

AAHA
2022

Strategic
Alliance
Program

Connecting You to the Veterinary Profession



We connect you with the right audience for your product.

AAHA
Connects
with
Members



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.**



Members want AAHA to provide more ways for them to save time and money, increase revenue, and simplify their workflows.**

AAHA Member
Connections

AAHA
Practices
Connect with
Patients



More clients means higher use volume, which means greater opportunity for product sales.
On average, AAHA member practices have a higher number of new patients versus nonmember practices (851 and 644 per fiscal year, respectively).*



AAHA-accredited member practices maintain a higher number of active clients (4,405) than nonmember practices (3,810).*

AAHA
Practices
Connect to
Revenue



More revenue and more team members means higher demand.
On average, AAHA-accredited members outearn nonmember practices in revenue (\$1,707,813 to \$1,206,035, respectively), exceeding the national average for all practices by more than 34%.*



Practices that generate higher levels of revenue have higher staff-to-doctor ratios. The ratio of nonveterinarian staff per FTE veterinarian is highest among AAHA-accredited practices.*

Strategic Alliance Program membership

Membership includes:

- Corporate AAHA membership
- Quarterly reports personalized by member activity
- Use of the AAHA Strategic Alliance Program logo
- Website recognition and advertising

Members may also receive an invitation to:

- Participate in Connexity 2022
- Sponsor AAHA guidelines and initiatives
- Send a commercial email to AAHA members
- Create a social media campaign through AAHA channels
- Develop AAHA Learning courses
- Conduct a research project with AAHA members or the entire profession
- Sponsor a topic or subject-matter focus in AAHA's redesigned content plan
- Create custom content
- Receive additional Connexity visibility/educational opportunities



AAHA members' total average
yearly income per practice is

\$501,778

more than nonmembers.*

**Financial and Productivity Pulsepoints,
Tenth Edition (AAHA Press, 2019).*

***As of July 1, 2021*

**\$2
Billion**

total annual
purchasing power*



4,520

AAHA-accredited and
preaccredited practices**



47,089

veterinary professionals**

Connexity Sponsorship and Advertising

CE with a twist

It's not just CE, it's an experience. Every element of Connexity has been elevated to engage, enlighten, and delight our guests, providing the perfect environment for your company to connect with your best prospects.



September 14-17, 2022 • Omni Nashville, Nashville, Tennessee
November 10, 2021 • Virtual

Connexity sponsors and exhibitors benefit from:

- Networking and interacting with target customers
- Educating guests with sponsored topics and speakers
- Advertising and marketing campaigns powered by AAHA
- Opportunities to participate in virtual conference offerings

Get the biggest return on investment with your personalized Connexity sponsor experience.

"I really loved being part of this event and am proud that my company is now a Strategic Alliance Program member. We look forward to doing everything we can to support AAHA in its mission to raise the bar of excellence throughout the veterinary industry."

—CONNEXITY SPONSOR

AAHA's Culture Initiative

Using research-based initiatives to improve wellbeing and practice culture.

With mental health issues and burnout persisting throughout the veterinary profession, AAHA is investing in research to better understand the problem, and we'll be hosting conversations to engage the entire industry in coming up with potential solutions.

For one of our first events, we're introducing **Veterinary Life Stages**, an exciting new way to address what veterinarians need at different points in their careers. This is just the start of a dialogue that we hope to engage in with the whole industry about how to attract and keep the best talent in our veterinary hospitals. **Learn more at aaha.org/culture.**

2¹/₂ times

Companies with high employee engagement generate more than 2¹/₂ times the revenue of those with low levels of engagement.*

*Deloitte University Press

AAHA Guidelines

Veterinary professionals come to AAHA for guidelines more than anything else.

When your company sponsors AAHA guidelines, you become a highly visible partner in setting the standard for clinical excellence among the entire profession. Every release of our guidelines is headline news for veterinary practitioners, and our sponsors receive prominent recognition in all related promotional campaigns across print, social media, and digital advertising.



AAHA guidelines
are the top-rated
resource on
aaha.org*

Guidelines sponsorship includes recognition in the manuscript, marketing materials, and conference presentations (industry and on-demand) over the life of the guidelines.

