. By placing your brand within *Your Pet*, you'll connect with a receptive consumer base eager to explore and invest in pet-related offerings.



## STRATEGIC ALLIANCE PROGRAM

### Unleash Savings And Watch Your Brand Fetch Success

As a marketer, you understand the importance of reaching your prospects and customers. The importance of reaching your prospects and customers through channels they trust on their journey toward excellence. The Strategic Alliance Program (SAP) is the perfect tool to give your brand and business a boost among eager buyers. With SAP, you have the power to strategically allocate your resources, tailoring your advertising and marketing initiatives to meet your ever-changing needs. Customization is our specialty, ensuring your investments earn you all the rewards deserving of your best-in-show status.

- Delve into our menu of possibilities, featuring trusted classics and compelling new ventures that will make your tail wag with excitement.
- Tailor your investment to unlock greater savings and benefits, as the more you invest, the more you'll fetch in return
- Demonstrate your association with AAHA through the use of the prestigious Strategic Alliance Program Logo on your advertising materials
- Enjoy the spotlight with website recognition

Talk to us about joining the pack and maximize your impact with the Strategic Alliance Program!

SAP Level	Includes Corporate Membership	Your Investment	Your Purchasing Power	Your Savings
Diamond	✓	\$375,000	\$430,000	\$55,000
Platinum	✓	\$275,000	\$310,000	\$35,000
Gold	✓	\$175,000	\$195,000	\$20,000
Emerald	✓	\$125,000	\$137,500	\$12,500
Sapphire	✓	\$90,000	\$98,500	\$8,500
Silver	✓	\$65,000	\$71,000	\$6,000
Garnet	✓	\$50,000	\$54,000	\$4,000
Turquoise	✓	\$37,500	\$40,500	\$3,000
Bronze	✓	\$25,000	\$27,000	\$2,000
Copper	✓	\$15,000	\$14,250*	Varies**
Topaz	✓	\$10,000	\$8,850*	Varies**
Quartz	✓	\$7,500	\$6,150*	Varies**

\* Corporate membership dues (\$1,750) deducted from investment  
 \*\* Savings will vary based on marketing products and services selected

### CORPORATE MEMBERSHIP INCLUDES:

- Use the Strategic Alliance Program logo on your website and materials
- Recognition on aaha.org
- Access online member-only AAHA content and publications
- Receive print subscriptions of *Trends*® and discounts on AAHA resources, educational programming, and publications

# GROWING RELATIONSHIPS THAT FEED YOUR BUSINESS



## AAHA ADVANTAGE — THE MEMBER GPO

Providing members with the tools and savings they need to deliver excellent veterinary care.

Boost your product's adoption rate with AAHA members, who outperform non-accredited practices in earnings and spending. When featured in AAHA Advantage, a group-purchasing organization exclusive to AAHA-accredited practices, expect a 15% spending increase compared to other group purchasing organizations. Nearly 2/3 of Advantage subscribers report the program very or extremely valuable<sup>1</sup> and truly appreciate the rebates that cover their Advantage membership dues.

### How It Works

AAHA Advantage is a group-purchasing program that provides discounts and rebates to members. The program continues to grow, with over 1,500 members nationwide. Program fees are purely administrative. AAHA does not retain any of the rebates paid by participating vendors; rather, those savings are distributed to AAHA Advantage members.

## PREFERRED BUSINESS PROVIDER PROGRAM

More ways to connect through AAHA savings programs.

When you earn the exclusive, category-specific position within the Preferred Business Provider Program, tens of thousands of members will be within reach. Plus, you'll earn the "AAHA recommended" label and dedicated marketing to raise your credibility and awareness.

Become part of AAHA's inner circle when you provide AAHA members with customized programs and dedicated support representatives at your company. Members also appreciate it when you offer unique, exclusive benefits and pricing. Be a trusted partner. Become a reliable resource.

For more information and pricing on these programs, please contact Nathan Chambers at 303-335-6371 or nathan.chambers@aaaha.org.

## Trends® magazine

Connect with a Dynamic Community of Veterinary Professionals

*Trends® magazine* — where practical management and operational guidance converge to empower veterinary hospital teams for success. Recent member survey results show *Trends®* is considered one of the top member benefits. Published monthly, *Trends® magazine* is filled with best business practices, single-theme issues, *JAAHA®* abstracts, and executive summaries of AAHA guidelines. Advertising in *Trends®* will unlock a multitude of benefits for your business!

