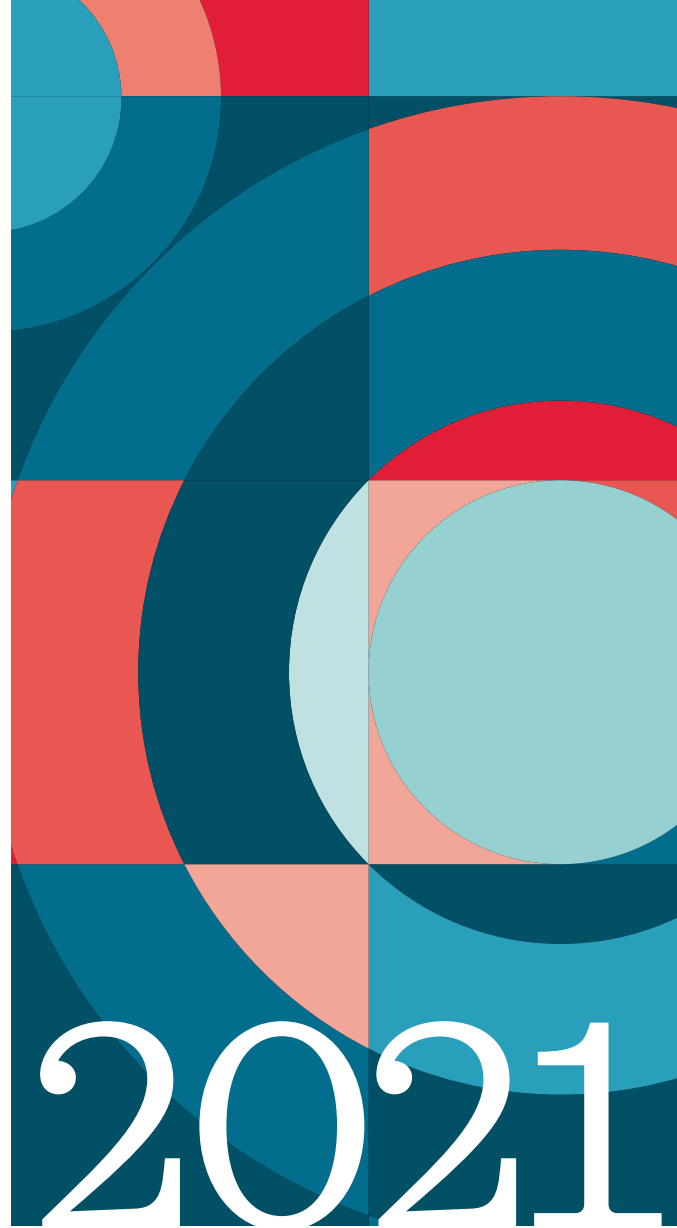




aaaha.org/vendors



2021

AAHA MEDIA KIT

AAHA MEANS MORE

AAHA Means Exceptional Quality of Care



Patients of AAHA-accredited practices receive **more comprehensive care** and clients elect to have **more diagnostic services** performed than nonaccredited practices.**



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



On average, AAHA member practices have a **higher count of new patients** versus nonmember practices (851 and 644 per fiscal year, respectively).*

AAHA Means Excellent Customer Service



AAHA-accredited practices have **more engaged clients who visit more frequently**, as well as fewer lapsed patients than nonaccredited practices.**



AAHA-accredited practices have **more loyal clients, retain more clients, and see more repeat clients** than nonaccredited practices.**

