SUCCESS unleashed
MARKETING AND MEDIA SOLUTIONS DESIGNED TO GROW YOUR BUSINESS
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.

51,000
AAHA Members

4,500
AAHA-Accredited / Preaccredited Hospitals

14,500
Veterinarians

MORE THAN
91%
of AAHA members believe membership holds them to standards that make their practices better.

31%
MORE NEW PATIENTS
each year, and have nearly 16% more active clients, than non-member practices.

AAHA practices have

12,200
Support Staff

10,500
Assistants

7,600
Technicians

On average, AAHA-accredited members outearn nonmember practices ($1.71 to $1.21 million), exceeding the national average for all practices by MORE THAN
34%.

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 converge 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

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, IACEC-approved 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.

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)

2023 GUIDELINES PAGEVIEWS
JANUARY 1 – JUNE 1

Anesthesia 189,567
Canine Vax 181,984
Diabetes 181,282
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

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 – Q4 2024

Guidelines production schedule subject to change.

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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.

AAHA SOCIAL MEDIA (As of June 2023) *

<table>
<thead>
<tr>
<th>Platform</th>
<th>Social Media Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>209,827</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>55,290</td>
</tr>
<tr>
<td>X (formerly Twitter)</td>
<td>28107</td>
</tr>
<tr>
<td>YouTube</td>
<td>3,375</td>
</tr>
<tr>
<td>Instagram</td>
<td>2,747</td>
</tr>
</tbody>
</table>

* Post Impressions Average: Pet Expo Beach (June 2022-December 2022) 1,281,894. Average post engagement rate: Pet Expo Beach (Jan - June 2022) 3.6%.

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.

AAHA Custom Content Social Media Growth 2022 – 2023

<table>
<thead>
<tr>
<th>Platform</th>
<th>Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>84.78%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>74.21%</td>
</tr>
<tr>
<td>Instagram</td>
<td>16.28%</td>
</tr>
</tbody>
</table>

AAHA SOCIAL MEDIA GROWTH 2022 – 2023

<table>
<thead>
<tr>
<th>Platform</th>
<th>Average Post Engagement Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>3.6%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>3.6%</td>
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<tr>
<td>Instagram</td>
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AAHA BENCHMARKING

<table>
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<tr>
<th>Platform</th>
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<td>Facebook</td>
<td>Average: 1,281,894</td>
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</tr>
<tr>
<td>Instagram</td>
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AAHA CUSTOM CONTENT

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<td>Instagram</td>
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</tr>
</tbody>
</table>
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.

- 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!

<table>
<thead>
<tr>
<th>SAP Level</th>
<th>Includes Corporate Membership</th>
<th>Your Investment</th>
<th>Your Purchasing Power</th>
<th>Your Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>✓</td>
<td>$375,000</td>
<td>$430,000</td>
<td>$55,000</td>
</tr>
<tr>
<td>Platinum</td>
<td>✓</td>
<td>$275,000</td>
<td>$310,000</td>
<td>$35,000</td>
</tr>
<tr>
<td>Gold</td>
<td>✓</td>
<td>$175,000</td>
<td>$195,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>Emerald</td>
<td>✓</td>
<td>$125,000</td>
<td>$137,500</td>
<td>$12,500</td>
</tr>
<tr>
<td>Sapphire</td>
<td>✓</td>
<td>$90,000</td>
<td>$98,500</td>
<td>$8,500</td>
</tr>
<tr>
<td>Silver</td>
<td>✓</td>
<td>$65,000</td>
<td>$71,000</td>
<td>$6,000</td>
</tr>
<tr>
<td>Garnet</td>
<td>✓</td>
<td>$50,000</td>
<td>$54,000</td>
<td>$4,000</td>
</tr>
<tr>
<td>Turquoise</td>
<td>✓</td>
<td>$37,500</td>
<td>$40,500</td>
<td>$3,000</td>
</tr>
<tr>
<td>Bronze</td>
<td>✓</td>
<td>$25,000</td>
<td>$27,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>Copper</td>
<td>✓</td>
<td>$15,000</td>
<td>$14,250*</td>
<td>Varies**</td>
</tr>
<tr>
<td>Topaz</td>
<td>✓</td>
<td>$10,000</td>
<td>$8,850*</td>
<td>Varies**</td>
</tr>
<tr>
<td>Quartz</td>
<td>✓</td>
<td>$7,500</td>
<td>$6,150*</td>
<td>Varies**</td>
</tr>
<tr>
<td>Copper</td>
<td>✓</td>
<td>$5,000</td>
<td>$4,250*</td>
<td>Varies**</td>
</tr>
<tr>
<td>Garnet</td>
<td>✓</td>
<td>$2,500</td>
<td>$2,250*</td>
<td>Varies**</td>
</tr>
</tbody>
</table>

