



# **2020 AAHA MEDIA KIT**

**AAHA.ORG/VENDORS**

AAHA

STRATEGIC ALLIANCE

RATES

DEADLINES

AD SPECS

# WE ARE AAHA

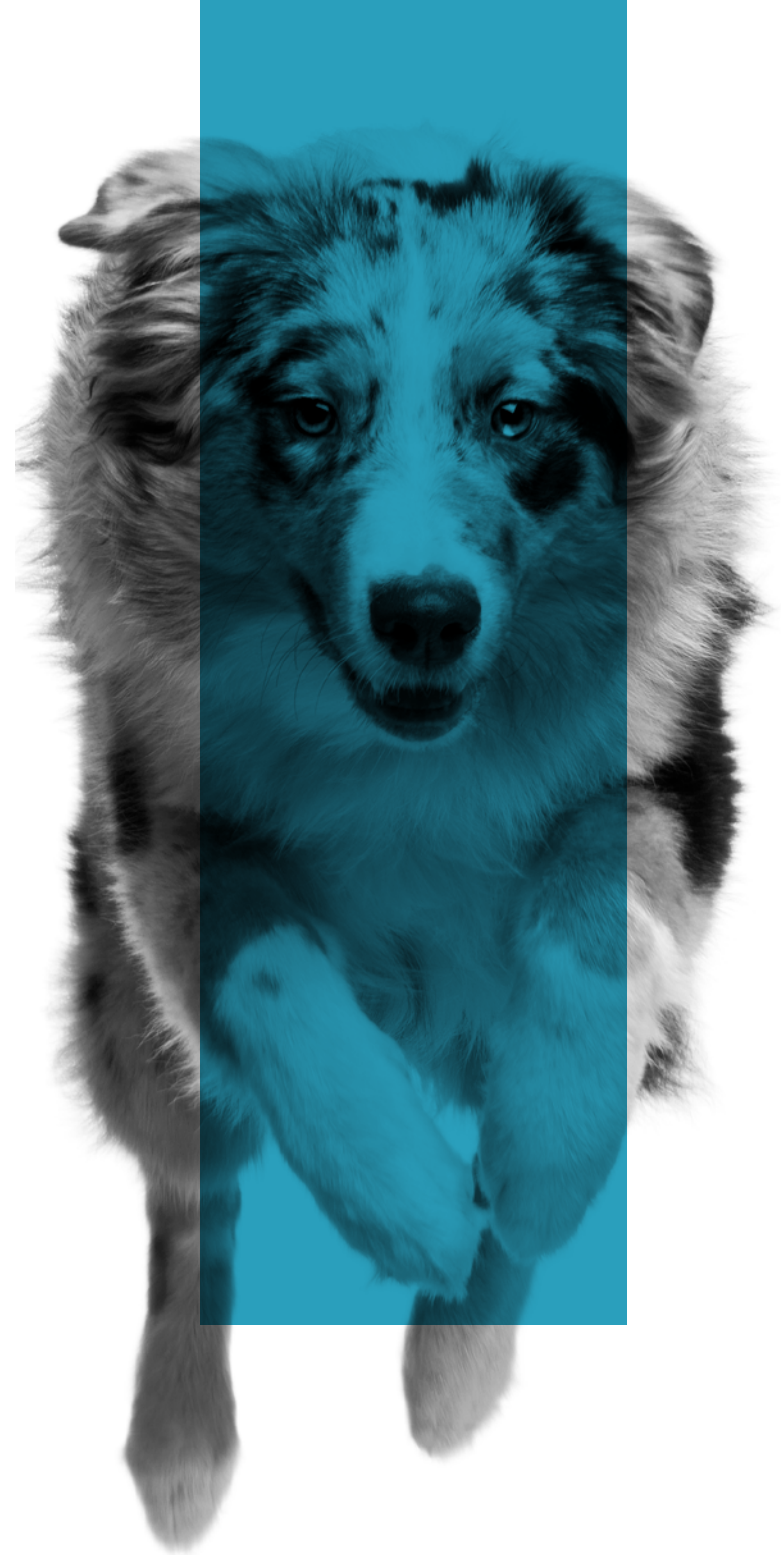
## We are focused on propelling veterinary medicine forward

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 members are dynamic, forward-thinking decisionmakers. They don't stop at "good enough," and neither do we.

