



Advertise with us

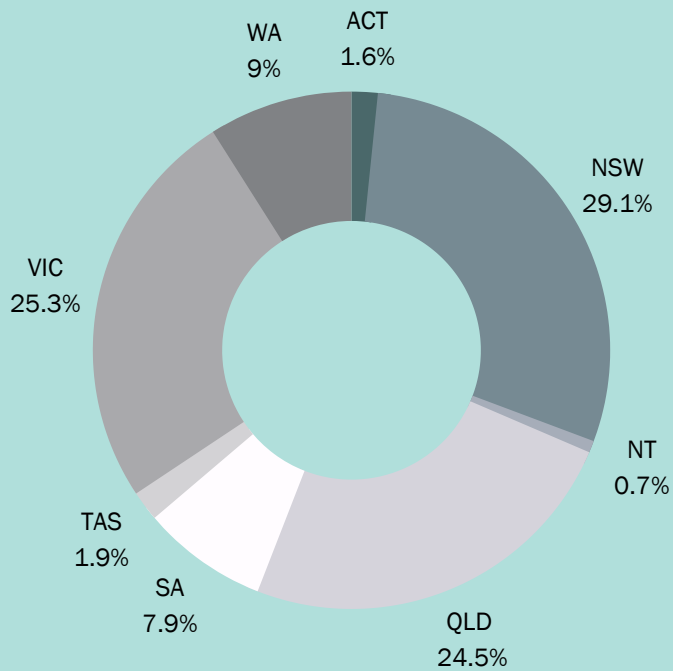
Harness the influence of Australia's only professional association for veterinarians – trusted by your target audience since 1921.

Media Kit 2022/23

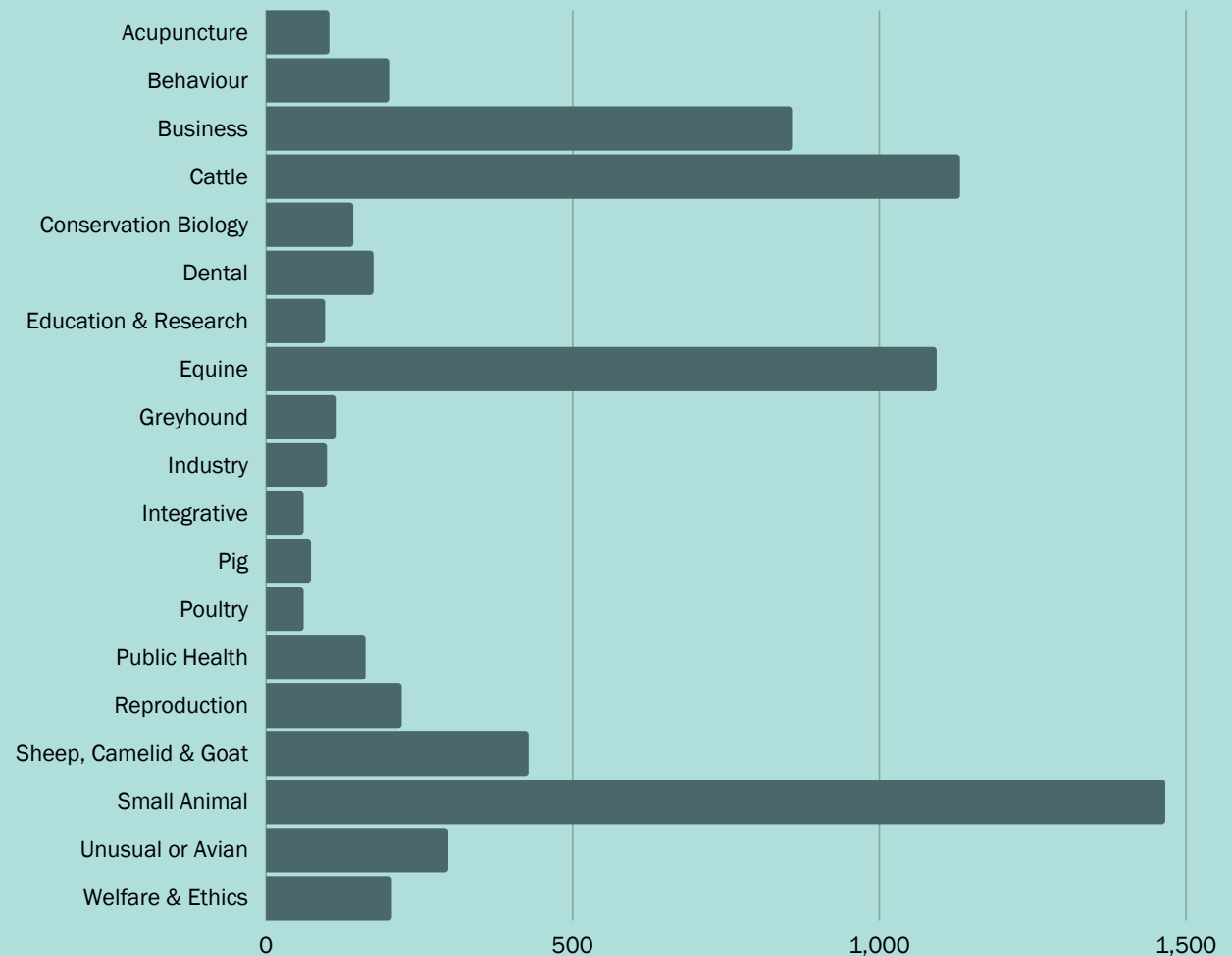
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State Membership