* 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 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@aaha.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, AAHA 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 complementary 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
- False covers and belly bands
- Inserts or other custom pieces
- Content booklets and posters
- Roundtable booklets

Trends® magazine advertising opportunities include:

- Online pageviews: 45,641
- Average time on webpage: 3:10
- Circulation (print): 30,000
- Total readership (print): 54,000
- Spend Time on at least 1/2 of Every Issue: 93%
- Took Action after Seeing an Ad: 58%
- Believe Trends’ Tips are Valuable, Immediately Useful: 68%

Data & results: Source: Website data from January – July 2023

1 Members share their magazine with an average of 2-3 colleagues
CASE REPORTS

In This Issue

14
Complications and Long-Term Outcomes After Dogs with Traumatic Hip Luxation

Comparison to Two-Dimensional Ultrasonographic Measurement of Femoral Head and Neck Offset

Prospective Evaluation of Low-Fat Diet Monotherapy in Dogs with Presumptive Protein-Losing Enteropathy

Retrospective Study Evaluating Surgical Treatment and Outcome in Dogs with Septic Peritonitis Secondary to Neoplasia

Successful Resuscitation of Neonatal Kittens Delivered by a Perimortem Cesarean Section Following Maternal Cardiopulmonary Arrest

Lung Lobectomy as an Adjunctive Treatment for Refractory Pulmonary Coccidioidomycosis in a Dog

Isolation from a Labrador Retriever with Bacteremia, Endocarditis, Spinal Epidural Empyema, and Polyarthritis

High-Grade, Stage 2 Mast Cell Tumors: Outcome in Dogs With Local and Systemic Therapy

Detection of Leptomeningeal Carcinomatosis by Cerebrospinal Fluid in a Dog with a Negative MRI

Constrictive Epicarditis in a Dog

Successful Management of Severe Manganese Toxicosis in Two Dogs

Case Report: Microchip Implantation Within the Cervical Spine, a Neurologic Evaluation, and Surgical Correction

NEWStat®

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

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.

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 JAAHA. 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 distribution 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

NEWStat®, the trusted source for scientific info. View JAAHA® as a trusted source for scientific info.

Access JAAHA® Online.

JAAHA® is the trusted source for scientific info. View JAAHA® as a trusted source for scientific info.

*Source: Google Analytics **Source: rasa.io

1 Skim/Read at least 1/2 of Every Issue

2 View JAAHA® as a Trusted Source for Scientific Info

3 Access JAAHA® Online
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

January - Practice Management
- Technology
- Telehealth
March - Behavior Issue
- Behavior
- Telehealth
- Staffing
May - Practice Finance
- Software
- Lasers
June - Pride Issue
- DEIB
- Staffing / Retention
- Practice Culture
July - Exotics / Avians
- Nutrition
- End of Life Care
August - Cat Issue
- Feline Medicine
- Diagnostics / Lab Equipment
- One Health
September - Pain Management
- CBD
- Emergency Preparedness
October - Technician Issue
- Pet Insurance
- Telehealth
- Preventive Care
November - Senior Issue
- Senior Care
- Pharmaceuticals
- Alternative Medicine
December - Pet Insurance
- Telehealth
- Preventive Care