- Reach AAHA members and subscribers monthly in print and digital formats.
- Gain exposure to nonsubscribers through free monthly articles share via email, social media, and featured in *NEWStat®*.
- Receive complimentary website listing in the magazine's Advertiser Index.
- Amplify your message with bonus distribution at all major conferences.

### Trends® advertising opportunities include:

- Multiple sizes of print and digital ads to fit your budget
- Inserts or other custom pieces
- False covers and belly bands
- Content booklets and posters
- Roundtable booklets

Data below: <sup>1</sup> Source: Website data from January – July 2023  
<sup>2</sup> Members share their magazine with an average of 2.3 colleagues



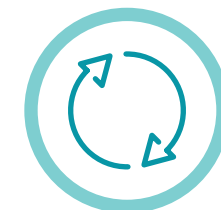
45,641<sup>1</sup>

ONLINE PAGEVIEWS



3:10<sup>1</sup>

AVERAGE TIME ON WEBPAGE



30,000

CIRCULATION (PRINT)



54,000<sup>2</sup>

TOTAL READERSHIP (PRINT)



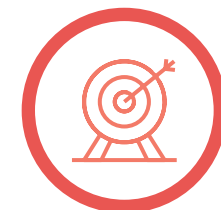
93%

Spend Time on at least 1/2 of Every Issue



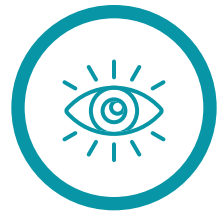
58%

Took Action after Seeing an Ad



68%

Believe *Trends'* Tips Are Valuable, Immediately Useful



250,289<sup>1</sup>

ONLINE PAGEVIEWS



50,000

DIGITAL SUBSCRIPTIONS



7,000

CIRCULATION (PRINT)



89%<sup>2</sup>

Skim/Read at least 1/2 of Every Issue



88%<sup>2</sup>

View JAAHA® as a Trusted Source for Scientific Info



64%<sup>2</sup>

Access JAAHA® Online

## JAAHA® (Journal of the American Animal Hospital Association)

### Pioneering Veterinary Medicine at Your Fingertips

JAAHA® connects the veterinary profession with innovative medicine. As the bimonthly, peer-reviewed medical journal, JAAHA® is the trusted source for original studies and objective research, thanks to the built-in trust the readers have in AAHA. Gain brand visibility as our readers turn to JAAHA® for the latest in veterinary medicine.

### Discover the benefits of advertising in JAAHA®:

- Distributed bimonthly to members and subscribers
- Your advertising will garner attention as members first look to JAAHA® for the newest guidelines
- Peer-reviewed topics at the forefront of veterinary medicine
- Free JAAHA® article distributed bimonthly to nonsubscribers via social media and featured in NEWStat® acting as a gateway to potential customers

### Opportunities include

- False covers and belly bands
- Print and digital advertising
- Inserts

<sup>1</sup> Jan 1, 2023 – Jul 31, 2023. Google Analytics.

<sup>2</sup> Readership Survey of Trends®, JAAHA®, and NEWStat® conducted by Readex Research

## NEWStat®

### A Personalized Connection to the Veterinary World

In this digital newsletter, cutting-edge artificial intelligence is used to ensure the right content is pushed to the right readers. NEWStat® delivers precisely what readers crave based on their interests, ensuring targeted and personalized content for every subscriber. With NEWStat® distributed three times a week, seize the opportunity to build faster and more precise awareness compared to any other media option.

### The Perks of Advertising in NEWStat®:

- Tailored e-newsletters using AI translates into high open rates - improving ad visibility
- Choose between advertising or submit thought leader articles that showcase your expertise

### Explore multiple advertising opportunities:

- Capitalize on digital advertising in the e-newsletter and NEWStat® online
- Showcase your expertise through educational articles

420,465<sup>1</sup>

ONLINE PAGEVIEWS



6:22<sup>1</sup>

AVERAGE TIME ON WEBPAGE



30,000<sup>2</sup>

DIGITAL SUBSCRIPTIONS



4.88%<sup>2</sup>

CLICK-THROUGH RATE



46.65%<sup>2</sup>

OPEN RATE



<sup>1</sup> Source: Google Analytics <sup>2</sup> Source: rasa.io



# EDITORIAL CALENDARS

A full year of engaging content on the practice management and medical topics that matter to today's veterinary professionals.