*Source: Website data from January–June, 2021

Check out our most recent updates at aaha.org/guidelines, including:

- 2020 AAHA/AAFP Feline Vaccination Guidelines
- 2021 AAHA/AAFP Feline Life Stage Guidelines
- 2021 AAHA/AVMA Telehealth Guidelines for Small-Animal Practice
- 2021 AAHA Nutrition and Weight Management Guidelines for Dogs and Cats

Upcoming AAHA guidelines available for sponsorship:

- 2021 AAHA Working Dog Guidelines
- 2022 AAHA Pain Management Guidelines for Dogs and Cats
- AAHA Canine Vaccination Guidelines
- AAHA Senior Care Guidelines for Dogs and Cats
- AAHA Judicious Use of Antimicrobials Guidelines
- AAHA Endocrinology Guidelines

AAHA promotes industry awareness of the guidelines through:

- Web conferences with subject-matter experts
- Press releases
- Promotions and ads in other industry publications
- Online resources for practice teams and pet owners
- *Trends* and other AAHA publications
- Social media campaigns

Let's design something together!

Additional educational programs are available for sponsorship.

Trends

AAHA connects to practice-management guidance.

Published monthly, *Trends* magazine offers best business practices, single-theme issues, *JAAHA* abstracts, executive summaries of AAHA guidelines, and detailed discussions of hot topics.

Benefits of advertising in *Trends*

- Distributed monthly to AAHA members and subscribers in both print and digital formats
- Free *Trends* article distributed monthly to nonsubscribers via email, social media, and featured in *NEWStat*
- Free website listing in the Advertiser Index
- Bonus circulation at all major conferences

Trends Online

31,019 pageviews**

3:46 spent on articles**

Opportunities include:

- Advertisements in the print magazine and *Trends* webpages
- False covers
- Belly bands
- Inserts or other custom pieces
- Content booklets and posters⁺
- Roundtable booklets⁺

*Source: 2020 AAHA Readership Survey of *Trends*, *JAAHA*, and *NEWStat* conducted by Readex Research

**Source: Website data from January–June, 2021

⁺Custom developed with AAHA and polybagged with *Trends*



52%

read half or more of each issue*



59%

share their copy with others*



40%

took action after seeing an ad*



82%

believe *Trends* helps them better manage their practice*



More than
31,000
subscribers

JAAHA

Connecting the profession to cutting-edge medicine.

Your ads in our bimonthly, peer-reviewed medical journal benefit from the built-in trust our readers have in us to provide the original studies and objective research they depend on.

Benefits of advertising in JAAHA

- Distributed bimonthly to members and subscribers
- Free JAAHA article distributed bimonthly to nonsubscribers via social media and featured in *NEWStat*
- The first place where new AAHA guidelines and updates are published
- Peer-reviewed topics at the forefront of veterinary medicine
- More than 7,200 print subscribers

JAAHA Website

202,055 pageviews**

125,700 sessions
(avg. ~20,950 per month)**

Opportunities include:

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



50%

save their copies for future reference*



More than
45,000
digital
subscribers



57%

share their copy with others*



89%

view JAAHA as a trusted source for scientific information*

NEWStat

AAHA connects the right content to the right readers.

Our e-newsletter uses artificial intelligence to give readers more of what they click on, which means we cut through the noise to deliver targeted and personalized content for every subscriber. We're sending more frequently than ever before, so we can build awareness of your brand, product, or service faster and get you results sooner.

Benefits of advertising in NEWStat

- Distributed straight to veterinary professionals' inboxes three times per week
- Journalistic integrity and vetted contributors
- Trusted source during times of crisis, such as the COVID-19 pandemic
- AI technology to ensure each e-newsletter is tailored to reader preferences

Other Digital Offerings

- JAAHA, Trends and AAHA Learning
- Branded or product email to AAHA members (Limited quantity available to select Strategic Alliance Program levels)
- Connexity digital advertising

NEWStat Website

591,700 pageviews**

6:10 spent on articles**

aaaha.org

Over 3.3 million pageviews**

2:20 average time on a page**

*Source: 2020 AAHA Readership Survey of Trends, JAAHA, and NEWStat conducted by Readex Research

**Source: E-newsletter and website data from January–June, 2021

NEWStat e-newsletter:



More than
30,000
subscribers



33%
share NEWStat
articles via social
media*



44%
read half or more
of each issue*



21%
open rate**

AAHA Learning

AAHA connects through virtual and in-person CE.

- Exclusive, free member benefit highly valued by AAHA members
- Relevant scientific and practice-management topics to help every team member earn RACE-approved CE credits and grow professionally
- Variety of formats including case-based learning modules, virtual simulations, podcasts, webinars, and more
- Easy-to-use, mobile-friendly interface and user experience

Opportunities include digital advertising and the chance to develop with AAHA:

- Custom educational courses
- Web conferences
- Podcasts



*Since July 2019, includes premium courses

**2018 AAHA member survey

Custom Content Options

Personalized ways to connect veterinary professionals with your products and messaging.

