



# **AAHA 2020 STRATEGIC ALLIANCE PROGRAM**

## **Focus on reaching your goals**

with exclusive access to the veterinary profession's most successful practices all year long. With the AAHA Strategic Alliance Program, you'll enjoy flexible options, straight forward budgeting, and lasting value. It's pure advertising luxury at an affordable price that'll propel your brand straight to the top.

# WE ARE AAHA

## We are propelling veterinary medicine forward.

We hold high standards. A commitment to continually raising the bar puts our members in a class of their own—and they rely on AAHA's award-winning publications, renowned continuing education, and cutting-edge resources to drive their practices—and the profession—forward. Our dynamic group of forward-thinking members doesn't stop at "good enough"—and neither do we. We are propelling veterinary medicine forward to excellence. [Are you?](#)



# Strategic Alliance Program membership includes:

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

## Strategic Alliance members may also receive:

- An invitation to participate in Connexity 2020
- Opportunities to sponsor AAHA guidelines and strategic initiatives
- A commercial email to AAHA members
- A social media campaign through AAHA channels
- Other sponsorship or advertising opportunities

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

AAHA members' total average yearly income per practice is

**\$501,782**  
more than nonmembers\*

**4,517**

AAHA-accredited and pre-accredited practices\*\*

**42,080**

veterinary professionals\*\*

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

*\*\*As of July 1, 2019*



# Connexity sponsorship and advertising

## Connexity by AAHA

September 30–October 3, 2020  
Hyatt Regency Convention Center  
Denver, Colorado



**It's about time the veterinary conference experience evolved,** Connexity is AAHA's reimagined conference exclusively for AAHA members. We asked our members about the issues keeping them up at night and used their feedback to shape the top-notch solutions driven content of this program.

Connexity sponsors will be provided an extraordinary experience with guests including:

- Networking and interacting with your target customers
- Opportunities to educate guests with topics and speakers of most interest to them
- Dedicated networking sponsor receptions
- Advertising and marketing

This conference isn't a one-size-fits-all outreach opportunity. Talk to us about how we can personalize your Connexity experience, so you'll get the biggest return on your investment.



# Guidelines and strategic initiative programs

Developed by experts in the profession, AAHA guidelines provide cutting-edge information and frequent updates that help members face the demands of a continually shifting industry to ensure pets receive the best possible care.

## **AAHA guidelines are mobile-ready. Are you?**

Full access to AAHA's guidelines—including interactive, mobile-friendly tools like client and staff education videos, customizable templates, calculators, and more—is now available online. Check out our most recently updated resources [helping practices stay at the forefront of veterinary medicine](#), including the *2018 AAHA Infection Control, Prevention, and Biosecurity Guidelines* and the *2019 AAHA Dental Care Guidelines for Dogs and Cats*, at [aaha.org/guidelines](http://aaha.org/guidelines). The support of our sponsors is vital to the development of our guidelines and resources.

Upcoming AAHA guidelines available for sponsorship include:

- Canine life stage
- Anesthesia and monitoring
- Feline vaccination
- Feline life stage
- Nutrition and weight management
- Telehealth/virtual care
- Pain management
- Working dog and support animal

AAHA is proud to promote awareness of the guidelines to the profession with educational tracks, web conferences, press releases, online resources, and outside marketing programs.

# AAHA's Healthy Workplace Culture Initiative

AAHA's Healthy Workplace Culture Initiative provides veterinary practices with tools and resources to foster individual wellbeing and optimal, healthy practice cultures. Through this initiative, AAHA aims to improve veterinary practices and the lives of veterinary healthcare professionals, which will serve to strengthen the human-animal bond through improved patient care and client satisfaction.

## AAHA Culture Connection

A collaboration between AAHA and leading management consulting firm, The Coffman Organization (TCO), The AAHA Culture Connection is a two-part employee engagement program designed to help practices achieve the organizational culture they've always wanted by offering personalized insights, recommendations, and tools that empower teams to build a positive and productive work environment together.

## Aspire

Through online leadership and management courses for veterinary professionals, Aspire supports veterinary practice owners and managers with strategies and resources to cultivate a thriving practice culture, lead a fully engaged team, select and develop great talent, and create the kind of lasting change they want for their practice.

Too many veterinary professionals are left behind when it comes to personal and professional wellbeing.

**Help turn things around and change the future of veterinary medicine** through your support of AAHA's Healthy Workplace Culture Initiative.