## 2024 Trends® Key Topics

- |   |  |  |  |   |   |
|---|--|--|--|---|---|
| <p><b>January</b></p> <ul style="list-style-type: none"> <li>Practice Management</li> <li>Technology</li> <li>Telehealth</li> </ul>             | <p><b>March</b><br/><i>Behavior Issue</i></p> <ul style="list-style-type: none"> <li>Behavior</li> <li>Telehealth</li> <li>Staffing</li> </ul> | <p><b>May</b></p> <ul style="list-style-type: none"> <li>Practice Finance</li> <li>Software</li> <li>Lasers</li> </ul>                                   | <p><b>July</b></p> <ul style="list-style-type: none"> <li>Exotics / Avians</li> <li>Nutrition</li> <li>End of Life Care</li> </ul>                                   | <p><b>September</b></p> <ul style="list-style-type: none"> <li>Pain Management</li> <li>CBD</li> <li>Emergency Preparedness</li> </ul>                                    | <p><b>November</b><br/><i>Senior Issue</i></p> <ul style="list-style-type: none"> <li>Senior Care</li> <li>Pharmaceuticals</li> <li>Alternative Medicine</li> </ul> |
| <p><b>February</b></p> <ul style="list-style-type: none"> <li>Dentistry</li> <li>Diagnostics / Lab Equipment</li> <li>Client Service</li> </ul> | <p><b>April</b></p> <ul style="list-style-type: none"> <li>Parasites</li> <li>Dermatology</li> <li>Artificial Intelligence</li> </ul>          | <p><b>June</b><br/><i>Pride Issue</i></p> <ul style="list-style-type: none"> <li>DEIB</li> <li>Staffing / Retention</li> <li>Practice Culture</li> </ul> | <p><b>August</b><br/><i>Cat Issue</i></p> <ul style="list-style-type: none"> <li>Feline Medicine</li> <li>Diagnostics / Lab Equipment</li> <li>One Health</li> </ul> | <p><b>October</b><br/><i>Technician Issue</i></p> <ul style="list-style-type: none"> <li>Staffing / Retention</li> <li>Telehealth</li> <li>Culture / Wellbeing</li> </ul> | <p><b>December</b></p> <ul style="list-style-type: none"> <li>Pet Insurance</li> <li>Telehealth</li> <li>Preventive Care</li> </ul>                                 |

## 2024 JAAHA® Key Topics

- |   |   |  |  |  |  |
|---|---|--|--|--|--|
| <p><b>January / February</b></p> <p><i>2023 AAHA Senior Care Guidelines for Dogs and Cats</i></p> <ul style="list-style-type: none"> <li>Infectious Diseases</li> <li>Internal Medicine</li> <li>Neurology</li> </ul> | <p><b>March / April</b></p> <ul style="list-style-type: none"> <li>Emergency and Critical Care</li> <li>Oncology</li> <li>Soft Tissue Injury</li> </ul> | <p><b>May / June</b></p> <p><i>2023 AAHA Selected Endocrinopathies of Dogs and Cats Guidelines</i></p> <ul style="list-style-type: none"> <li>Emergency and Critical Care</li> <li>Pain Management</li> <li>Radiology and Imaging</li> </ul> | <p><b>July / August</b></p> <ul style="list-style-type: none"> <li>Internal Medicine</li> <li>Oncology</li> <li>Surgery</li> </ul> | <p><b>September / October</b></p> <p><i>2023 AAHA Management of Allergic Diseases Guidelines</i></p> <ul style="list-style-type: none"> <li>Dermatology</li> <li>Urology</li> <li>Ultrasonography</li> </ul> | <p><b>November / December</b></p> <ul style="list-style-type: none"> <li>Orthopedics</li> <li>Ophthalmology</li> <li>Toxicology</li> </ul> |
|---|---|--|--|--|--|

Editorial Calendar subject to change.

## Trends® and JAAHA® Reprints

Customize articles with your company logo. Contact Stephanie Pates for more information at [stephanie.pates@aaha.org](mailto:stephanie.pates@aaha.org).



## Digital Advertising

The diverse nature of our web content invites over 10 million visitors<sup>1</sup> to [aaha.org](http://aaha.org) each year. Whether you're looking to reach job seekers, clinicians, operations staff, or pet owners, there is an opportunity to create focused web campaigns that align with your organization's goals.

Contact us to build a web presence that works!