AAHA Means Higher Revenue



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%.*

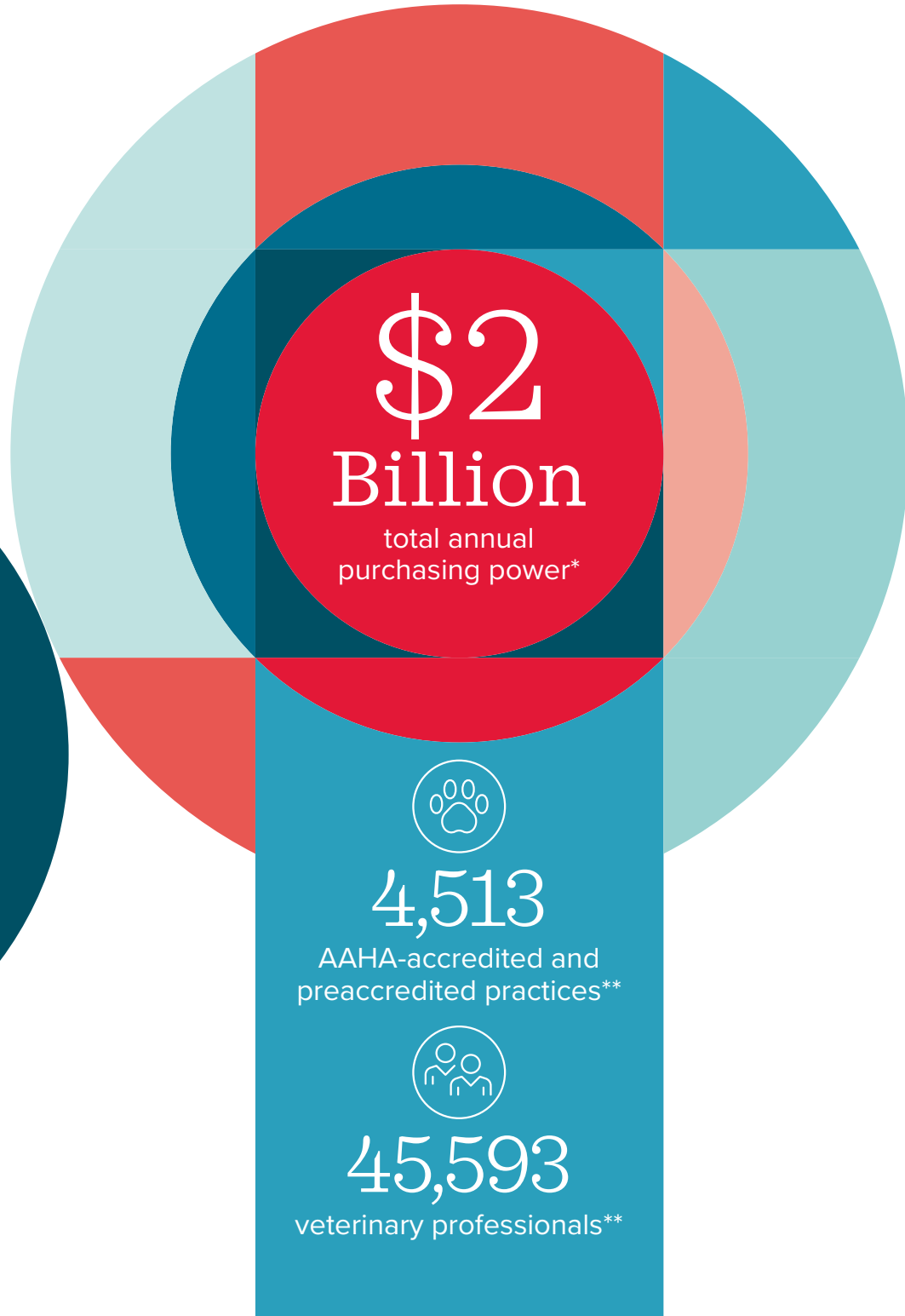


Practices that generate higher levels of revenue have **higher staff-to-doctor ratios**. The ratio of nonveterinarian staff per FTE veterinarian is highest among AAHA-accredited practices.*

*Financial and Productivity Pulsepoints, Tenth Edition, AAHA Press. ***Practice Analysis Report, VetSuccess, 2019

AAHA Members

- **15,061** Veterinarians
 - **17,924** Veterinary assistants and support staff
 - **7,187** Veterinary technicians
 - **3,953** Practice managers
 - **2,468** Other
-
- **45,593 TOTAL MEMBERS**



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

**As of March, 2021

Editorial Calendars

AAHA means more engaging content on the practice-management and medical topics that matter to today's veterinary professionals.

Trends Calendar

January

- Feline medicine
- CBD
- Marketing

February

The Dental Issue

- Pain management
- Lab equipment
- Dentistry

March

- Nutrition
- Software
- Flea and tick

April

- Wellness plans
- Anesthesia
- Social media

May

- Finance
- Client service
- Retirement

June

- Behavior
- Technology
- Inventory

July

The Diversity Issue

- Workplace culture
- Client service
- Marketing

August

- Working dogs
- Integrative medicine
- Workplace safety

September

- Pet insurance
- Disaster preparedness
- Telehealth

October

The Technician Issue

- Wellbeing for technicians
- Careers for technicians
- Diversity

November

- Pain management
- Laser therapy
- Dermatology

December

- Stem cells/orthobiologics
- Telehealth
- Lab equipment

JAAHA Calendar*

January/February

- Physaloptera (parasites)
- Endoscopy
- Infectious disease

March/April

- Radiology and imaging
- Respiratory diseases
- Oncology
- 2021 AAHA/AAFP Feline Life Stage Guidelines

May/June

- Neurology
- Soft tissue surgery
- Gastroenterology

July/August

- Dentistry
- Endocrinology
- 2021 AAHA Nutrition and Weight Management Guidelines for Dogs and Cats

September/October

- Clinical pathology
- Emergency and critical care
- Pain management

November/December

- Radiology and imaging
- Orthopedics
- Internal medicine



Trends and JAAHA Reprints

Customize articles with your company logo.