We are focused on your success.

We are focused on propelling veterinary medicine forward.

*Are you?*



## Focus on what AAHA can do for you

# \$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\*\*

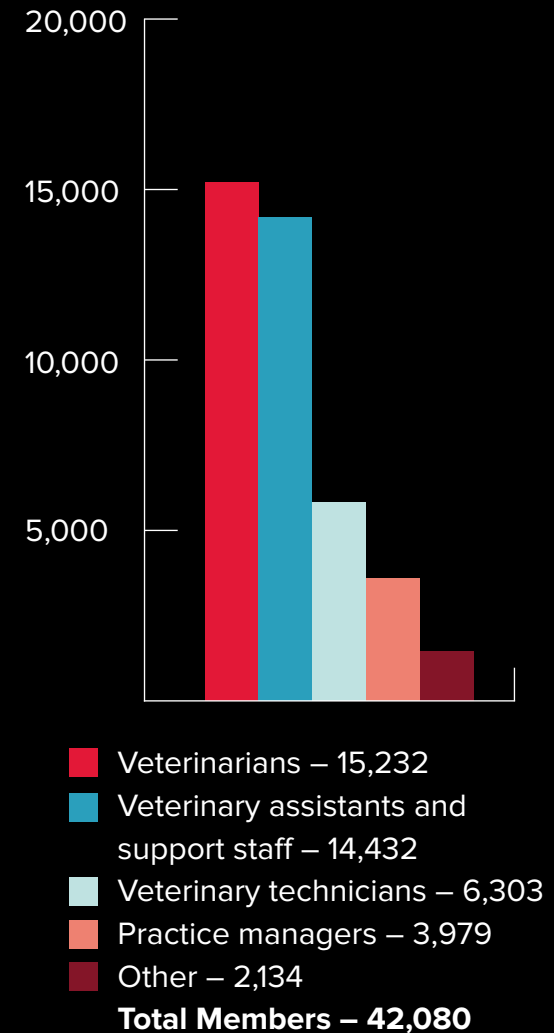
# 42,080

veterinary professionals\*\*

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

\*\*As of July 1, 2019

## AAHA MEMBERS



# EDITORIAL CALENDARS

Focus on topics that matter to your audience

## TRENDS CALENDAR

### January

Feline medicine  
Customer service  
Parasitology

Bonus circulation: VMX

### February

Stem cells  
Dentistry  
Biosecurity & infection control

Bonus circulation: Western

### March

CBD  
Emergency care  
Lab equipment

### April

Complementary medicine  
PM software  
Anesthesia & monitoring

### May

Nutrition science  
Laser therapy  
Social media

### June

*The Human Issue*

Leadership  
Ergonomics in the workplace  
Staffing & HR issues

### July

Culture creation  
Behavior  
Technology

Bonus circulation: AVMA, Fetch

### August

Laser therapy  
Dermatology  
Pet insurance

### September

Customer service  
Pain management  
Orthobiologics

Bonus circulation: Connexity by AAHA

### October

Oncology  
Feline medicine  
Preventive care

### November

*The Technology Issue*

Artificial intelligence  
Virtual reality  
Ecommerce

### December

Marketing  
Retirement planning & services  
Nutrition





## JAAHA CALENDAR

### January/February

Oncology

Clinical pathology

Cardiology

Bonus circulation: VMX, Western

### March/April

Anesthesia & monitoring

Radiology & imaging

Dermatology

### May/June

Soft tissue surgery

Orthopedics

Radiology & imaging

### July/August

Cardiology

Toxicology

Emergency & critical care

Bonus circulation: AVMA, Fetch

### September/October

Urology

Infectious diseases

Soft tissue surgery

Bonus circulation: Connexity by AAHA

### November/December

Oncology

Emergency & critical care

Neurology



## TRENDS AND JAAHA REPRINTS

Customize articles with your company logo. Contact Stephanie Pates for more information at [stephanie.pates@aaha.org](mailto:stephanie.pates@aaha.org).

# TRENDS MAGAZINE

## Focus on practice management

The premier business and practice management magazine for veterinary professionals, *Trends* offers:

- Fresh perspectives on timely industry topics
- Best business practices to improve daily hospital operations
- Proven strategies to enhance patient care
- JAAHA abstracts
- Single-theme issues

Published monthly, *Trends* is also available online to members and subscribers.