- JAAHA®, Trends®, and AAHA digital advertising
- Branded or product email to AAHA members

[aaha.org](http://aaha.org)

6.7<sup>1</sup>  
MILLION  
ONLINE  
PAGEVIEWS



2:43<sup>1</sup>  
AVERAGE TIME  
ON A PAGE



<sup>2</sup> Website data from Jan. 1, '22 – Dec. 31, '23

# 2024 RATES

**Trends®**

Advertising	1x	3x	6x	9x	12x
<b>Full Spread</b> 16.75" x 10.875"	<b>\$9,725</b> BW: \$5,150	<b>\$9,125</b> BW: \$4,825	<b>\$8,625</b> BW: \$4,550	<b>\$8,225</b> BW: \$4,325	<b>\$7,800</b> BW: \$4,100
<b>Full Page</b> 8.375" x 10.875"	<b>\$4,900</b> BW: \$2,600	<b>\$4,600</b> BW: \$2,425	<b>\$4,350</b> BW: \$2,300	<b>\$4,150</b> BW: \$2,200	<b>\$3,950</b> BW: \$2,050
<b>Premium Position*</b>	<b>\$5,025</b>				
<b>1/2 Page Horizontal</b> 7.875" x 5"	<b>\$3,300</b> BW: \$1,725	<b>\$3,100</b> BW: \$1,625	<b>\$2,875</b> BW: \$1,525	<b>\$2,725</b> BW: \$1,450	<b>\$2,575</b> BW: \$1,350
<b>1/2 Page Vertical</b> 3.75" x 10.375"	<b>\$3,300</b> BW: \$1,725	<b>\$3,100</b> BW: \$1,625	<b>\$2,875</b> BW: \$1,525	<b>\$2,725</b> BW: \$1,450	<b>\$2,575</b> BW: \$1,350
<b>1/4 Page Vertical</b> 3.75" x 5"	<b>\$2,675</b> BW: \$1,425	<b>\$2,500</b> BW: \$1,325	<b>\$2,375</b> BW: \$1,225	<b>\$2,275</b> BW: \$1,175	<b>\$2,125</b> BW: \$1,125
<b>2/3 Page Vertical</b> 5" x 10.375"	<b>\$4,150</b> BW: \$2,200	<b>\$3,875</b> BW: \$2,000	<b>\$3,625</b> BW: \$1,900	<b>\$3,475</b> BW: \$1,825	<b>\$3,300</b> BW: \$1,725
<b>1/3 Page Vertical</b> 2.625" x 10.375"	<b>\$2,900</b> BW: \$1,550	<b>\$2,725</b> BW: \$1,450	<b>\$2,575</b> BW: \$1,350	<b>\$2,450</b> BW: \$1,300	<b>\$2,350</b> BW: \$1,225
<b>1/6 Page Vertical</b> 2.625" x 5"	<b>\$1,750</b> BW: \$925	<b>\$1,650</b> BW: \$875	<b>\$1,550</b> BW: \$825	<b>\$1,475</b> BW: \$775	<b>\$1,400</b> BW: \$725

\* All sizes are width by height. All rates quoted in US dollars.

\* Premium position includes inside front cover, inside back cover, or back cover full-page ad.

Covers	31,000	+1,000	Details
<b>False Cover, 1–Page</b>	<b>\$6,225</b>	<b>\$115</b>	Removable; Tip-on; One-sided
<b>False Cover, 2–Page</b>	<b>\$6,925</b>	<b>\$110</b>	Removable; Tip-on; Double-sided
<b>Gatefold</b>	<b>\$7,725</b>	<b>\$115</b>	Bind-in
<b>Zgate</b>	<b>\$10,025</b>	<b>\$145</b>	Bind-in
<b>French door</b>	<b>\$12,575</b>	<b>\$170</b>	Bind-in

All options are 4-color process on 119# gloss. All rates quoted in US dollars.