Membership Interest



Audience: Veterinary Professionals

Digital

Print

Events

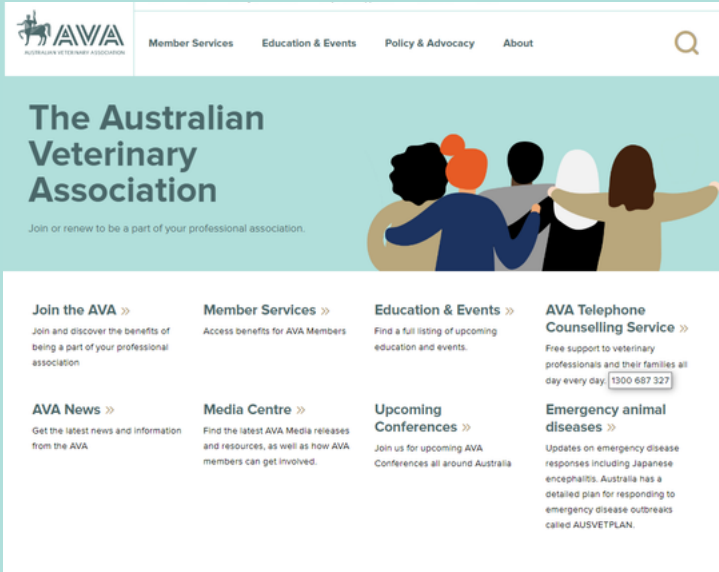
National

- Website
- Division
- Career Connect

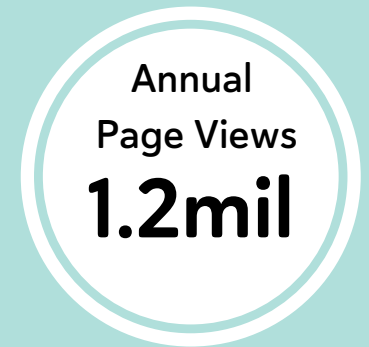
Special Interest Groups

- Enewsletters
- Print/Online journals
- Webinars





The AVA's website is the AVA's flagship platform and the main website for veterinary professionals, AVA members and the veterinary profession within Australia. Enjoyed by thousands of users each month across desktop, mobile and tablet, it's a powerful platform for your brand.