### Why advertise 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

A new offering in 2019, AAHA Marketplace in *Trends* magazine is designed to fit any size budget with multiple sizes to choose from.



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

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

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

*Trends* online receives over **1,500** average impressions per month\*\*

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

\*\*Dec. 2018 – May 2019

### Additional advertising opportunities:

- |                |                           |
|----------------|---------------------------|
| • False covers | • Micro ads               |
| • Belly bands  | • Custom content booklets |
| • Postcards    | • Posters                 |
| • Sticky notes | • Digital advertising     |
| • Inserts      |                           |
| • Polybags     |                           |

# JOURNAL OF THE AMERICAN ANIMAL HOSPITAL ASSOCIATION (JAAHA)

## Focus on innovative veterinary medicine

Reach **over 6,100** of the top veterinary decision makers when you advertise in JAAHA. Available in print and online, AAHA's bimonthly, peer-reviewed medical journal features AAHA guidelines as well as original studies and case reports of interest to practitioners.

Accessible to all members, JAAHA online averages **over 42,000\*\*** impressions per month and receives nearly **28,000\*\*** average monthly abstract views.

BONUS: Reach your audience with a false cover or belly band!

\*\*Dec. 2018 – May 2019



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

**83%** take action after seeing an ad\*

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

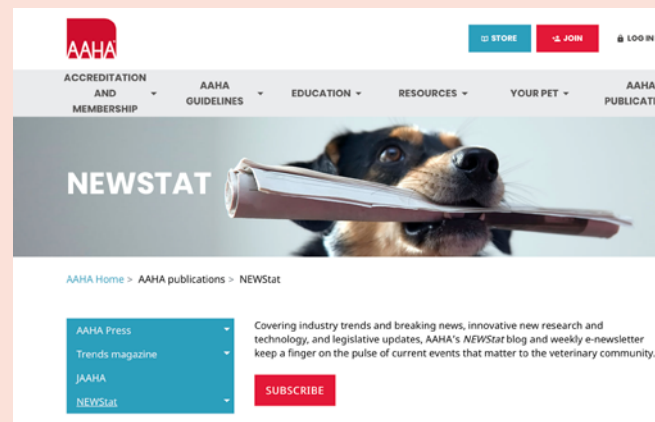
\*From the 2017 *Trends* magazine and JAAHA Readership Survey, conducted by Readex Research



# NEWSTAT

## Focus on the latest veterinary news

Covering industry trends and breaking news, innovative new research and technology, and legislative updates, AAHA's NEWStat website and weekly e-newsletter keep a finger on the pulse of current events that matter to the veterinary community.



### NEWStat E-Newsletter

More than **32,000** subscribers\*

**17%** clickthrough rate \*

### NEWStat Website

**176,968** pageviews\*

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

\*E-newsletter Nov. 2019-April 2020, Website Dec. 2018-May 2019

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



# DIGITAL ADVERTISING

## Focus on technology

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 advertising
- NEW! AAHA Learning – AAHA's online learning platform for members and non-members
- Branded product email to AAHA members (Strategic Alliance Program only)

# MAILING LISTS

## Focus on reaching your audience

Target the best of the best with direct mail sent to a list of our members tailored specifically to meet your business' needs.