**Gatefold:** Cover opens to the right and folds out to reveal additional pages.

**Z-gate:** Cover opens from the left to reveal an additional two-page spread.

**French door:** Cover opens from the middle to reveal your advertising message underneath.

Inserts	31,000	+1,000	Details
<b>2–Page Insert</b> Add Vertical perf	<b>\$3,225</b> <b>\$400</b>	<b>\$55</b> <b>\$55</b>	Bind-in Removable; Perforated
<b>4–Page Insert</b>	<b>\$3,800</b>	<b>\$55</b>	Bind-in
<b>4–Page Gatefold</b> Perf-out Poster Add	<b>\$4,350</b> <b>\$425</b>	<b>\$60</b> <b>\$60</b>	Bind-in Removable; Perforated
<b>8–page Insert</b>	<b>\$4,950</b>	<b>\$70</b>	Bind-in
<b>8–page Poster</b>	<b>\$9,100</b>	<b>\$70</b>	Removable; Tip-on; quarterfold
<b>8–page Quadalog</b>	<b>\$9,375</b>	<b>\$90</b>	Removable; Tip-on
<b>12–page Magnastrip</b>	<b>\$12,500</b>	<b>\$260</b>	Removable; Saddle-stitched
<b>16–page Insert</b>	<b>\$9,650</b>	<b>\$145</b>	Bind-in
<b>24–page Magnastrip</b>	<b>\$15,900</b>	<b>\$315</b>	Removable; Saddle-stitched

4-color process on 70# gloss coated.

Belly bands	31,000	+1,000	Details
<b>18.5" x 5"</b>	<b>\$6,675</b>	<b>\$145</b>	One-sided

4-color process on 80# gloss coated.

Polybagging	31,000	+1,000	Details
<b>Up to 15 pages</b>	<b>\$4,150</b>	<b>\$115</b>	Additional Postage Costs Will Apply
<b>16–48 pages</b>	<b>\$4,375</b>	<b>\$140</b>	Additional Postage Costs Will Apply

Onserts must be machinable and preapproved. Maximum trim size 8.375" x 10.875".

Postcards	31,000	+1,000	Details
<b>5" x 7" card</b>	<b>\$3,100</b>	<b>\$35</b>	Blow-in or Bind-in
<b>Perf bind-in</b>	<b>\$3,475</b>	<b>\$40</b>	Removable; Perforated
<b>6" x 7" card</b>	<b>\$3,175</b>	<b>\$35</b>	Blow-in or Bind-in
<b>Perf bind-in</b>	<b>\$3,550</b>	<b>\$40</b>	Removable; Perforated

4-color process on 100# gloss coated. All sizes are width by height. All rates quoted in US dollars.

**Tip-on:** Attached with removable glue. **Bind-in:** Affixed directly to the magazine binding. **Blow-in:** Loosely inserted between pages. **Magnastrip:** Removable saddle-stitched insert with tip-on strip bound into the magazine. Available in a variety of sizes and page counts. **Quadalog:** Removable mini booklet with tip-on strip bound into the magazine. Available in a variety of sizes and page counts.

## AAHA Marketplace

Size (Column Inches)	1x	3x	6x	12x
<b>3.5 x 1</b>	<b>\$180</b>	<b>\$170</b>	<b>\$150</b>	<b>\$120</b>
<b>3.5 x 2</b>	<b>\$360</b>	<b>\$330</b>	<b>\$280</b>	<b>\$230</b>
<b>3.5 x 3</b>	<b>\$540</b>	<b>\$490</b>	<b>\$440</b>	<b>\$390</b>
<b>3.5 x 4.125</b>	<b>\$770</b>	<b>\$700</b>	<b>\$620</b>	<b>\$460</b>
<b>3.5 x 5.25</b>	<b>\$1,000</b>	<b>\$900</b>	<b>\$800</b>	<b>\$620</b>
<b>3.5 x 6.25</b>	<b>\$1,100</b>	<b>\$1,000</b>	<b>\$850</b>	<b>\$670</b>
<b>3.5 x 7.25</b>	<b>\$1,310</b>	<b>\$1,210</b>	<b>\$1,060</b>	<b>\$820</b>
<b>3.5 x 8.375</b>	<b>\$1,440</b>	<b>\$1,310</b>	<b>\$1,130</b>	<b>\$850</b>

## NEWStat®

Digital Advertising	2 months	6 months	12 months
<b>Leaderboard*</b>	<b>\$7,400</b>	<b>\$6,525</b>	<b>\$5,850</b>
<b>Rectangle</b>	<b>\$3,425</b>	<b>\$2,975</b>	<b>\$2,750</b>

\* Leaderboards and rectangles will appear on the website and be rotated within the e-newsletter. Rates are per month based on monthly postings. All rates quoted in US dollars.

## Your Pet

Digital advertising	2 months	6 months	12 months
<b>Middle Banner</b>	<b>\$1,350</b>	<b>\$1,200</b>	<b>\$1,100</b>
<b>Side Banner</b>	<b>\$1,200</b>	<b>\$1,100</b>	<b>\$1,000</b>

Rates are per month based on monthly postings. All rates quoted in US dollars.