2024 JAAHA® Key Topics

January / February - Infectious Diseases
- Internal Medicine
- Neurology
March / April - Emergency and Critical Care
- Oncology
- Soft Tissue Injury
May / June - Emergency and Critical Care
- Pain Management
- Radiology and Imaging
July / August - 2024 Fluid Therapy Guidelines
- Internal Medicine
- Oncology
- Surgery
September / October - Dermatology
- Urology
- Ultrasonography
November / December - 2024 JAAHA Community Care Guidelines
- Orthopedics
- Ophthalmology
- Toxicology

Trends® and JAAHA® Reprints

Customize articles with your company logo. Contact Stephanie Pates for more information at stephanie.pates@aaha.org.

Digital Advertising

The diverse nature of our web content invites over 10 million visitors to 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

6.7M
MILLION
ONLINE
PAGEVIEWS
2:43*
AVERAGE TIME
ON A PAGE

* Website data from Jan 1, 22 – Dec 31, 23
2024 RATES

**Trends**

- **Advertising**
  - 1x: $3,125
  - 3x: $5,250
  - 6x: $9,475
  - 12x: $17,150

  **Full Spread**
  - 1x: $9,725
  - 3x: $8,625
  - 6x: $6,225
  - 12x: $5,675

  **Quadalog:**
  - Available in a variety of sizes and page counts.
  - Removable mini booklet with tip-on insert.
  - Removable saddle-stitched insert with tip-on strip bound into the magazine.
  - Affixed directly to the magazine binding.
  - Loose blow-in.

- **Inserts**
  - 31,000: $3,125
  - 1,000: Details

  **2-Page Insert**
  - Advertorial pin:
    - 1x: $2,375
    - 3x: $1,950
    - 6x: $1,650
  - Advertorial fold:
    - 1x: $4,500
    - 3x: $3,825
    - 6x: $3,225

  **4-Page Gatefold**
  - Cover opens to the right and folds out to reveal additional pages.
  - Perfect Bound off Front Cover.
  - Glue Tack on Overlapping Flap.

- **Digital Advertising**
  - 2 months: $6,950
  - 6 months: $12,550
  - 12 months: $23,100

- **Trends**
  - 3.5 x 8.375:
    - 1x: $1,310
    - 3x: $1,210
    - 6x: $1,060
    - 12x: $820
  - 3.5 x 7.25:
    - 1x: $1,310
    - 3x: $1,210
    - 6x: $1,060
    - 12x: $820
  - 3.5 x 6.25:
    - 1x: $1,100
    - 3x: $1,000
    - 6x: $850
    - 12x: $620

- **Belly Band**
  - 3.5 x 8.375:
    - 1x: $35
    - 3x: $35
    - 6x: $35
    - 12x: $35
  - 3.5 x 7.25:
    - 1x: $35
    - 3x: $35
    - 6x: $35
    - 12x: $35
  - 3.5 x 6.25:
    - 1x: $35
    - 3x: $35
    - 6x: $35
    - 12x: $35

- **Postcards**
  - 31,000: $3,125
  - 1,000: Details

  **18–48 pages**
  - Rectangle:
    - 1x: $180
    - 3x: $170
    - 6x: $150
    - 12x: $120
  - Banner:
    - 1x: $550
    - 3x: $550
    - 6x: $550
    - 12x: $550

- **Additional Postage Costs Will Apply**
  - One-sided:
    - 1x: $60
    - 3x: $60
    - 6x: $60
    - 12x: $60
  - Doublesided:
    - 1x: $50
    - 3x: $50
    - 6x: $50
    - 12x: $50

- **Digital Advertising**
  - 2 months: $6,950
  - 6 months: $12,550
  - 12 months: $23,100

- **Belly Band**
  - 3.5 x 8.375:
    - 1x: $35
    - 3x: $35
    - 6x: $35
    - 12x: $35
  - 3.5 x 7.25:
    - 1x: $35
    - 3x: $35
    - 6x: $35
    - 12x: $35
  - 3.5 x 6.25:
    - 1x: $35
    - 3x: $35
    - 6x: $35
    - 12x: $35