# *Trends* advertising opportunities

The premier business and practice management magazine for veterinary professionals, *Trends* zooms in on timely, big-picture perspectives and proven strategies all members of the practice team can use to enhance patient care and improve daily hospital operations.

Published monthly, *Trends* offers best business practices, single-theme issues, JAAHA abstracts, and **detailed** discussions about the industry trends that affect your practice. *Trends* is also available online to members and subscribers. A new offering in 2019, AAHA Marketplace in *Trends* is designed to fit any size budget with multiple sizes to choose from.

## Over 30,500 subscribers

**53%** save their copies for future reference\*

**46%** took action after seeing an ad\*

**60%** share their copy with others\*

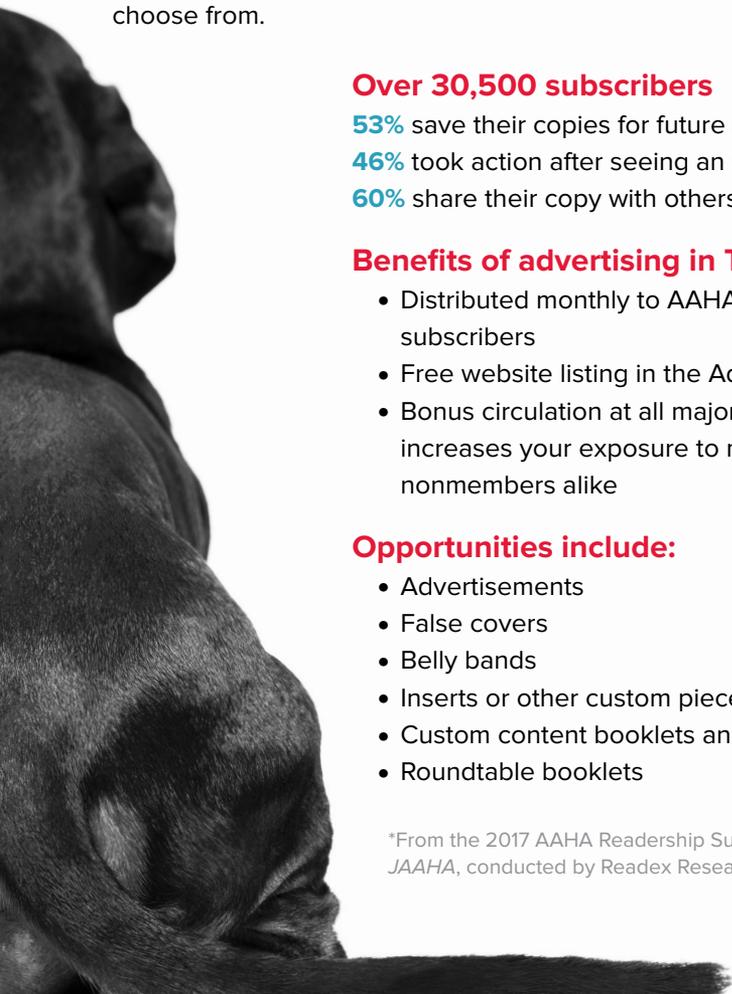
## Benefits of advertising in Trends

- Distributed monthly to AAHA members and subscribers
- Free website listing in the Advertiser Index
- Bonus circulation at all major conferences increases your exposure to members and nonmembers alike

## Opportunities include:

- Advertisements
- False covers
- Belly bands
- Inserts or other custom pieces
- Custom content booklets and posters
- Roundtable booklets

\*From the 2017 AAHA Readership Survey of *Trends* and JAAHA, conducted by Readex Research



# JAAHA advertising opportunities

**Get a leg up on the competition** and reach over 6,000 discerning decisionmakers when you advertise in the *Journal of the American Animal Hospital Association (JAAHA)*. Available in print and online, AAHA's bimonthly, peer-reviewed medical journal features original studies and case reports of interest to practitioners.