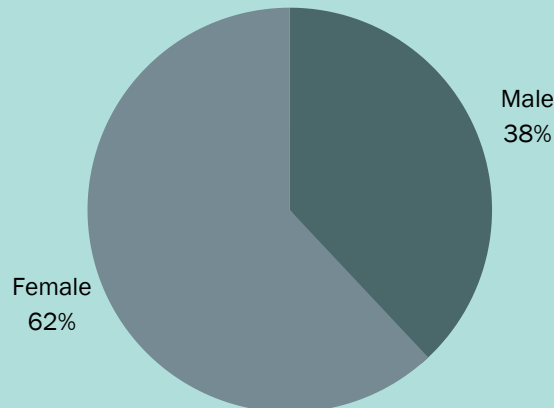


*Figures are annual

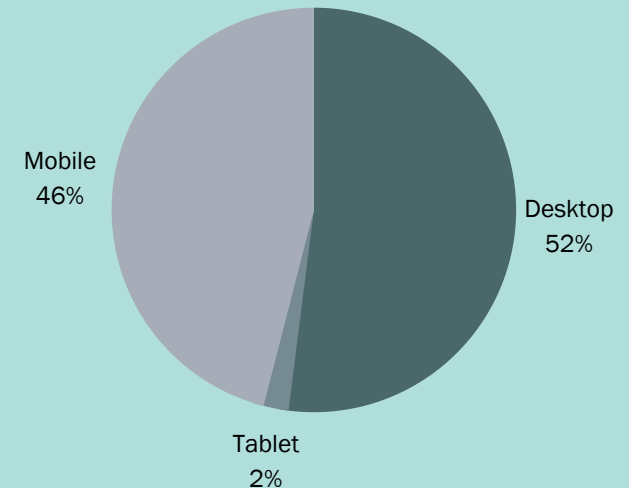
Age

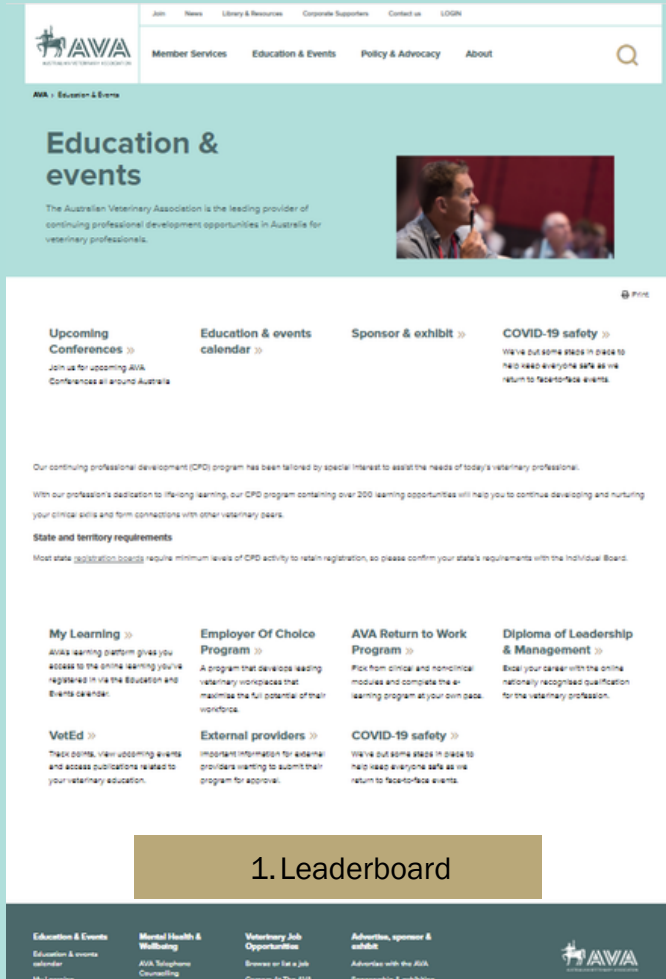


Gender



Device Use





1. AVA Leaderboard

Ad appears across:

- Member Services
- Education & Events
- Library & Resources
- Contact

Reach: Approx. 10,000+ / month

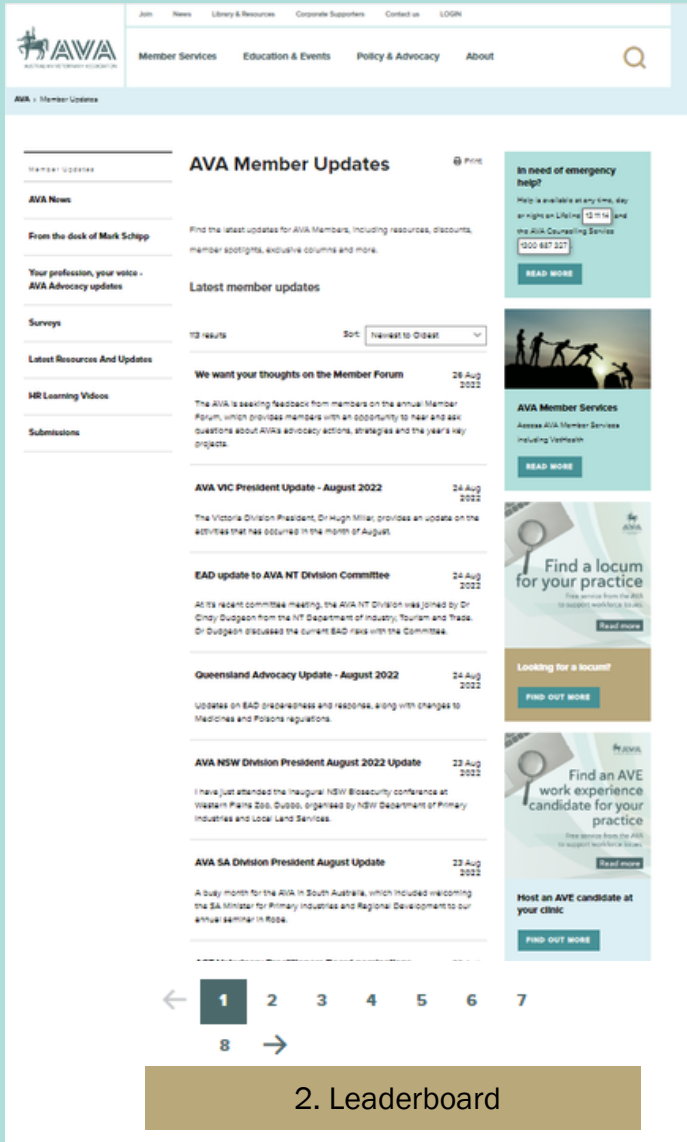
Material Specifications:

Leaderboard: 728x90px (desktop) & MREC: 300x250px (mobile)

(both sizes must be supplied)

- JPEG or PNG only
- RGB colour only
- Supply your destination URL

Pricing: \$3,000 / month ex gst



2. AVA News & Members Updates Leaderboard

Ad appears across:

- AVA News
- AVA Member Updates

Formerly known as the AVA Digest, the AVA News & Member Updates pages focus on the latest content for members such as resources, videos, discounts and offers.

Reach: Approx. 4,000+ / month

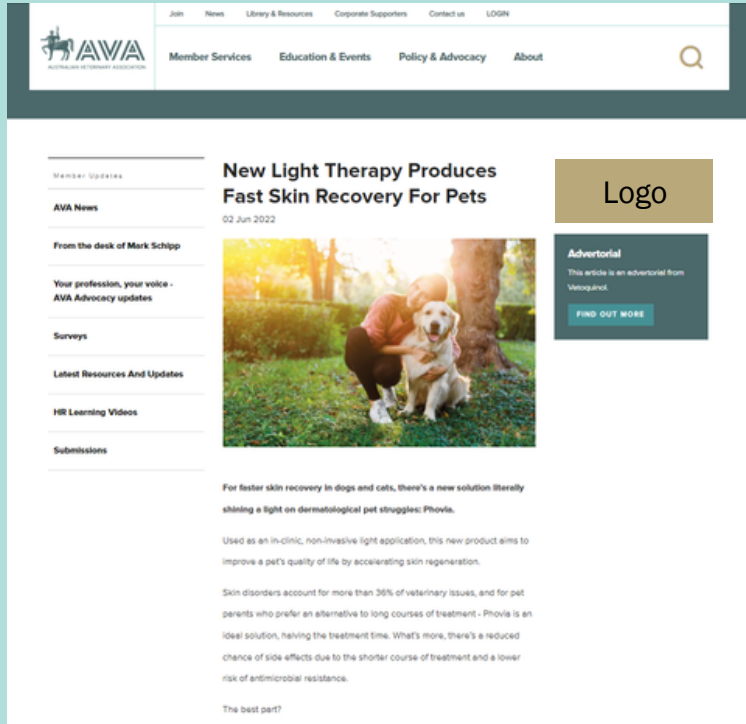
Material Specifications:

Leaderboard: 728x90px (desktop) & MREC: 300x250px (mobile)
(both sizes must be supplied)

- JPEG or PNG only
- RGB colour only
- Supply your destination URL

Pricing: \$2,600 / month ex gst

2. Leaderboard



3. AVA News & Members Updates Advertorial

Ad appears within:

- AVA Member Updates

Advertorials tell a more in-depth story and really engage AVA members. They are perfect for educating an audience and explaining the benefits or initiatives behind your product or service.