## Trends®

Digital advertising	2 months	6 months	12 months
<b>Rectangle</b>	<b>\$2,800</b>	<b>\$2,475</b>	<b>\$2,250</b>

Rates are per month based on monthly postings. All rates quoted in US dollars. Premium positions will be 15% more.

## JAAHA®

Print advertising	1x	3x	6x
<b>Full Page</b> 8.375" x 10.875"	<b>\$1,675</b>	<b>\$1,475</b>	<b>\$1,325</b>
<b>Premium</b> Rate plus \$580	<b>\$2,500</b>	<b>\$2,200</b>	<b>\$2,025</b>
<b>False Cover</b> 8.375" x 10.875"	<b>\$5,250</b>	119# Gloss; 4/4; Tip-on and Binding	
<b>Gatefold Cover</b> 16" x 10.875"	<b>\$7,375</b>	119# Stock; 4-color; Perfect Bound off Front Cover	
<b>French Gate Cover</b> 17.375" x 10.875"	<b>\$8,500</b>	119# Stock; 4-color; Side Glue to Front Cover	
<b>Partial Tip False Cover</b> 16" x 10.875"	<b>\$3,075</b>	119# Stock; 4-color; Tip-on/Glue Tack and Binding	
<b>Cover Wrap Cover</b> 12.4688" x 10.875"	<b>\$6,150</b>	119# Stock; 4-color; Perfect Bound off Front/Back Covers	
<b>Belly Band</b> 18" x 5"	<b>\$3,400</b>	119# Stock; 4-color; Glue Tack on Overlapping Flap	

All sizes are width by height. All rates quoted in US dollars.

Digital Advertising	2 months	6 months	12 months
<b>Banner</b>	<b>\$1,500</b>	<b>\$1,325</b>	<b>\$1,200</b>
<b>Tower</b>	<b>\$1,325</b>	<b>\$1,200</b>	<b>\$1,100</b>
<b>Button</b>	<b>\$675</b>	<b>\$550</b>	<b>\$450</b>

Rates are per month based on monthly postings. All rates quoted in US dollars.

## Mailing List

Number of names	1x rental
<b>First 3,000 Names</b>	<b>\$800</b>
<b>Additional Names (per 1,000)</b>	<b>\$270</b>

All rates quoted in US dollars.

# DEADLINES

## Trends® & AAHA Marketplace

Issue	Insertions	Art Materials	Mail Date
January	11/10/23	11/15/23	12/22/23
February	12/18/23	12/21/23	1/26/24
March	1/18/24	1/23/24	2/23/24
April	2/15/24	2/20/24	3/22/24
May	3/21/24	3/26/24	4/26/24
June	4/18/24	4/23/24	5/24/24
July	5/15/24	5/20/24	6/21/24
August	6/18/24	6/24/24	7/26/24
September	7/18/24	7/23/24	8/23/24
October	8/21/24	8/26/24	9/27/24
November	9/19/24	9/24/24	10/25/24
December	10/17/24	10/22/24	11/22/24

## JAAHA®

Issue	Insertions	Art materials	Mail Date
Jan/Feb	11/16/23	11/20/23	12/27/23
Mar/Apr	1/21/24	1/24/24	2/27/24
May/June	3/22/24	3/27/24	4/28/24
Jul/Aug	5/20/24	5/24/24	6/27/24
Sep/Oct	7/23/24	7/26/24	8/28/24
Nov/Dec	9/20/24	9/25/23	10/28/24



## Trends® & JAAHA® Online / NEWStat®

Issue	Insertions	Art Materials
January	12/19/23	12/21/23
February	1/24/24	1/26/24
March	2/23/24	2/26/24
April	3/25/24	3/27/24
May	4/24/24	4/26/24
June	5/28/24	5/28/24
July	6/21/24	6/25/24
August	7/24/24	7/26/24
September	8/23/24	8/27/24
October	9/20/24	9/24/24
November	10/25/24	10/28/24
December	11/20/24	11/21/24

Ads are purchased on a calendar month basis. *NEWStat*® e-newsletters are delivered three times per week on Tuesdays, Thursday, and Saturdays. Ads remain on the website for one month and are included in each *NEWStat*® e-newsletter distribution.

# AD SPECS

## Digital

File Format	GIF,* SWF,* JPG, or PNG
File size	40k (60k if animated) maximum*
Color mode	RGB
Image resolution	72 dpi
Animation*	Maximum 15 seconds total length; 3 loops; 24 fps
Audio	None

\* AAHA Learning does not support GIF or SWF files. File size for AAHA Learning is 2MB. Best practice: For times when the user's browser does not support creative functionality (i.e., Flash™, HTML5), provide a standard image file.