Contact Stephanie Pates for more information at stephanie.pates@aaha.org.

Trends

AAHA means more small-business and practice-management guidance.

Published monthly, *Trends magazine* offers best business practices, single-theme issues, JAAHA abstracts, executive summaries of AAHA's 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

35,549 pageviews**

3:00 spent on articles**

Opportunities include:

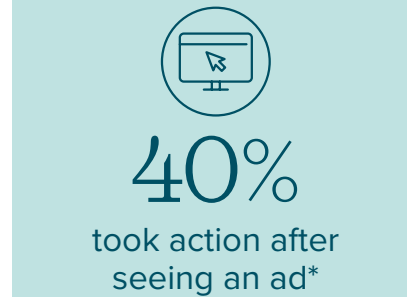
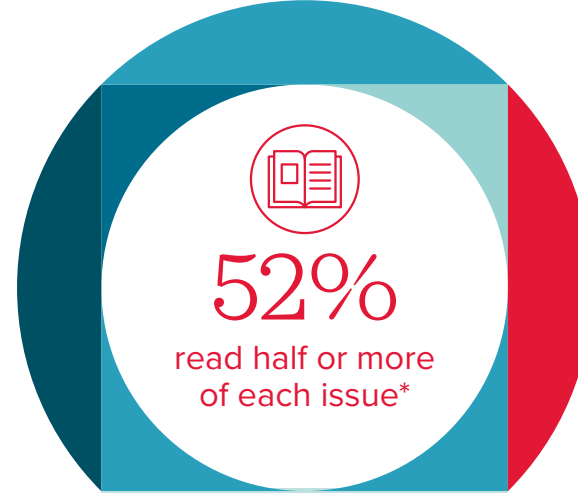
- Advertisements in the print magazine and *Trends* webpages
- False covers
- Belly bands
- Inserts or other custom pieces
- Content booklets and posters[†]
- Roundtable booklets[†]

Got a little extra budget?

The AAHA Marketplace in *Trends magazine* offers multiple sizes of ads to round out your overall advertising strategy.

*Source: 2020 AAHA Readership Survey of *Trends*, JAAHA, and *NEWStat* conducted by Readex Research. **Source: Website data from July, 2020–January, 2021

[†]Custom developed with AAHA and polybagged with *Trends*



JAAHA

AAHA means more cutting-edge medicine.

AAHA's bimonthly, peer-reviewed medical journal, *JAAHA*, *Journal of the American Animal Hospital Association*, features original studies, review articles, and AAHA's guidelines, available in print and online.

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*
- AAHA guidelines published in *JAAHA* first
- Peer-reviewed topics at the forefront of veterinary medicine
- More than 6,200 print subscribers