Material Specifications:

- Title: Maximum 10 word count
- Body: Maximum 500 word count
- Image (1): JPEG, PNG. Landscape orientation preferred
- Logo: JPEG, PNG
- You may link to your website/product within the advertorial text or supply a URL for your image to link to

Pricing: \$3,000 / month ex gst

Your copy will be subject to internal approval, and the copy may be subject to editing, with the final decision made by the AVA. All advertorial material must comply with AVA policy (e.g. avoiding use of animals with exaggerated features), and references should be provided to support any scientific/medical claims made. Acknowledgement that the material is an advertorial, and who it has been provided by, will appear with the advertorial.



Pos 1
Pos 2

AVA Member Updates

We want your thoughts on the Member Forum
The AVA is seeking feedback from members on the annual Member Forum, which provides members with an opportunity to hear and ask questions about AVA's advocacy actions, strategies and the year's key projects.

On Cytology: Your Secret Weapon Against OE (A6)
By exploring the cause as well as treating the symptoms, you can save time, pain, and money for your patient and client. The combination of cytology and topical ear treatments like Neptira is vital for the effective treatment of OE.

A Marathon, Not a Sprint - Effective OA Treatment for Dogs (A6)
While osteoarthritis (OA) in dogs is largely considered a problem for seniors or certain breeds, the truth is that it affects dogs of all ages and sizes. It is our duty to convince pet parents of two things - that OA can strike anyone's dog, but it can also be managed effectively.

In-clinic, quantitative NT-proBNP testing (A6)
A new quantitative point-of-care analyser allows fast, onsite measurement of NT-proBNP, minimising preanalytical error and reducing variability.

TGA makes interim decisions about Lidocaine and transcranial Magnetic stimulation
The TGA has made interim decisions regarding the scheduling of Lidocaine, and transcranial Magnetic stimulation.

NSW Consultation: Proposed Auditor General powers to conduct performance audit veterinary practices who receive public funding
Consultation on proposal for the NSW Auditor-General to carry out performance audits of the use of public monies by non-public sector entities to provide goods or services to the public on behalf of the State and Local Governments.

Prevention of Cruelty to Animals Amendment (Animal Sentience) Bill 2022
It is a win for the AVA's advocacy efforts, the Greens Animal Bill MLC recently introduced the Prevention of Cruelty to Animals Amendment (Animal Sentience) Bill.

New surveys
Help advance the veterinary profession by completing surveys, including a new survey on CHMS in the veterinary profession.

[Browse all Member Updates >](#)

Pos
General

Take your AVA Membership Tour Today

An interactive online self-paced resource to learn about and experience some AVA resources and initiatives.

[Find out more](#)

Australian Pin Veterinarians Conference 2022

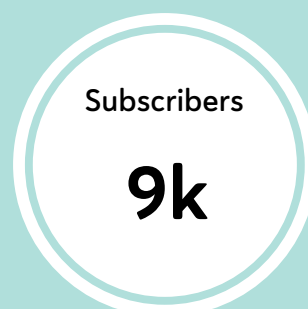
4. AVA National Newsletter

This is a weekly national email sent to our 9k members with a preview of what to see in our news & member updates pages. Members are highly engaged with the AVA Newsletter proven by an incredibly strong & consistent average unique open rate of 56%.

Material Specifications:

- MREC 300x250 px
- JPG or PNG
- Supply your destination URL

Pricing	2 week block (2 sends)	1 month block (4 sends)
Position 1	\$3,600	\$5,400
Position 2	\$3,200	\$4,800
Position General	\$3,000	\$4,500



Pricing ex gst

Advertising Packages



Inclusions	Reach*	Member Package	Complete Run of Site Package	Advertorial with any package
Banner in 2 x AVA Newsletters (2 consecutive weeks)	8,000	X	X	
AVA News & Members Updates Leaderboard (1 month)	4,000	X	X	
AVA Leaderboard (1 month)	10,000		X	
AVA News & Members Updates Advertorial (1 month)	Click through			X
Total Value		\$5,800	\$8,800	\$3,000
Total Cost		\$5,500	\$8,000	\$2,500

*Estimate only, to be used as a guide.