## NEWStat®

Please submit three files for each ad sized for website, e-newsletter, and mobile.

Ad size	Web	Email	Mobile
Leaderboard	728 x 90	600 x 74	300 x 50
Rectangle	300 x 250	250 x 208	300 x 50

\* Leaderboards and rectangles will appear on the website and be rotated within the e-newsletter. All sizes are width by height in pixels.

## Trends® Online

Ad Size	Web	Mobile
Rectangle	300 x 250	300 x 50

All sizes are width by height in pixels.

## JAAHA® Online

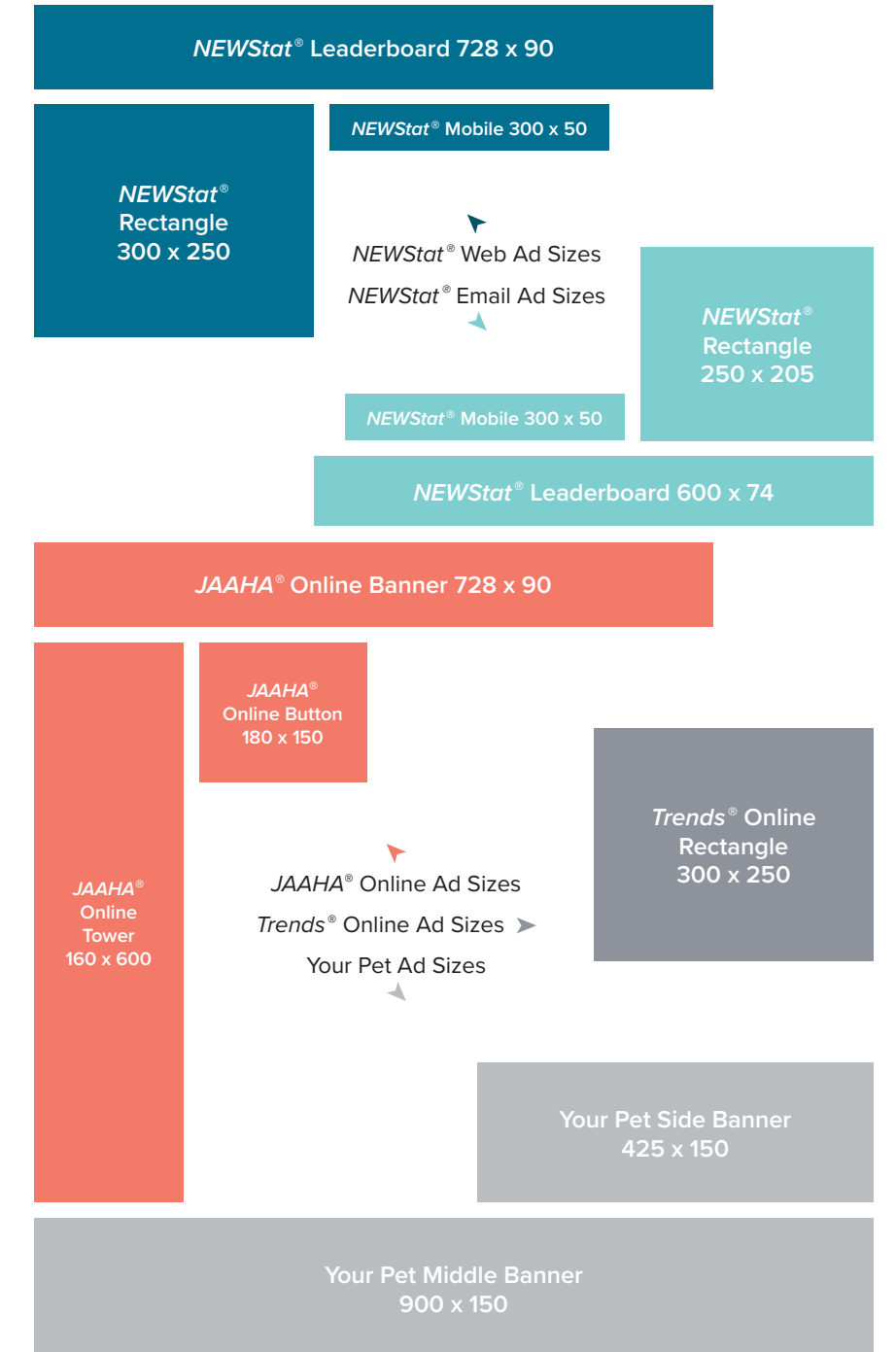
Ad Size	Web
Banner	728 x 90
Tower	160 x 600
Button	180 x 50

All sizes are width by height in pixels.