JAAHA Online

238,535 pageviews**

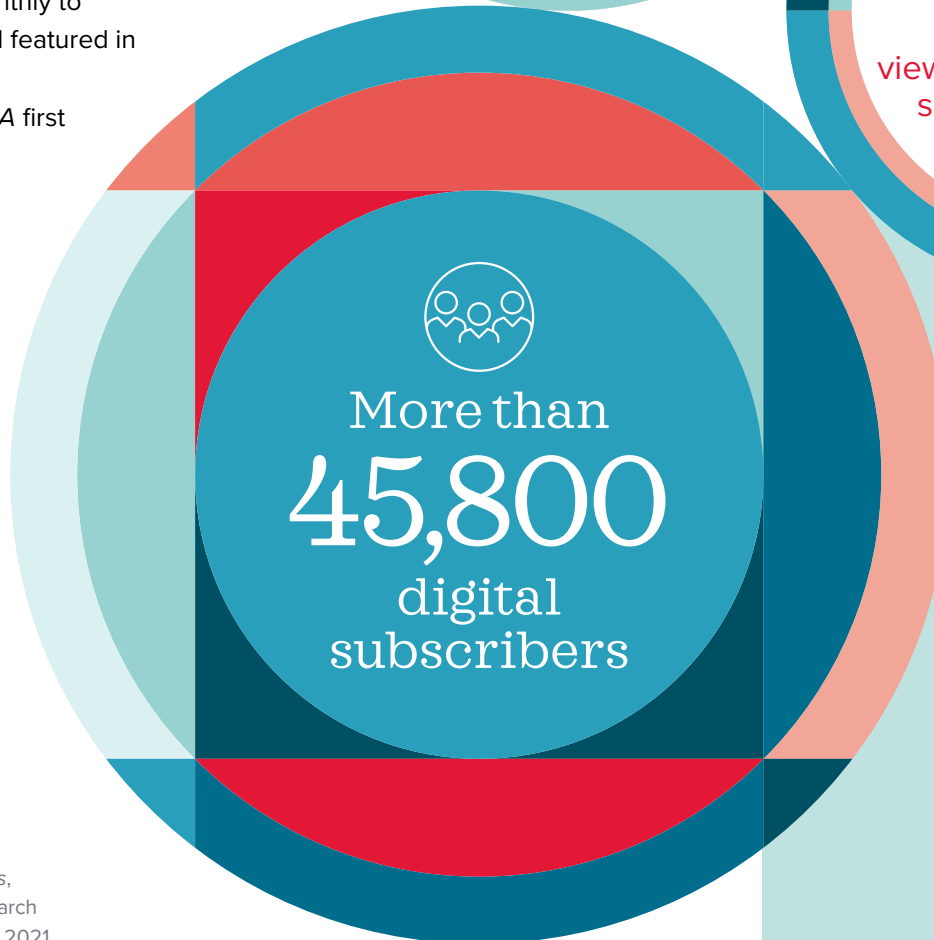
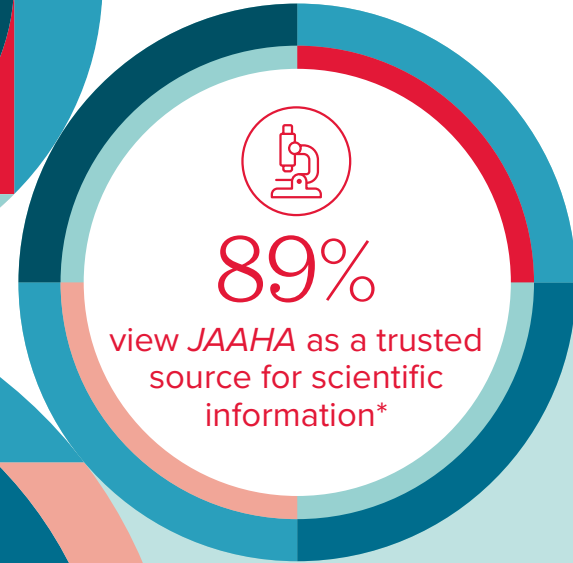
124,252 sessions**

Opportunities include:

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

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

**Source: Website data from July, 2020–January, 2021



57%
share their copy
with others*

NEWStat

AAHA means more personalized breaking news coverage.

Covering industry trends and breaking news, innovative new research and technology, and legislative updates, AAHA's *NEWStat* website and e-newsletter keep a finger on the pulse of current events that matter to the veterinary community. Our recently relaunched *NEWStat* e-newsletter leverages Artificial Intelligence to deliver personalized, curated content to readers every Tuesday, Thursday, and Saturday.

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

NEWStat E-Newsletter

19% open rate**

18% clickthrough rate**

NEWStat Website

502,861 pageviews**

5:56 spent on articles**

*Consider advertising or contributing an educational article for inclusion in our weekly *NEWStat* e-newsletter.*

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

**Source: E-newsletter and website data from July, 2020–January, 2021



More than
28,500
subscribers



44%
read half or
more of
each issue*



33%
share *NEWStat*
articles via social
media*

AAHA Learning

AAHA means more high-quality virtual CE for every member of the veterinary team.

- 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



Digital Advertising

AAHA means more ways to connect online.

- JAAHA, Trends, and AAHA Learning digital advertising
- Educational articles and advertisements on the *NEWStat* website and 3x weekly e-newsletter
- Professional website advertising
- Branded or product email to AAHA members (*Strategic Alliance Program only*)
- Connexity digital advertising

aaaha.org

Over 2.8 million pageviews**

2:10 average time on a page**

**Source: Website data from July,2020–January,2021

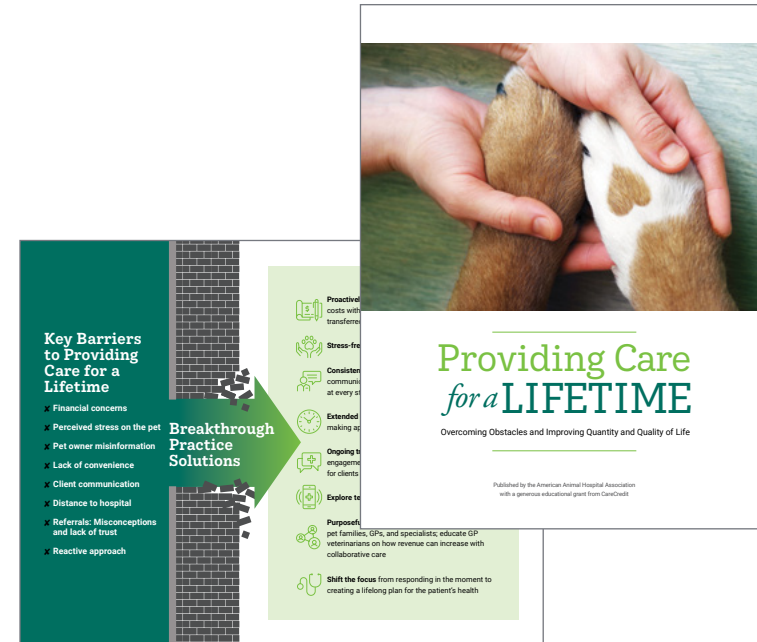
Custom Content

AAHA means a more personalized content strategy to make the most of your advertising dollars.