- Polybagged or tipped-in custom booklets in *Trends*
- Targeted articles and advertisements in *NEWStat*
- Roundtable discussions polybagged or appearing in *Trends*
- Cobranded products from AAHA
- Posters or wall clings mailed with *Trends* or hand-delivered by your sales team
- Social media campaigns highlighting your educational message



New Sponsorship Opportunities

Reach out to us today and jump on these new opportunities to engage with AAHA members, including custom research surveys and exclusive showcases.



Veterinary Visionaries

The “Big Problem”—Employee Retention

Veterinary Visionaries formed in late 2020 with more than 40 veterinary associations combining our collective memberships to share ideas and unify our industry’s approach to solving shared challenges. After a popular first event in the Spring of 2021, the collaborative is turning its attention to tackling something big together.

Why do technicians leave the profession? Why do veterinarians stop working? Why are good people so hard to retain? This problem touches everyone and impacts wellbeing as well as our capacity to help patients. For our first challenge, the collaborative will be examining why veterinary professionals leave their jobs and the industry, and what can be done to keep them. This exciting endeavor is open to sponsors for funding research, as well as the solving phase. **Learn more at aaha.org/visionaries.**

Content Pillars

Let’s redesign veterinary content.

Sponsoring a content pillar allows you to collaborate on a major content topic or theme around which AAHA will develop content as part of a redesigned strategy to make all our resources more user-friendly and relevant to veterinary practice.

- AAHA will work with the Strategic Alliance Program member on the topic and specific tactics
- Cost depends on the number and type of tactics

Product Showcase

Show us what you got!

Demonstrate your latest technologies and services to AAHA’s audiences! Because health concerns and travel restrictions make it difficult to connect in-person, we’re providing a space for you to present a prerecorded video, answer questions in a live chat Q&A, and share resources in a digital booth. Afterward, you will get access to participants for follow-up and an archived recording for on-demand.

Sponsored Research

What can we discover together?

Is your company trying to solve a problem, or do you have a challenge that needs customer feedback? Take advantage of a sponsored research survey from AAHA to gather, analyze, and report back on data from our members and nonmembers about your specific areas of interest.

2022 AAHA Strategic Alliance Program Levels

	Diamond	Platinum	Gold	Emerald	Sapphire	Silver	Garnet	Bronze	Copper	Topaz	Quartz
<i>Trends</i> advertising	\$50,000	\$49,500	\$45,000	\$20,000	\$16,000	\$12,000	\$10,700	\$8,000			
<i>JAAHA</i> advertising	\$10,500	\$10,500	\$5,000								
Digital advertising	\$26,000	\$24,000	\$20,000	\$10,000	\$8,000	\$6,000	\$6,000	\$3,500			
Connexity sponsorship and advertising	\$49,000	\$49,000	\$34,000	\$19,000	\$13,000	\$9,000	\$5,000				
Connexity exhibit booth	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$3,300				
Guidelines or strategic initiative programs	\$30,000	\$30,000	\$30,000	\$30,000							
Additional opportunities	\$192,500	\$95,000	\$21,000	\$18,000	\$34,000	\$17,000	\$13,000	\$9,500	\$8,250	\$5,750	\$3,250
Strategic Alliance Program membership	\$49,000	\$40,000	\$37,000	\$32,000	\$30,000	\$29,000	\$27,000	\$25,000	\$22,250	\$15,250	\$11,750
Total value	\$413,000	\$304,000	\$198,000	\$135,000	\$107,000	\$79,000	\$65,000	\$46,000	\$30,500	\$21,000	\$15,000
Your cost	\$350,000	\$250,000	\$150,000	\$100,000	\$75,000	\$50,000	\$35,000	\$20,000	\$10,000	\$7,500	\$5,000

More ways to connect with members

Strategic Alliance Program members can also participate in these AAHA savings programs:



AAHA Preferred Business Provider Program

Put your brand name front-and-center as an AAHA Preferred Business Provider. You'll become part of AAHA's inner circle when you provide our members with customized programs and dedicated support representatives at your company, as well as unique, exclusive benefits and pricing.



AAHA Advantage

Improve the potential adoption of your product by AAHA members when your resources are included in AAHA Advantage, a group purchasing organization exclusively for AAHA-accredited practices. Our members spend 15% more on average than other group purchasing organizations, and they love this benefit because their rebates may add up, sometimes enough to cover the cost of their AAHA membership dues.

For more information contact Nathan Chambers at nathan.chambers@aaaha.org.



Savings

Contact Us

Contact our team for more information about the Strategic Alliance Program

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Diamond Member



Platinum Member



Gold Member



Emerald Member



Sapphire Member



Silver Member



Garnet Member



Bronze Member



Copper Member



Topaz Member



Quartz Member

Connecting You to the Veterinary Profession