## **6,110 subscribers**

**53%** save their copies for future reference\*

**83%** view *JAAHA* as a trusted source for scientific information\*

**65%** share their copy with others\*

## **Opportunities include:**

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

\*From the 2017 AAHA Readership Survey of *Trends* and *JAAHA*, conducted by Readex Research



# Digital advertising opportunities

It's 2020, and online advertising is no longer a side note. Take your brand front-and-center with AAHA's digital advertising and sponsorship opportunities, which include:

- *JAAHA* online advertisements
- *NEWStat* educational articles and advertisements
- Professional website sponsorship and advertising
- Branded or product email to AAHA members (limited quantity available to Diamond and Platinum Strategic Alliance Program members only)
- NEW! AAHA | Learning – AAHA's online learning platform for members and non-members

## **JAAHA Online**

**42,898** average monthly impressions\*\*

**27,100** average monthly abstract views\*\*

## **NEWStat blog**

**176,968** pageviews\*\*

**3:15** spent on articles\*\*

\*\*Dec. 2018 – May 2019



# Additional sponsorship opportunities

Looking for more? [See the whole picture](#) with these additional ways to expand your reach and create an integrated campaign:

- AAHA educational programs at WVC and AVMA
- Veterinary Management Series (VMS) and/or Veterinary Management Institute (VMI) registrations
- Custom content booklets, posters, or wall clings
- Additional Connexity visibility/educational opportunities
- Social media campaign (limited quality available) — with 3 levels to choose from and up to 100,000 targeted impressions, these campaigns offer unlimited value for your business
- Additional *Trends*, *JAAHA*, or digital advertising
- Online educational module sponsorship on AAHA | Learning

	<b>Diamond</b>	<b>Platinum</b>	<b>Gold</b>
Strategic Alliance Program membership	\$49,000	\$40,000	\$37,000
<i>Trends</i> advertising	\$50,000	\$50,000	\$45,000
<i>JAAHA</i> advertising	\$10,000	\$10,000	\$5,000
Digital advertising	\$26,000	\$24,000	\$20,000
Connexity sponsorship and advertising	\$50,000	\$50,000	\$35,000
Connexity exhibit booth	\$5,000	\$5,000	\$5,000
Guidelines or strategic initiative programs	\$30,000	\$30,000	\$30,000
Additional sponsorship opportunities	\$193,000	\$95,000	\$21,000
<b>Total Value</b>	<b>\$413,000</b>	<b>\$304,000</b>	<b>\$198,000</b>
<b>Your cost</b>	<b>\$350,000</b>	<b>\$250,000</b>	<b>\$150,000</b>

# Other ways to work with AAHA

## AAHA Advantage

AAHA Advantage is a group purchasing organization exclusively for AAHA-accredited practices, with its members spending 15% more on average than other group purchasing organizations. AAHA Advantage supports AAHA's mission of enhancing veterinarians' abilities to provide quality medical care for companion animals. The program fees are purely administrative, and rebates are distributed back to AAHA Advantage members. For more information contact Christine Panek at [christine.panek@aaha.org](mailto:christine.panek@aaha.org).

## AAHA Preferred Business Provider Program

AAHA Preferred Providers offer AAHA members unique, exclusive benefits and pricing for products and services. This national program provides customized programs and dedicated support representatives for AAHA members from the companies that participate. Providers in the program carry the AAHA Recommended logo, may exhibit at Connexity by AAHA, and receive marketing support. For more information contact Dan McGaw at [dan.mcgaw@aaha.org](mailto:dan.mcgaw@aaha.org).

<b>Emerald</b>	<b>Silver</b>	<b>Garnet</b>	<b>Bronze</b>	<b>Copper</b>
\$32,000	\$29,000	\$27,000	\$25,000	\$22,250
\$20,000	\$12,000	\$10,700	\$8,000	
\$10,000	\$6,000	\$6,000	\$3,500	
\$20,000	\$10,000	\$5,000		
\$5,000	\$5,000	\$3,300		
\$30,000				
\$18,000	\$17,000	\$13,000	\$9,500	\$8,250
<b>\$135,000</b>	<b>\$79,000</b>	<b>\$65,000</b>	<b>\$46,000</b>	<b>\$30,500</b>
<b>\$100,000</b>	<b>\$50,000</b>	<b>\$35,000</b>	<b>\$20,000</b>	<b>\$10,000</b>



STRATEGIC  
**ALLIANCE**  
PROGRAM

Diamond Member



STRATEGIC  
**ALLIANCE**  
PROGRAM

Platinum Member



STRATEGIC  
**ALLIANCE**  
PROGRAM

Gold Member



STRATEGIC  
**ALLIANCE**  
PROGRAM

Emerald Member



STRATEGIC  
**ALLIANCE**  
PROGRAM

Silver Member



STRATEGIC  
**ALLIANCE**  
PROGRAM

Garnet Member



STRATEGIC  
**ALLIANCE**  
PROGRAM

Bronze Member



STRATEGIC  
**ALLIANCE**  
PROGRAM

Copper Member

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We are focused on your success. Join AAHA's current Strategic Alliance Program members and begin reaching the top veterinary practices.