We'll help you create unique content that engages veterinary professionals with your products and messaging.

Options include:

- 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 Press
- Posters or wall clings mailed with *Trends* or hand-delivered by your sales team
- Social media campaigns highlighting your educational message
- Guidelines sponsorship
- AAHA Learning courses



Work with our team to develop the perfect content and design tailored to your audience!

Mailing Lists

AAHA means more tailored direct-mail campaigns to meet your specific business needs.

Target the best of the best with your message customized for:

- Member type (accredited or individual)
- Individual type (medical director, practice manager, etc.)
- Practice size (based on number of veterinarians)
- Contacts (based on location)

Strategic Alliance Program

AAHA means more exclusive access to the top veterinary practices.

When you join forces with AAHA as a Strategic Alliance Program member, you'll receive straightforward budgeting and flexible options to make sure your messaging is seen and heard.

Strategic Alliance Program membership includes:

- Corporate AAHA membership
- Quarterly reports personalized by Strategic Alliance member activity
- Use of the AAHA Strategic Alliance Program logo
- Website recognition and advertising
- AAHA member mailing list (1)

Members may also receive an invitation to participate in Connexity 2021, as well as opportunities to:

- Sponsor AAHA guidelines and strategic initiatives
- Send a commercial email to AAHA members
- Create a social media campaign through AAHA channels
- Develop AAHA Learning courses and custom content materials



2021 AAHA Strategic Alliance Program Levels

	Diamond	Platinum	Gold	Emerald	Sapphire	Silver	Garnet	Bronze	Copper
<i>Trends</i> advertising	\$50,000	\$49,500	\$45,000	\$20,000	\$16,000	\$12,000	\$10,700	\$8,000	
JAAHA 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
Strategic Alliance Program membership	\$49,000	\$40,000	\$37,000	\$32,000	\$30,000	\$29,000	\$27,000	\$25,000	\$22,250
Total value	\$413,000	\$304,000	\$198,000	\$135,000	\$107,000	\$79,000	\$65,000	\$46,000	\$30,500
Your cost	\$350,000	\$250,000	\$150,000	\$100,000	\$75,000	\$50,000	\$35,000	\$20,000	\$10,000



Rates

Trends

Advertising	1x	3x	6x	8x	12x
Full spread 16.75" × 10.875"	\$8,825 bw: \$4,675	\$8,275 bw: \$4,375	\$7,825 bw: \$4,125	\$7,450 bw: \$3,925	\$7,075 bw: \$3,725
Full page 8.375" × 10.875"	\$4,450 bw: \$2,350	\$4,175 bw: \$2,200	\$3,950 bw: \$2,075	\$3,750 bw: \$1,975	\$3,575 bw: \$1,875
Premium position*	\$4,550				
1/2 page horizontal 7.875" × 5"	\$3,000 bw: \$1,575	\$2,800 bw: \$1,475	\$2,625 bw: \$1,375	\$2,475 bw: \$1,300	\$2,325 bw: \$1,225
1/2 page vertical 3.75" × 10.375"	\$3,000 bw: \$1,575	\$2,800 bw: \$1,475	\$2,625 bw: \$1,375	\$2,475 bw: \$1,300	\$2,325 bw: \$1,225
1/4 page vertical 3.75" × 5"	\$2,425 bw: \$1,275	\$2,275 bw: \$1,200	\$2,150 bw: \$1,125	\$2,050 bw: \$1,075	\$1,950 bw: \$1,025
2/3 page vertical 5" × 10.375"	\$3,750 bw: \$1,975	\$3,500 bw: \$1,825	\$3,300 bw: \$1,725	\$3,150 bw: \$1,650	\$3,000 bw: \$1,575
1/3 page vertical 2.625" × 10.375"	\$2,650 bw: \$1,400	\$2,475 bw: \$1,300	\$2,325 bw: \$1,225	\$2,225 bw: \$1,175	\$2,125 bw: \$1,125
1/6 page vertical 2.625" × 5"	\$1,600 bw: \$850	\$1,500 bw: \$800	\$1,400 bw: \$750	\$1,325 bw: \$700	\$1,250 bw: \$650