5. AVA Special Interest Groups

The AVA's Special Interest Groups (SIGs) use their targeted expertise for policy and campaign work as well as offering the clinical and educational support veterinarians need in their daily work. They offer members a targeted resource to support certain skills and interests within the profession. Each SIG shares the vision and purpose of the AVA and contributes to the achievement of the AVA strategic priorities.

SIG Category A: reach 500-2,000+ members/month

- The Australian Small Animal Veterinarians Group
- The Australian Cattle Veterinarian Group
- The Equine Veterinarians Australia Group
- The Veterinary Business Group
- The Australian Veterinary Student Group
- In The Loop: AVA conference sponsors, exhibitors & delegates (not a SIG)



SIG Category B: reach 100-500 members/month

- The Sheep, Camelid and Goat Veterinarians Group
- The Unusual and Avian Veterinarians Group
- The Australian Reproduction Veterinarians Group
- The Australian Veterinary Behaviour Interest Group
- The Australian Veterinarians for Animal Welfare and Ethics Group
- The Australian Veterinarians in Public Health Group
- The Australian Veterinary Dental Society
- The Australian Veterinary Conservation Biology Group
- The Australian Greyhound Working & Sporting Dog Veterinarians Group
- The Australian Veterinarians in Industry Group
- The Australian Veterinary Acupuncture Group

SIG Category C: reach up to 100 members/month

- The Veterinarians in Education, Research and Academia Group
- The Australian Pig Veterinarians Group
- The Commercial Poultry Veterinarians Group
- The Integrative Veterinarians Australia Group

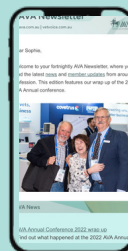
5. a) Enewsletters

Digital Newsletters are sent once a month for each Group.

SIG CATEGORY	Category A	Category B	Category C
Position 1	\$1,400	\$1,000	\$500
Position 2	\$1,200	\$750	\$400
Position General	\$1,000	\$500	\$300

Material Specifications

300 x 250 px



Please supply URL for click-through
Image format: JPEG or PNG only

Pos 1
Pos 2

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[Browse all Member Updates >](#)

Pos General

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An interactive online self-paced resource to learn about and experience some AVA resources and initiatives.

[Find out more](#)

Australian Pig Veterinarians Conference 2022
Novotel Geelong, VIC | 8-9 September 2022

5. b) Print Publications & Online Journals

Small Animal



Companion Magazine

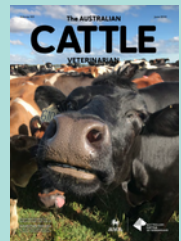
Type: Glossy Print & Online Magazine
Circulation: 1,700 ASAV members
Frequency: Quarterly



Australian Veterinary Practitioner

Type: Online peer-reviewed clinical journal
Circulation: 1,700 ASAV members
Frequency: Quarterly

Cattle



The Australian Cattle Veterinarian

Type: Online Magazine
Circulation: 1,200 ACV members
Frequency: Quarterly

Equine



The Australian Equine Veterinarian

Type: Print peer-reviewed journal
Circulation: 1,100 EVA members
Frequency: Bi-annually - Autumn/Spring

Sheep, Camelid & Goat



Skirting the Issues

Type: Print & Online Magazine
Circulation: 500 SCGV members
Frequency: Quarterly

5. b) Print Publications & Online Journals



Specifications

Print & journal specifications vary
Please enquire for more information

Full Page Positioning	Price / issue (ex gst)	Price / issue for 2 or more issues in 1 calendar year (ex gst)
Inside Front Cover	\$2,750	\$2,475
Outside Back Cover	\$2,500	\$2,250
Inside Back Cover	\$2,500	\$2,250
Inside General	\$2,000	\$1,800
Half Page Inside General	\$1,000	\$895
Advertorial	\$2,200	\$1,980
Half Page Advertorial	\$1,200	\$1,000

5. c) Webinars

The convenience and safety of webinars has seen them become a popular staple in the AVA's CPD offering. With a wide variety of webinars hosted regularly by AVA's various Special Interest Groups, they provide a rare opportunity to place your brand front and centre with your desired target audience, in an interactive format.