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



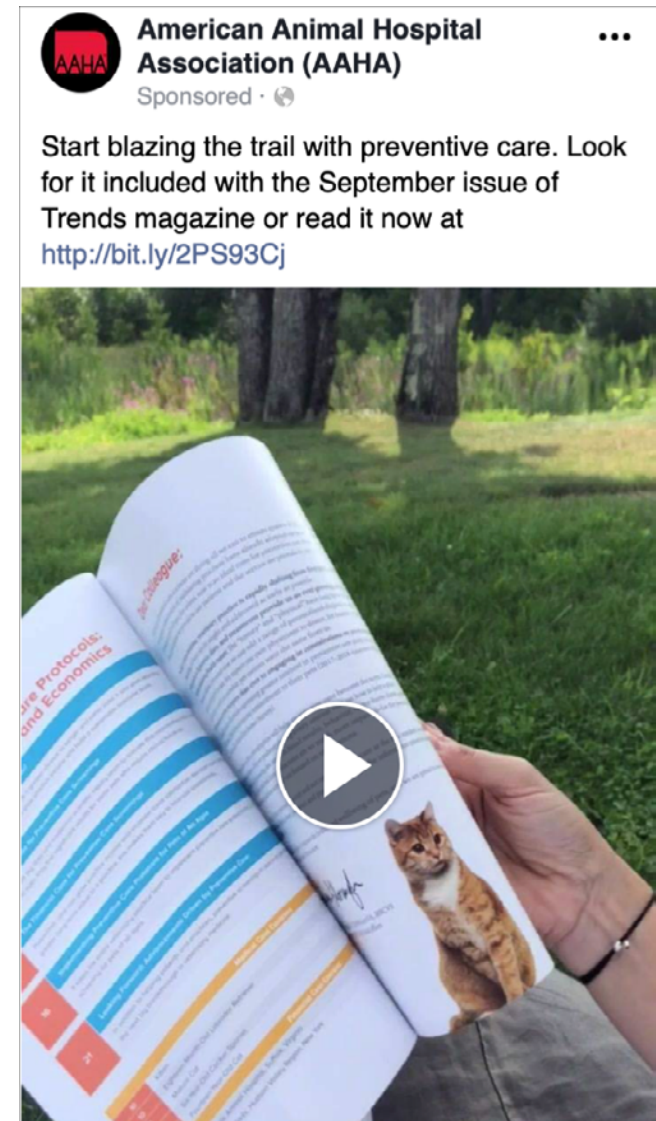
# CUSTOM CONTENT

## Focus on what's important to you

Want even more options? These valuable opportunities allow you to work with us to create unique content that engages professionals and pet owners alike. 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
- Content for pet owners

Our top-notch creative team will work with you to create effective messaging and a custom design for published items! Contact the sales team for more information and pricing.



# STRATEGIC ALLIANCE PROGRAM

## Focus on working together

Gain exclusive access to the veterinary profession's top practices all year long with your Strategic Alliance Program membership. Featuring flexible options, straightforward budgeting, and lasting value, this program is sure to help your business reach new levels of success.

Strategic Alliance Program membership includes:

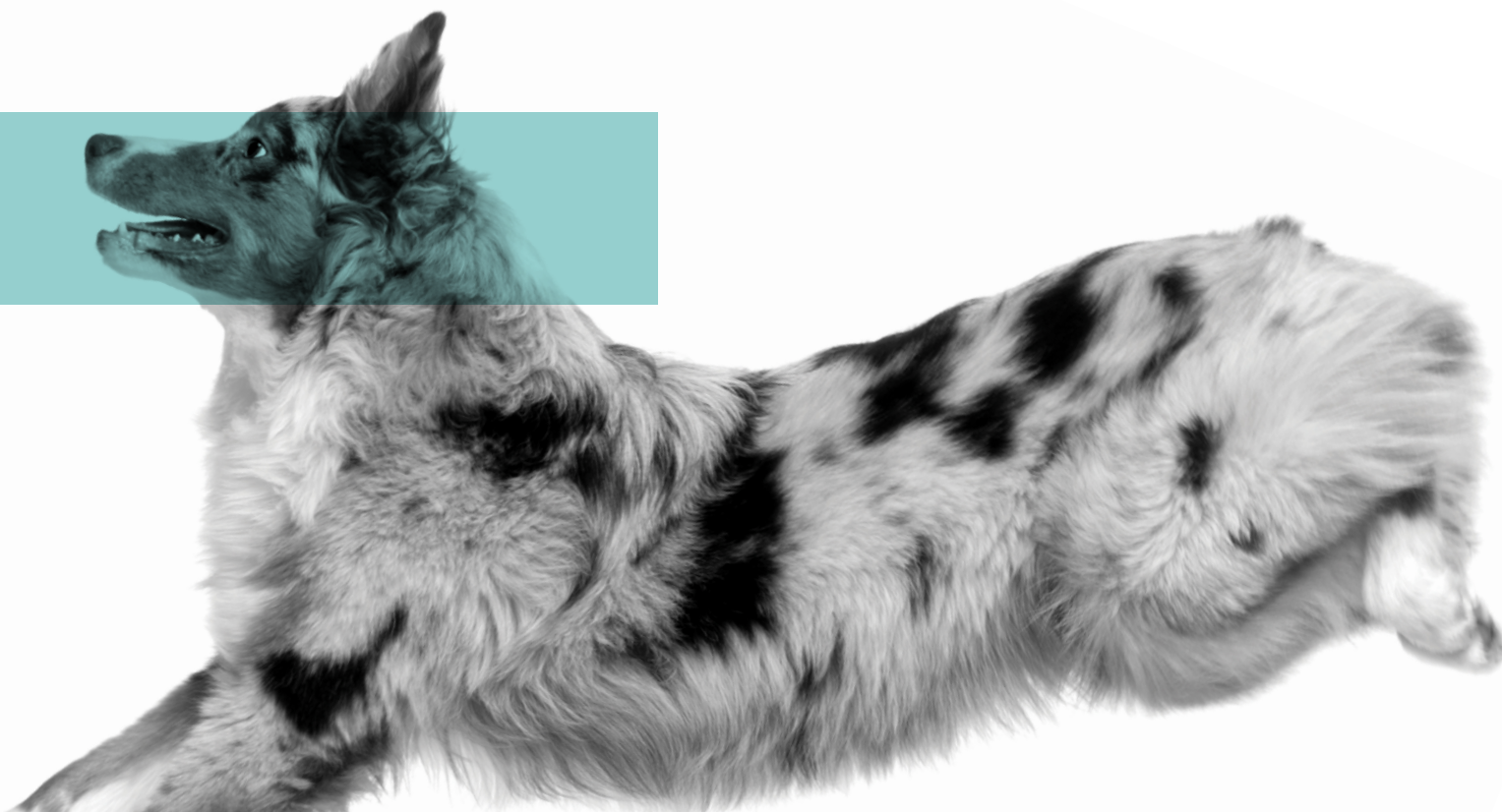
- Corporate AAHA membership
- Quarterly reports personalized by member activity
- Use of the AAHA Strategic Alliance Program logo
- Website recognition
- AAHA member mailing list (1)

**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's channels
- Other sponsorship or advertising opportunities



	DIAMOND	PLATINUM	GOLD	EMERALD	SILVER	GARNET	BRONZE	COPPER
Strategic Alliance Program membership	\$49,000	\$40,000	\$37,000	\$32,000	\$29,000	\$27,000	\$25,000	\$22,250
<i>Trends</i> advertising	\$50,000	\$50,000	\$45,000	\$20,000	\$12,000	\$10,700	\$8,000	
<i>JAAHA</i> advertising	\$10,000	\$10,000	\$5,000					
Digital advertising	\$26,000	\$24,000	\$20,000	\$10,000	\$6,000	\$6,000	\$3,500	
Connexity sponsorship and advertising	\$50,000	\$50,000	\$35,000	\$20,000	\$10,000	\$5,000		
Connexity exhibit booth	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$3,300		
Guidelines or strategic initiative programs	\$30,000	\$30,000	\$30,000	\$30,000				
Additional opportunities	\$193,000	\$95,000	\$21,000	\$18,000	\$17,000	\$13,000	\$9,500	\$8,250
<b>Total value</b>	<b>\$413,000</b>	<b>\$304,000</b>	<b>\$198,000</b>	<b>\$135,000</b>	<b>\$79,000</b>	<b>\$65,000</b>	<b>\$46,000</b>	<b>\$30,500</b>
<b>Your cost</b>	<b>\$350,000</b>	<b>\$250,000</b>	<b>\$150,000</b>	<b>\$100,000</b>	<b>\$50,000</b>	<b>\$35,000</b>	<b>\$20,000</b>	<b>\$10,000</b>





# RATES

Focus on the bang for your buck



## 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.

**Zgate:** 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 magnastrip	\$11,325	\$235	Removable; saddle-stitched
16-page insert	\$8,750	\$130	Bind-in
24-page magnastrip	\$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" 3 7" card	\$2,800	\$30	Blow-in or bind-in
Perf bind-in	\$3,150	\$35	Removable; perforated
6" 3 7" card	\$2,875	\$30	Blow-in or bind-in
Perf bind-in	\$3,225	\$35	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.