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
False cover, 1-page	\$5,650	\$100	Removable; tip-on; one-sided
False cover, 2-page	\$6,275	\$100	Removable; tip-on; double-sided
Gatefold	\$7,050	\$105	Bind-in
Zgate	\$9,100	\$130	Bind-in
French door	\$11,400	\$155	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
2-page insert add vertical perf	\$2,925 \$375	\$50	Bind-in Removable; perforated
4-page insert	\$3,450	\$50	Bind-in
4-page gatefold Perf-out poster add	\$3,950 \$375	\$55	Bind-in Removable; perforated
8-page insert	\$4,475	\$65	Bind-in
8-page poster	\$8,250	\$65	Removable; tip-on; quarterfold
8-page Quadalog	\$8,500	\$80	Removable; tip-on
12-page magnastrap	\$11,325	\$235	Removable; saddle-stitched
16-page insert	\$8,750	\$130	Bind-in
24-page magnastrap	\$14,425	\$285	Removable; saddle-stitched

4-color process on 70# gloss coated.

Belly bands	31,000	+1,000	Details
18.5" x 5"	\$6,050	\$130	One-sided

4-color process on 80# gloss coated.

Polybagging	31,000	+1,000	Details
Up to 15 pages	\$3,750	\$105	Additional postage costs will apply
16–48 pages	\$3,975	\$125	Additional postage costs will apply

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

Postcards	31,000	+1,000	Details
5" × 7" card Perf bind-in	\$2,800 \$3,150	\$30 \$35	Blow-in or bind-in Removable; perforated
6" × 7" card Perf bind-in	\$2,875 \$3,225	\$30 \$35	Blow-in or bind-in 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.

Magnastrap: 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.

Rates

AAHA Marketplace

Size (column inches)	1x	3x	6x	12x
3.5 x 1	\$165	\$150	\$130	\$100
3.5 x 2	\$325	\$300	\$260	\$200
3.5 x 3	\$500	\$450	\$400	\$350
3.5 x 4.125	\$700	\$640	\$560	\$430
3.5 x 5.25	\$900	\$820	\$715	\$550
3.5 x 6.25	\$1,000	\$900	\$780	\$600
3.5 x 7.25	\$1,200	\$1,100	\$960	\$740
3.5 x 8.375	\$1,300	\$1,180	\$1,020	\$780

NEWStat

Digital advertising	2 months	6 months	12 months
Leaderboard*	\$5,850	\$5,150	\$4,675
Rectangle	\$2,725	\$2,400	\$2,175

*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.

AAHA Learning

Digital advertising	2 months	6 months	12 months
Middle banner	\$1,350	\$1,200	\$1,100
Side banner	\$1,200	\$1,100	\$1,000

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

Trends

Digital advertising	2 months	6 months	12 months
Rectangle	\$2,725	\$2,400	\$2,175

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
Full page 8.375" x 10.875"	\$1,475	\$1,300	\$1,175
Premium Rate plus \$580	\$2,200	\$1,950	\$1,775
False cover 8.375" x 10.875"	\$4,625	119# gloss; 4/4; tip-on and binding	
Gatefold cover 16" x 10.875"	\$6,500	119# stock; 4-color; perfect bound off front cover	
French gate cover 17.375" x 10.875"	\$7,500	119# stock; 4-color; side glue to front cover	
Partial tip false cover 16" x 10.875"	\$2,700	119# stock; 4-color; tip-on/glue tack and binding	
Cover wrap cover 12.4688" x 10.875"	\$2,700	119# stock; 4-color; perfect bound off front/back covers	
Belly band 18" x 5"	\$3,000	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
Banner	\$1,350	\$1,200	\$1,100
Tower	\$1,200	\$1,100	\$1,000
Button 1	\$600	\$500	\$400
Button 2	\$600	\$500	\$400

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

Mailing List

Number of names	1x rental
First 3,000 names	\$650
Additional names (per 1,000)	\$150

All rates quoted in US dollars.

Deadlines

Trends & AAHA Marketplace

Issue	Insertions	Art materials	Mail date
January	11/17/20	11/23/20	12/19/20
February	12/17/20	12/28/20	1/20/21
March	1/22/21	1/27/21	2/17/21
April	2/19/21	2/24/21	3/24/21
May	3/26/21	3/31/21	4/21/21
June	4/23/21	4/28/21	5/19/21
July	5/20/21	5/25/21	6/23/21
August	6/24/21	6/29/21	7/21/21
September	7/23/21	7/28/21	8/18/21
October	8/24/21	8/31/21	9/22/21
November	9/21/21	9/28/21	10/20/21
December	10/22/21	10/27/21	11/17/21

JAAHA

Issue	Insertions	Art materials	Mail date
Jan/Feb	11/12/20	11/17/20	12/21/20
Mar/Apr	1/8/21	1/19/21	2/22/21
May/Jun	3/18/21	3/23/21	4/26/21
Jul/Aug	5/18/21	5/21/21	6/28/21
Sep/Oct	7/15/21	7/20/21	8/23/21
Nov/Dec	9/14/21	9/24/21	10/25/21

Trends & JAAHA Online | NEWStat | AAHA Learning

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

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 a month and are included in each NEWStat e-newsletter distribution.