- Webinars are online, live, and fully interactive
- Each webinar is worth one VetEd point for participants
- Webinars are available to be viewed via the relevant SIG member-only page on the website for 12 months

Webinar sponsorships are on offer to an exclusive presenting partner. Sponsorship's include:

- Company logo on all email marketing pieces, with hyperlink to website of choice
- Company logo at beginning and end of speaker presentation
- Company logo on webinar recording on Vet Ed library (for member access only)
- Verbal acknowledgement of sponsorship collaboration during webinar
- 3 x complimentary registrations for your staff to participate in webinar
- 3 x complimentary registrations as invitations to your nominated prospective or current clients
- Statistical reporting provided for any stage of the marketing process (i.e. open rates, click rates)

Sponsorship Cost:

Category A \$1,950 ex gst

Category B \$1,250

Category C \$1,000

QLD eNews
ava.com.au | vetvoice.com.au

Dear Sophie

Welcome to the August edition of the AVA QLD Division enewat

Check out the latest State News and keep up to date on the upcoming Branch Updates and Member Information.

State News

Dr Robyn Whitaker – Governance and Advocacy Officer:

Updates on EAD preparedness and response, along with changes to Medicines and Poisons regulations.

<https://www.ava.com.au/member-updates/4619/advocacy-update-august-2022/>

Vale

Raymond Domenico Barbero
(24/03/1943 - 11/03/2022)

Ray attended the Queensland Veterinary School after completing the first year in North Queensland. After graduating in 1967, he went into mainly large animal practice at Stanhope (northern Victoria) for two years before doing a short stint in northern Queensland. In the early 1970s he purchased a run-down practice at Indooopilly and saw it become a three vet clinic over forty years before selling it shortly after the tragic death of his son, Murray.

Ray was always very involved in the veterinary world, becoming AVA (Queensland Division) President in 1987, as well as an elected member on the Queensland Veterinary Surgeons' Board. He became interested in feline medicine and veterinary dentistry (becoming a member of the college) and attended dentistry conferences both in the USA and the UK.

Ray was always ready to give advice or assistance to any veterinarian who requested it and was a good friend to many. He retired in 2015 but continued to attend the Queensland Division's annual President's Drinks (where it is heard he will be sadly missed) and enjoyed travelling and meeting up with old classmates.

Ray leaves one daughter and four grandchildren.

Rest in Peace

Memorial Service:

TAS Division
ava.com.au | vetvoice.com.au

31 August 2022

Dear Sophie

Tasmanian Division | Neurology Seminars Hobart and Launceston | Speaker Notes

Please see Sam's links to his presentation:

- [PacA](#)
- [PacB](#)
- [PacC](#)

as well as the Neuro Examination form [here](#).

Thank you Sam for the seminars & notes and BI & BOQ for their support.

2022 VBG
Emergence
Crown Melbourne | 19-20 October 2022

Greyhound Conference
6-7 October 2022
Melbourne

Australian Greyhound Working and Sporting Dog Veterinarians Conference 2022
Racetrack Safety & Behaviour

The Australian Greyhound Working and Sporting Dog Veterinarians (AGWSDV) group is looking forward to welcoming members back to in person conferencing with their 2022 Racetrack safety and Behaviour AGWSDV Conference. Held at the iconic Metropole Hotel in Fitzroy (Down Town Melbourne), 6-7 October.

The thought-provoking program over two days will cover the key issues facing greyhound racing in Australia with a focus on euthanasia considerations and management of severe injuries both on and off the racetrack.

6. Divisions

AVA Divisions (states & territories) produce a monthly electronic newsletter. The Division Newsletters are distributed to Division members and other relevant stakeholders and contain articles focusing on both veterinary and business topics. Divisions include: ACT, NSW, NT, QLD, SA, TAS, VIC, WA

Material Specifications:

- MREC 300x250 px
- JPG or PNG
- Supply your destination URL

Pricing:

\$750 ex gst / email

Unique
Open Rate

57%

Ready to take your advertising to the next level?

