

# Veterinary teams are talking about AAHA's new podcast, Central Line.



More importantly, everyone is listening!

## Get out in front of your prospects with a Go-To Solutions Series Video

While there are several veterinary podcasts, most are aimed at either the veterinarian, the practice manager, or the technician. Central Line addresses all team members through a holistic team approach to problem-solving within each appointment, each practice, and the profession.

In each episode, host Katie Berlin, DVM chats with thought leaders and experts in hospital management, workplace culture, mental health, communication, and, of course, patient care. Here's more on [why AAHA launched this podcast](#).

- Weekly 30 to 40-minute episodes
- Engaging interview and storytelling format
- Topics that solve problems, address culture, and improve communication
- Value for the entire veterinary team

## Customize Your Sponsorship

Reach a valuable, growing audience of veterinary practitioners in all roles by sponsoring Central Line. Participate for an entire season or as few as two episodes.

- You'll work with our team to create your public radio-style "supported by" message
- Your message is inserted mid-way into each sponsored episode
- Sponsorships are flexible: choose the schedule that fits your budget
- Premium and Premier-level sponsorships include banner ads and your selected speakers

## Your host: Dr. Katie Berlin

Katie Berlin, DVM, is AAHA's Veterinary Content Strategist. She developed her special interest in practice culture, communication, and veterinary teams' mental health and wellbeing during 12 years in small animal practice as an associate veterinarian. She has experience hosting sponsored podcasts for Clinician's Brief, has created her own podcast, The Vet Reset, and co-hosted the Veterinary Super Friends podcast with Dr. Carrie Jurney. She and her two rescues (a dog named Franklin and a cat named Jon) are loving scoping out their new Colorado digs.

## Hosting, Promoting, and Marketing

With your Central Line sponsorship, rest assured that every last detail will be taken care of for you:

- Audio is hosted on Podbean and episodes are available on all major podcast platforms, with promotional clips used on social media
- Videos are hosted on YouTube, with clips used on social media
- Transcripts are available
- Episodes are promoted via multiple AAHA channels, including email, social media, AAHA.org, and NEWStat, our weekly industry newsletter

View the Central Line podcast page at [aaha.org/podcast](http://aaha.org/podcast) to learn more.

## Rates Effective July 1, 2022

### Episode Bundles:

2 - \$5,000; 4 - \$8,500; 6 - \$12,500

	Standard \$5,000-12,500	Premium \$18,000	Prestige \$25,000
Number of sponsored episodes	2-6	6	8
Customized "supported by" message	X	X	X
Written sponsor message in episode descriptions across all channels	X	X	X
Banner ad on the aaha.org's Central Line page for 60 days, with option to extend		X	X
Your choice of guest and/or topic for one episode (subject to host approval)		X	X

## Get on the schedule:

### Advertisers/Sponsors

Stephanie Pates  
stephanie.pates@aaha.org  
303-583-0711

### Advantage Members

Nathan Chambers  
nathan.chambers@aaha.org  
303-335-6371

**\$2 BILLION total annual purchasing power\***

**AAHA members' total average yearly income per practice is \$501,782 more than nonmembers\***



Visit [aaha.org/advertising](http://aaha.org/advertising) to learn about all AAHA advertising and sponsorship opportunities

\*Financial and Productivity Pulsepoints, Tenth Edition, AAHA Press, 2019