- **Your Pet**
  - Digital Advertising:
    - 2 months: $1,350
    - 6 months: $2,100
    - 12 months: $3,200

- **Trends**
  - 3.5 x 8.375:
    - 1x: $180
    - 3x: $170
    - 6x: $150
    - 12x: $120
  - Banner:
    - 1x: $550
    - 3x: $550
    - 6x: $550
    - 12x: $550

- **Mailing List**
  - Number of names: $100

- **Additional Names**
  - Number of names: $100

---

**AAHA Marketplace**

- **Digital Advertising**
  - 2 months: $7,400
  - 6 months: $12,500
  - 12 months: $23,100

- **Belly Band**
  - 3.5 x 8.375:
    - 1x: $35
    - 3x: $35
    - 6x: $35
    - 12x: $35

- **Newspaper**
  - Digital Advertising:
    - 2 months: $6,950
    - 6 months: $12,550
    - 12 months: $23,100

- **Baner**
  - 3.5 x 8.375:
    - 1x: $35
    - 3x: $35
    - 6x: $35
    - 12x: $35

---

**AAHA Marketplace**

- **Digital Advertising**
  - 2 months: $7,400
  - 6 months: $12,500
  - 12 months: $23,100

- **Belly Band**
  - 3.5 x 8.375:
    - 1x: $35
    - 3x: $35
    - 6x: $35
    - 12x: $35

- **Newspaper**
  - Digital Advertising:
    - 2 months: $6,950
    - 6 months: $12,550
    - 12 months: $23,100

- **Baner**
  - 3.5 x 8.375:
    - 1x: $35
    - 3x: $35
    - 6x: $35
    - 12x: $35

---

**Mailing List**

- Number of names: $100

- **Additional Names**
  - Number of names: $100

---

**Additional Options**

- 4-color process on 119# gloss.
- All rates quoted in US dollars.
- Premium positions: double-sided, saddle-stitched, tip-on.
- Additional Postage Costs Will Apply.
- One-sided: $60
- Doublesided: $50

---

**Additional Information**

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

Trends® & AAHA Marketplace

<table>
<thead>
<tr>
<th>Issue</th>
<th>Insertions</th>
<th>Art Materials</th>
<th>Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>11/20/23</td>
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<td>11/15/23</td>
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<tr>
<td>February</td>
<td>12/13/23</td>
<td></td>
<td>12/22/23</td>
</tr>
<tr>
<td>March</td>
<td>1/22/24</td>
<td></td>
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<tr>
<td>April</td>
<td>2/24/24</td>
<td></td>
<td>2/24/24</td>
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<tr>
<td>May</td>
<td>3/22/24</td>
<td></td>
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<tr>
<td>June</td>
<td>4/18/24</td>
<td></td>
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<tr>
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<td>5/15/24</td>
<td></td>
<td>5/20/24</td>
</tr>
<tr>
<td>August</td>
<td>6/18/24</td>
<td></td>
<td>6/24/24</td>
</tr>
<tr>
<td>September</td>
<td>7/18/24</td>
<td></td>
<td>7/23/24</td>
</tr>
<tr>
<td>October</td>
<td>8/21/24</td>
<td></td>
<td>8/26/24</td>
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<tr>
<td>November</td>
<td>9/19/24</td>
<td></td>
<td>9/24/24</td>
</tr>
<tr>
<td>December</td>
<td>10/17/24</td>
<td></td>
<td>10/22/24</td>
</tr>
</tbody>
</table>

JAAHA®

<table>
<thead>
<tr>
<th>Issue</th>
<th>Insertions</th>
<th>Art Materials</th>
<th>Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>11/16/23</td>
<td></td>
<td>11/20/23</td>
</tr>
<tr>
<td>Mar/Apr</td>
<td>1/21/24</td>
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<td>1/24/24</td>
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<tr>
<td>May/June</td>
<td>3/22/24</td>
<td></td>
<td>3/27/24</td>
</tr>
<tr>
<td>Jul/Aug</td>
<td>6/22/24</td>
<td></td>
<td>6/27/24</td>
</tr>
<tr>
<td>Sep/Oct</td>
<td>9/22/24</td>
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<td>9/24/24</td>
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<tr>
<td>Nov/Dec</td>
<td>10/22/24</td>
<td></td>
<td>10/28/24</td>
</tr>
</tbody>
</table>