**Magnastrip:** 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.

## 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	\$1000	\$900	\$780	\$600
3.5 x 7.25	\$1200	\$1100	\$960	\$740
3.5 x 8.375	\$1300	\$1180	\$1020	\$780

## 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	

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.

## NEWSTAT

DIGITAL ADVERTISING	2 MONTHS	6 MONTHS	12 MONTHS
Leaderboard*	\$5,850	\$5,150	\$4,675
Rectangle	\$2,725	\$2,400	\$2,175
Button	\$1,350	\$1,200	\$1,075

\* Leaderboards will appear at the top of 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.

## 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

## Focus on time

### TRENDS & AAHA MARKETPLACE

ISSUE	INSERTIONS	ART MATERIALS	MAIL DATE
January	11/18/19	11/22/19	12/18/19
February	12/23/19	12/30/19	1/22/20
March	1/22/20	1/28/20	2/19/20
April	2/20/20	2/26/20	3/18/20
May	3/25/20	3/31/20	4/24/20
June	4/23/20	4/29/20	5/22/20
July	5/20/20	5/27/20	6/17/20
August	6/24/20	6/30/20	7/22/20
September	7/22/20	7/28/20	8/19/20
October	8/26/20	9/1/20	9/23/20
November	9/24/20	9/30/20	10/21/20
December	10/22/20	10/28/20	11/18/20

### JAAHA

ISSUE	INSERTIONS	ART MATERIALS	MAIL DATE
Jan/Feb	11/13/19	11/20/19	12/30/19
Mar/Apr	1/22/20	1/29/20	2/24/20
May/Jun	3/19/20	3/26/20	4/27/20
Jul/Aug	5/19/20	5/27/20	6/29/20
Sep/Oct	7/22/20	7/29/20	8/31/20
Nov/Dec	9/16/20	9/23/20	10/26/20

### JAAHA ONLINE/NEWSTAT/AAHA LEARNING

ISSUE	INSERTIONS	ART MATERIALS
January	12/20/19	12/23/19
February	1/24/20	1/27/20
March	2/21/20	2/24/20
April	3/23/20	3/25/20
May	4/22/20	4/24/20
June	5/22/20	5/26/20
July	6/22/20	6/24/20
August	7/24/20	7/27/20
September	8/21/20	8/24/20
October	9/22/20	9/24/20
November	10/17/20	10/19/20
December	11/20/20	11/23/20

Ads are purchased on a calendar month basis.

NEWStat e-newsletters are delivered weekly on Thursdays, and remain on the blog for a month following e-newsletter distribution.



# AD SPECS

## Focus on the details

### 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 Other acceptable formats include Adobe InDesign®, EPS®, TIF
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

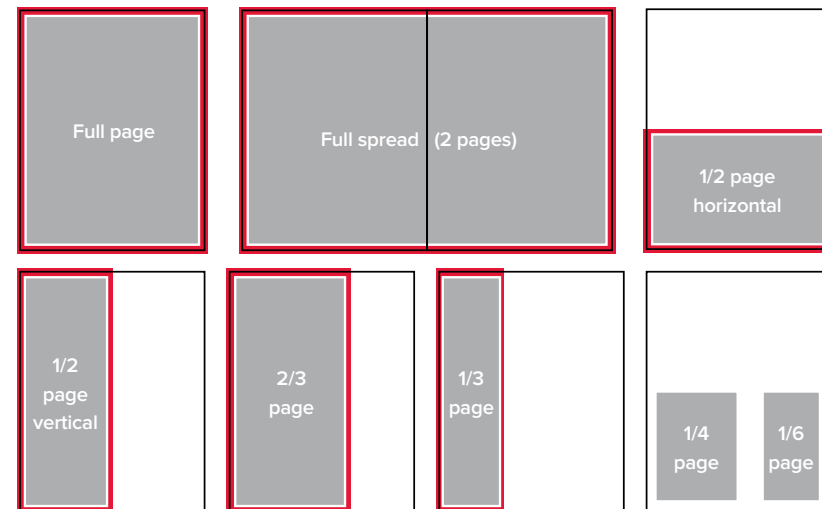
\*Package with fonts and images and compress to zip file.

† 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.

