

# CaRVTA

*Advancing RVT Professionals through Education, Science & Legislation*

## Advertising Opportunities 2011 Media Kit



[www.carvta.org](http://www.carvta.org)

## 2011 Advertising

# About Our Membership

**The California Registered Veterinary Technicians Association** is the statewide California professional organization dedicated to promoting the role of licensed RVTs in the veterinary profession.

Our membership consists of active professional RVTs, students and veterinary-related associate members, including DVMs, clinic staff and educators. Our members working in companion and exotic animal hospitals, emergency animal hospitals, specialized animal care facilities, shelters, equestrian facilities as well as in veterinary technician programs.

We also have RVT Student members, who range from 19-year-old first year students to 35-45 year-old professionals who are changing careers or returning to school.

Many of our members hold advanced degrees.

### Membership Benefits

CaRVTA is continually developing exclusive benefits for our current members. Our membership currently enjoys the following following benefits:

- Access to our members-only Job Board
- FREE posts on our Available Technician & Relief Technician Board
- FREE monthly E-News and important members-only e-Alerts
- Exclusive access to discounted publications, courses and other related goods and services
- FREE Listing in our Membership Database

### *Please Note:*

CaRVTA does not sell or rent its membership list. Please contact us at [info@carvta.org](mailto:info@carvta.org) for information about distributing information to members.



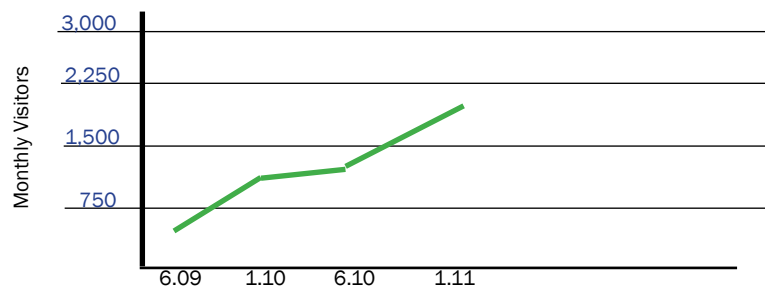
# 2011 Advertising

## CaRVTA.org Usage

Our association website, [www.carvta.org](http://www.carvta.org), is our main member marketing, communication, and information resource tool as well as the portal to our exclusive member benefits. We update our site at least once a week with new Job Postings, resources, news and continuing education and conference opportunities.

Traffic is driven to our site through our monthly e-newsletters, member e-alerts, CaRVTA exhibits at regional conferences, organic search results, and CaRVTA print brochures.

### Website Usage Statistics\*



2011 Ave. Monthly Visitors: 2,007\*\*  
2011 Ave. Monthly Pageviews: 4,950

### Most Commonly Viewed Pages

- Home
- RVT Resources
- CaRVTA Conferences
- Conferences/CE
- Job Board
- News

More than 10% of our site's visitors have used [carvta.org](http://carvta.org) more than 100 times in the last year.

More than 10% of users have spent more than 10 minutes on our site.

During the last year, 5% have accessed our site from mobile devices. The majority of these devices were iPhone, Android and iPads.



\*Google Analytics. \*\* Data from 1.1.11 - 5.31.11

# 2011 Advertising

## Ad Specs

### Submission Requirements

Digital artwork should be submitted no later than 2 (two) weeks prior to the ad's scheduled start date. Late artwork may result in the rescheduling of your ad.

All digital materials should be submitted to [ads@carvta.org](mailto:ads@carvta.org) with the subject line: Ad Artwork. Please include preferred URL for your hyperlink in your e-mail.

### General Requirements

- CaRVTA reserves the right to refrain from running any ad that is detrimental to user experience. An ad can be detrimental for either technical and/or content reasons.
- No misleading advertisements that mimic operating system errors or dialogue boxes.
- CaRVTA will not alter creative in any way. Files that do not meet specs will need to be re-submitted by client.
- Campaigns are limited to 1 creative change per 4-week period. Please allow 3 business days for ads to be swapped out.

### Rich Media Requirements

- All rich media code must be sent in a .txt attachment, not in the body of an e-mail.
- Animation /video is limited to a maximum of 8 seconds. No looping.
- No audio or streaming video is accepted.
- CaRVTA requires an alternate GIF image be provided with all Flash creative for non-plugin in enabled users.
- CaRVTA is not responsible for modifying or correcting any coding problems related to Rich-Media creative.

### Questions?

Please contact [ads@carvta.org](mailto:ads@carvta.org).

## Space Reservations

To maximize your marketing budget with CaRVTA's advertising options, please go to:

[www.carvta.org/advertising.html](http://www.carvta.org/advertising.html)

where you can download, complete and submit a Space Reservation form. Online advertising layouts and other information are also available at [carvta.org/advertising.html](http://carvta.org/advertising.html).



# 2011 Advertising

## Opportunities & Rates

### Site Sponsorship (Home Page Display Ads)

Site Sponsorship is an optimal way to reach California RVTs, technicians and other veterinary industry members. Site Sponsorship is limited to (1) Leaderboard Ad, (1) Skyscraper and (1) Vertical Ad.

Ad Unit	Dimensions	1 month	3 months	6 months	File Limit	
Leaderboard	728px x 90 px	\$300	\$810	\$1530	40K	

Ad Unit	Dimensions	1 week	2 weeks	3 weeks	4 weeks	File Limit
Skyscraper	120px x 600 px	\$75	\$70	\$65	\$60	40K
Vertical	120px x 240px	\$35	\$33	\$30	\$26	40K

All Site Sponsor ads include:

Recognition as a Sponsor: "Sponsored by" above or under ad

Linked listing in our Quarterly E-Newsletter as a Site Sponsor.

Linked listing, logo and contact information for fiscal year on our site's Allied Industry Partners Sponsors page.

### Non-Home Page Display Ads

Display ad space is also available on the following pages: RVT Resources, Annual Back to School Symposium, CEs/Conferences, and Current News. Ads are limited to (1) Skyscraper ad and (2) Button ads per page.

Ad Unit	Dimensions	1 week	2 weeks	3 weeks	4 weeks	File Limit
Skyscraper	120px x 600px	\$50	\$45	\$40	\$35	40K
Button	125px x 125px	\$25	\$23	\$21	\$19	40K

### E-Newsletter Sponsorship

CaRVTA's e-newsletter is sent out 10 times per year to members, offering the latest news from CaRVTA, the California VMB and other important sources. E-news is limited to (1) Leaderboard and (2) button ads per newsletter.

Ad Unit	Dimensions	1 x	2 x	3 x	4 x	File Limit
Leaderboard	728px x 90px	\$75	\$70	\$65	\$60	40K
Button	125px x 125px	\$25	\$23	\$21	\$19	40K

All Leaderboard ads include:

Recognition as a Sponsor: "Sponsored by" above or under ad

Linked listing in our Quarterly E-Newsletter as a Newsletter Sponsor.

Linked listing, logo and contact information for fiscal year on our site's Allied Industry Partners Sponsors page.