Ad spaces 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

Print Specifications

- **Item**: Full page and false cover
  - **Line area**: 6.375” x 10.875”
  - **Bleed**: 0.25” extended beyond trim
  - **Gutter box**: 0.25”
  - **Line width minimum**: 0.25 point thick
- **File format**: PDF with bleed and crop marks, transparency flattened
- **Color mode**: CMYK or grayscale, SWOP standards apply, do not embed ICC profiles
- **Image resolution**: 300 dpi (minimum)
- **Fonts**: OpenType or PostScript only
- **Total area coverage**: Do not exceed 320% for the darkest area of an image
- **Paper cover**: Request the template file
  - *Package with fonts and images and compress to zip file.*
  - † Convert text to outlines for Adobe Illustrator files before submission

**Digital**

- **File Formats**: GIF, SWF*, JPG, or PNG
  - **Fire size**: 40k (60k if animated)*
  - **Color mode**: RGBA
  - **File size**: 2MB
  - **Animation**: Maximum 15 seconds total length, 3 loops, 24 fps

**NEWStat®**

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

**JAAHA® Online**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Size Web</th>
<th>Ad Size Email</th>
<th>Ad Size Mobile</th>
<th>Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>728 x 90</td>
<td>600 x 74</td>
<td>300 x 50</td>
<td>10/20/24</td>
</tr>
<tr>
<td>Tower</td>
<td>300 x 250</td>
<td>250 x 208</td>
<td>300 x 50</td>
<td>10/20/24</td>
</tr>
<tr>
<td>Button</td>
<td>180 x 50</td>
<td></td>
<td>180 x 50</td>
<td>10/20/24</td>
</tr>
</tbody>
</table>

**Your Pet**

<table>
<thead>
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<th>Ad Size</th>
<th>Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Mobile</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Web</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

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

**Trends and JAAHA**

- **Full page and false cover**: 6.375” x 10.875”
  - with bleed: 6.625” x 11.125”
  - **Bleed**: 16.75” x 10.875”
  - with bleed: 17” x 11.125”
- **2 page horizontal** 8.375” x 5.4375”
  - with bleed: 8.625” x 5.6875”
  - **Bleed**: 7.875” x 5”
- **2 page vertical** 4.1875” x 10.875”
  - with bleed: 4.4375” x 11.125”
  - **Bleed**: 3.75” x 10.375”
- **2/3 page** 5.5” x 10.875”
  - with bleed: 5.75” x 11.125”
  - **Bleed**: 5” x 10.375”
- **1/3 page** 2.9375” x 10.875”
  - with bleed: 3.1875” x 11.125”
  - **Bleed**: 2.625” x 10.375”
- **1/4 page** 3.75” x 5”
- **1/6 page** 2.625” x 5”

All sizes are width by height in inches. Request the template file.

**NEWStat®**

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

**Ad size Web**

<table>
<thead>
<tr>
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<tr>
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</tr>
<tr>
<td>Mobile</td>
<td>300 x 50</td>
</tr>
</tbody>
</table>

**Ad size Email**

**Ad size Mobile**

- **Leaderboard**: 728 x 90 300 x 250 300 x 50
- **Tower**: 300 x 250 250 x 208 300 x 50
- **Button**: 180 x 50

All sizes are width by height in pixels.

**Your Pet**

**Ad size Web**

- **Middle Banner**: 300 x 150
- **Site 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
aahaadvertising@aaha.org

Ad Specs, Rate Cards, and Insertion Orders
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

Sean Thomas
Advertising Sales Manager
720-345-4339
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

AAHA Advantage and Preferred Business Provider Programs
Nathan Chambers
Strategic Business Manager
303-335-6371
nathan.chambers@aaha.org