Ad Specs

Specifications

Trim size	8.375" x 10.875"
Live area	0.25" from trim
Bleed	0.125" extended beyond trim
Gutter loss	0.125"
Line width minimum	0.25 point thick
File format	PDF with bleed and crop marks; transparency flattened <small>Other acceptable formats include Adobe InDesign*, EPS[†], TIF</small>
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
False cover	Request the template file

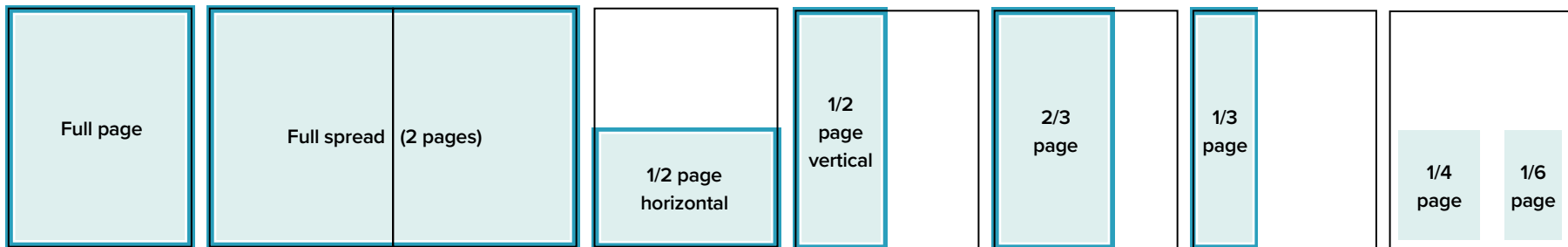
*Package with fonts and images and compress to zip file.

[†] Convert text to outlines for Adobe Illustrator files before submission.

Trends and JAAHA

Ad size	Bleed trim size	Nonbleed trim size
Full page and false cover*	8.375" × 10.875" with bleed: 8.625" × 11.125"	7.875" × 10.375"
Full spread (2 pages)	16.75" × 10.875" with bleed: 17" × 11.125"	16.25" × 10.375"
1/2 page horizontal	8.375" × 5.4375" with bleed: 8.625" × 5.6875"	7.875" × 5"
1/2 page vertical	4.1875" × 10.875" with bleed: 4.4375" × 11.125"	3.75" × 10.375"
2/3 page	5.5" × 10.875" with bleed: 5.75" × 11.125"	5" × 10.375"
1/3 page	2.9375" × 10.875" with bleed: 3.1875" × 11.125"	2.625" × 10.375"
1/4 page		3.75" × 5"
1/6 page		2.625" × 5"

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



See Rates page for AAHA Marketplace sizes.

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 × 90	600 × 74	300 × 50
Rectangle	300 × 250	250 × 209	300 × 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 × 250	300 × 50

All sizes are width by height in pixels.

AAHA Learning

Ad size	Web
Middle banner	900 × 150
Side banner	425 × 150

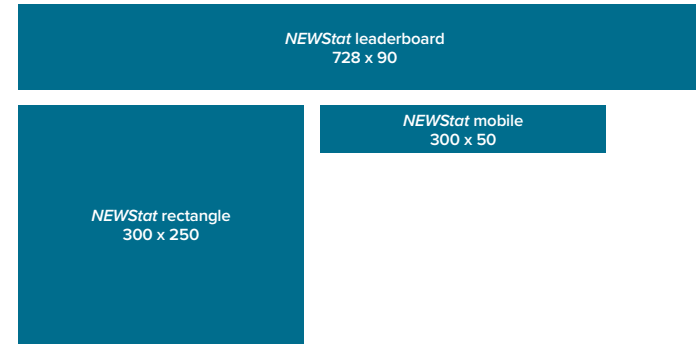
All sizes are width by height in pixels.

JAAHA Online

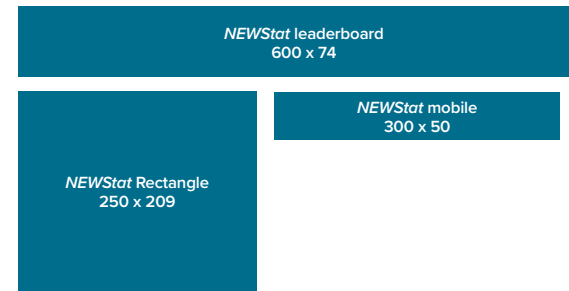
Ad size	Web
Banner	468 × 60
Tower	160 × 600
Button	180 × 150

All sizes are width by height in pixels.