## Your Pet

Ad Size	Web
Middle Banner	900 x 150
Side Banner	425 x 150

All sizes are width by height in pixels.



## THE FINE PRINT

### Acceptance of Advertising

All advertisements are subject to AAHA's approval and AAHA reserves the right, in its sole discretion, to refuse to accept any advertising and/or to cancel, remove, discontinue, or withdraw approval of any advertising after its publication or appearance. In the event that AAHA exercises this right, it will notify the advertiser and adjust the final billing to reflect any time the advertising did not appear.

### Liability

Notwithstanding to whom bills are rendered, Advertisers, Agency, and Service, jointly and severally shall remain obligated to pay AAHA the amount of any bills rendered by AAHA within the time specified and until payment in full is received by AAHA. Payment by Advertiser to Agency or to Service, or payment by Agency to Service shall not constitute payment to AAHA. All media and sponsorship invoices are due 30 days net. Late and overdue payments are subject to a 1.5% fee.

### Third-Party Ad Providers

In order to protect our members' privacy and to maintain control of which cookies are set on our members' browsers while visiting AAHA websites, AAHA will not accept advertising tags from third-party ad providers. Only physical graphic files (GIF, JPG, etc.) can be accepted. Please provide a link to the advertiser's website as detailed in the media contract for each of the corresponding sites, pages or e-newsletters.

### Agency Commission

Commission to recognized advertising agencies is 15% (not applicable to development charges). Commissions are allowed only on invoices paid within 30 days.

### Discounts

Discounts are available through special package pricing only. Contact AAHA's National Sales Manager, Stephanie Pates, for more information.



## CONTACTS

### File Submission

[aaha.org/upload](http://aaha.org/upload)  
[aahaadvertising@aaha.org](mailto:aahaadvertising@aaha.org)

### Ad Specs, Rate Cards, and Insertion Orders

[jennifer.beierle@aaha.org](mailto:jennifer.beierle@aaha.org)  
*Trends*® and *JAAHA*® Reprints  
Contact AAHA's Advertising team for reprint quotes

# ready to pounce on an OPPORTUNITY?

PARTICIPATING IN AAHA'S MEDIA AND MARKETING OPPORTUNITIES  
IS EASY ON EVERY BUDGET. LET US SHOW YOU HOW.

### Advertising Sales, Strategic Alliance Program, Exhibits, and Sponsorships

**Stephanie Pates**  
*National Sales Manager*  
303-583-0711  
[stephanie.pates@aaha.org](mailto:stephanie.pates@aaha.org)

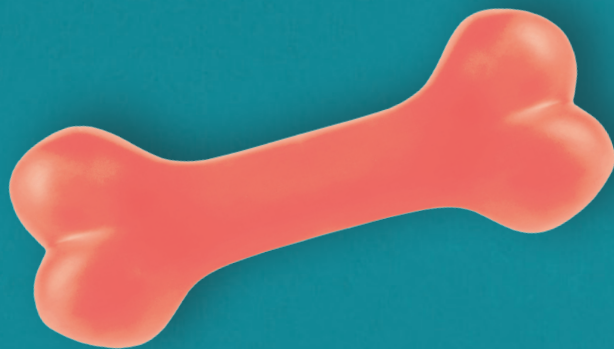
**Sean Thomas**  
*Advertising Sales Manager*  
720-345-4339  
[sean.thomas@aaha.org](mailto:sean.thomas@aaha.org)

### Advertising Materials, Mail Lists, Strategic Alliance Program and Sponsorship Logistics

**Jennifer Beierle**  
*Advertising and Sponsorship Specialist*  
720-963-4439  
[jennifer.beierle@aaha.org](mailto:jennifer.beierle@aaha.org)

### AAHA Advantage and Preferred Business Provider Programs

**Nathan Chambers**  
*Strategic Business Manager*  
303-335-6371  
[nathan.chambers@aaha.org](mailto:nathan.chambers@aaha.org)



**American Animal Hospital Association**  
14142 Denver West Parkway, Suite 245  
Lakewood, CO 80401  
aaha.org | aahaadvertising@aaha.org  
303-583-0711