To place your booking please contact AVA Advertising Officer, Sophie Byrne:
e: sophie.byrne@ava.com.au | t: (02) 9431 5073



Booking & artwork deadlines:

Digital Display Advertising

Booking deadline: 15th of the month prior
Artwork: 20th of the month prior

Advertorials* / Print

Booking deadline: 10th of the month prior
Artwork: 13th of the month prior

*Your copy will be subject to internal approval, and the copy may be subject to editing, with the final decision made by the AVA. All advertorial material must comply with AVA policy (e.g. avoiding use of animals with exaggerated features), and references should be provided to support any scientific/medical claims made. Acknowledgement that the material is an advertorial, and who it has been provided by, will appear with the advertorial.



AVA Policy: Love is Blind

Artwork displaying certain animal breeds Support AVA in removing breeds with exaggerated features from advertising, including brachycephalic breeds. The popularity of certain breeds of dogs with exaggerated physical features has resulted in their increased use in marketing and advertising campaigns, and often in products aimed specifically at veterinarians, such as veterinary pharmaceuticals. The exaggerated features of concern include brachycephaly (flat faces), chondrodystrophy (dwarfism) and excessive skin folds. Unfortunately, the exaggerated features lead to serious health and welfare problems, which the veterinary community are faced with managing, to try to give these animals a more comfortable life. To raise awareness of this issue, the Australian Veterinary Association (AVA) and RSPCA Australia launched an awareness campaign in 2016 called 'Love is Blind'. We have already reached out to our sponsors and regular advertisers advising that we will stop using these breeds in all advertising material appearing in our publications, and ask for your assistance with this when it comes to all marketing material, including:

- Any form of advertising in print and digital AVA products
- Exhibits at AVA conferences and events
- Any other form of marketing undertaken under the AVA brand.

The AVA will be enforcing this policy at the AVA Annual Conference, and we ask that you make sure that all your team involved in the exhibition are aware of our policy and the animal welfare issues involved. The dog breeds governed by this policy are:

- Brachycephalic breeds: including Pugs, British Bulldogs, French Bulldogs, Boston Terriers, Pekinese, Shih Tzu and Cavalier King Charles Spaniels
- Chondrodystrophic (dwarf) breeds: including Dachshunds, Basset Hounds, and Welsh Corgis
- Breeds with excessive skin folds: in particular the Shar-pei breed

If you need more information please contact Melanie Latter, melanie.latter@ava.com.au. You can also visit www.loveisblind.org.au to learn more.

The fine print

Terms and conditions

- Any new advertising material has to be approved by the AVA before publication.
- Positioning may vary on mobile and tablet devices.
- The Australian Veterinary Association reserves the right to reject any advertisement or copy.
- The word 'advertisement' will be placed above or below copy that the Association believes warrants such treatment.
- It is the responsibility of the advertiser to supply the correct files.
- Artwork must be supplied by the material deadline. Booked material which fails to arrive by the deadline date will be billed at full cost, and where possible the AVA will select a replacement advertisement from previously used material. If no such material exists, other material will be selected.
- It is the responsibility of the advertiser or agency to ensure the finished artwork is available by the deadline.

Indemnity

It is the responsibility of the advertiser to ensure that advertisements comply with:

- The Competition and Consumer Act 2010, as amended.
- Any other applicable Commonwealth and State laws.
- Advertising industry voluntary codes of practice including the Australian Association of National Advertisers (AANA) Code of Ethics.
- Advertisers must ensure that advertisements do not conflict with AVA policy.

Advertising Policies



In accordance with section 84 of the Australian Pesticides and Veterinary Medicines Authority, (APVMA) Agricultural and Veterinary Chemicals Code Regulations (Agvet Codes), persons must not make any claim, or permit any claim to be made in respect of a registered chemical product that is not consistent with the approved label for that product.

It is an offence for advertisers to:

- Advertise an unregistered product unless an application for registration has been lodged with the APVMA and it is stated in the advertisement that the product is not registered and an application has been lodged.
- Make a claim about a product that is inconsistent with an instruction on the approved label for the product.
- Publish information about a product that is false or misleading.

We encourage all advertisers to list the ingredients of the product named in the advertisement.

Sales conditions

Interest may be charged at the rate of 1.5% per month, calculated daily, on any amount that remains unpaid after 60 days from the date of invoice.

**Ready to connect your
brand with your target
audience?**

**Reach out to
sophie.byrne@ava.com.au**