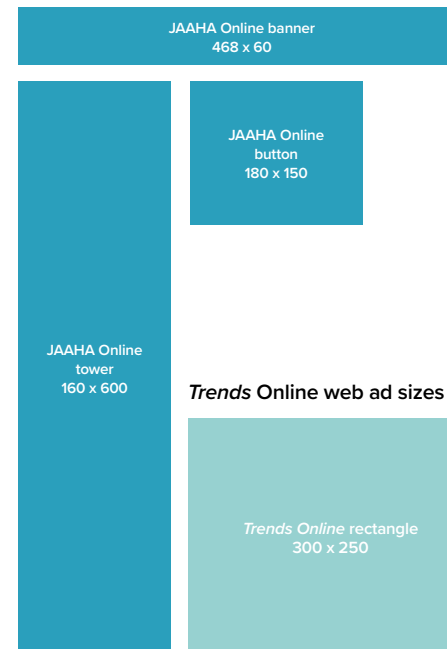
NEWStat web ad sizes



NEWStat email ad sizes



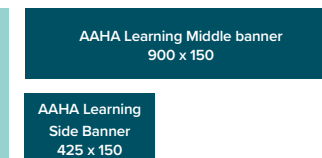
JAAHA Online ad sizes



Trends Online web ad sizes



AAHA Learning ad sizes



Resources

AAHA means more of what you need to know, when you need to know it.

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. Please call AAHA's National Sales Manager, Stephanie Pates, for more information.

Acceptance of Advertising

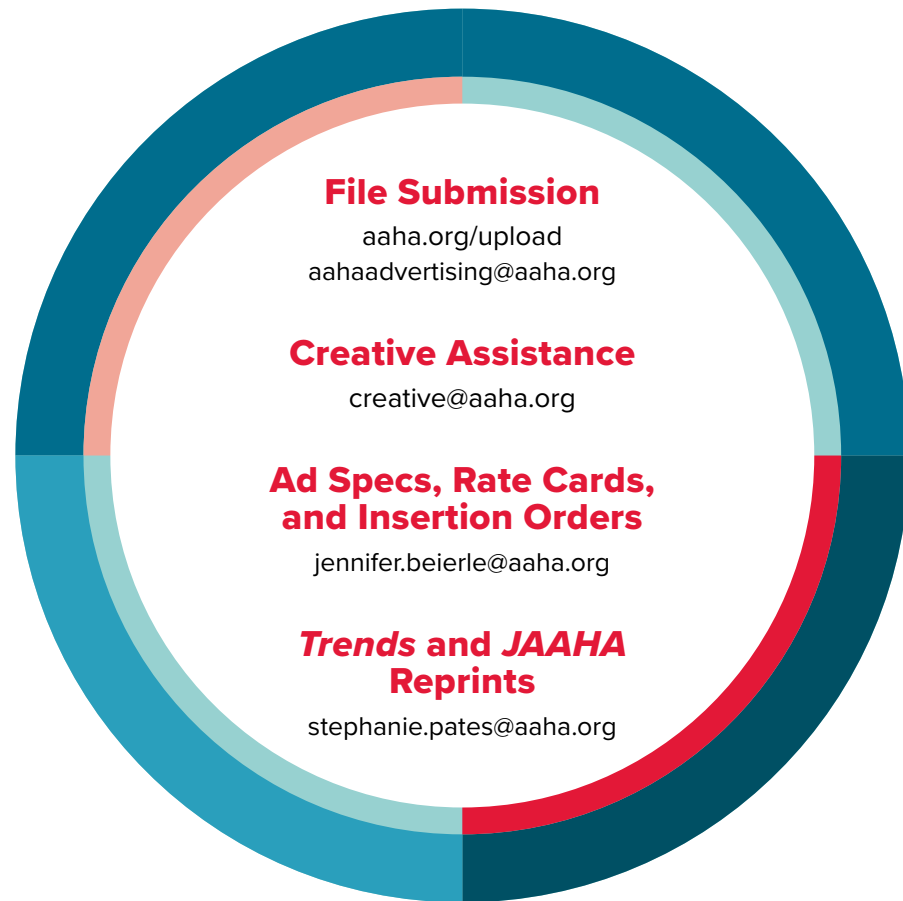
All advertisements are subject to AAHA's approval and AAHA reserves the right, in its sole discretion, to refuse to accept any advertising and/or to cancel, remove, discontinue, or withdraw approval of any advertising after its publication or appearance. In the event that AAHA exercises this right, it 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.

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. We will only accept the physical graphic files (GIF, JPG, etc.) and a link to the advertiser's website as detailed in the media kit for each of the corresponding sites or e-newsletters.



Contact

Reach out and connect with AAHA more! We would love to hear from you.

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