## 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	728 × 90	300 × 50
Rectangle	300 × 250	120 × 250	300 × 50
Button	300 × 90	120 × 90	300 × 50

\* Leaderboards will appear at the top of the website and be rotated within the e-newsletter. All sizes are width by height in pixels.

## JAAHA ONLINE

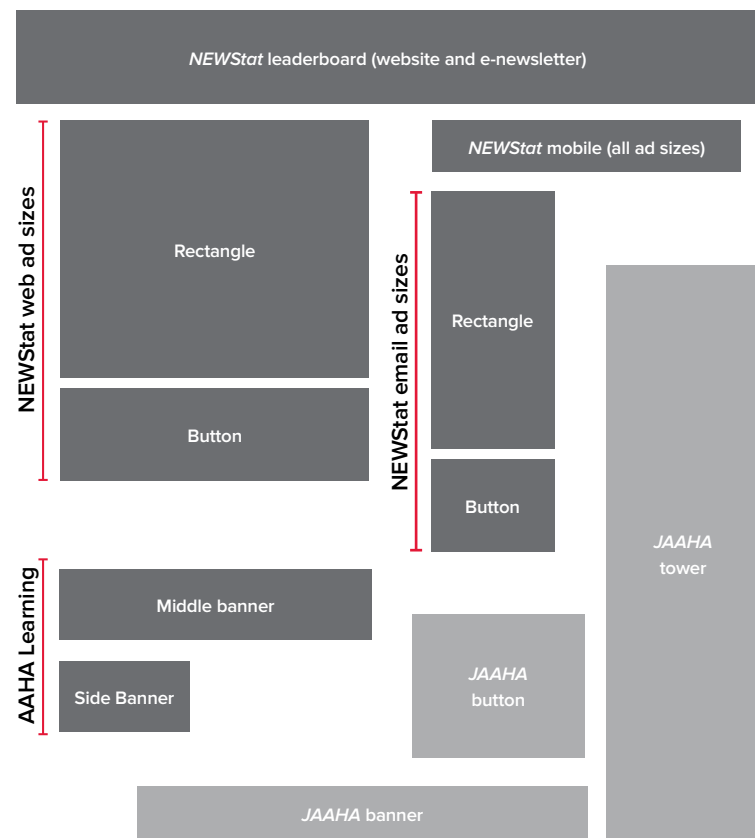
AD SIZE	WEB
Banner	468 × 60
Tower	160 × 600
Button	180 × 150

All sizes are width by height in pixels.

## AAHA LEARNING

AD SIZE	WEB
Middle banner	900 × 150
Side banner	425 × 150

All sizes are width by height in pixels.



# RESOURCES

Focus on getting what you need



## FILE SUBMISSION

[aaha.org/upload](http://aaha.org/upload)  
[aahaadvertising@aaha.org](mailto:aahaadvertising@aaha.org)

## CREATIVE ASSISTANCE

[creative@aaha.org](mailto:creative@aaha.org)

## AD SPECS, RATE CARDS, AND INSERTION ORDERS

[jennifer.beierle@aaha.org](mailto:jennifer.beierle@aaha.org)

## TRENDS AND JAAHA REPRINTS

[stephanie.pates@aaha.org](mailto:stephanie.pates@aaha.org)

### 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

**Focus on connecting with the right people**

## **JANICE TRUMPETER, DVM**

### **Deputy Chief Executive Officer**

Strategic Alliance Program, sponsorship

720-963-4430

janice.trumpeter@aaha.org

## **JUDI KODNER CASEY**

### **Corporate Programs and Advertising Specialist**

Strategic Alliance Program, sponsorship

877-845-9696

judi.casey@aaha.org

## **STEPHANIE PATES**

### **National Sales Manager**

Advertising sales, conference advertising sales,

Strategic Alliance Program, sponsorship

866-450-2828

stephanie.pates@aaha.org

## **SEAN THOMAS**

### **Advertising and Sales Manager**

Advertising sales

720-963-4435

sean.thomas@aaha.org

## **JENNIFER BEIERLE**

### **Advertising Specialist**

Advertising materials, mailing list sales

Strategic Alliance Program, advertising

720-963-4439

jennifer.beierle@aaha.org

**AAHA.ORG/VENDORS**