Rediscover VetFolio. Redefine Your Marketing.

Connecting your brand to veterinary industry decision makers through our unique online continuing education platform.

CONTACT:
INFO@VETFOLIO.COM
With more than **100,000 monthly users and growing**, VetFolio offers your brand exposure to industry decision makers you want to reach. Now offering an expanding library of educational resources, including conference sessions from VMX each year, exclusive Learning Modules, NAVC Certifications, Surgery Videos and Podcasts, VetFolio gives you the opportunity to showcase your message in front of **the entire veterinary community**.

**PRODUCT MENU**

**Learning Modules**
These Web-based programs provide one hour of CE, conveniently delivered to participants’ desktops, making them ideal for in-house training sessions, staff meetings and Lunch and Learns.

- **600-1,900** veterinary practices
  (average educational reach)
- **4 Weeks**
  Of home page promotion
- **2 Weeks**
  Free On-Demand Access
- **1 year**
  (hosted for more exposure)
- **Sponsor Important issues**
  (that support your bottom-line initiatives)

**Podcasts**
One of the newest resources for continuing veterinary education is the VetFolio Podcast Library. These podcasts allow users to listen — and learn — at their convenience, whether in the office, on their commute, or during their lunch break. Choose a scientific topic, feature new products or showcase the latest advances in veterinary medicine.

- **3,107**
  Average plays per podcast series
- **1,000**
  completions per year
- **4 Weeks**
  Of home page promotion
- **4 Weeks**
  Free On-Demand Access
- **1 year**
  (hosted for more exposure)
- **Highlight your brand’s newest product(s)**
  (that support your bottom-line initiatives)

**Learning Series**
These multi-part course programs allow users to take a deeper dive into an overarching topic area and earn a certificate of completion along with their RACE-accredited CE. move this sentence to the beginning of this paragraph.

- **Certificate course series have averaged over**
- **1,000**
  (hosted for more exposure)
- **4 Weeks**
  Of home page promotion
- **2 Weeks**
  Free On-Demand Access
- **1 year**
  (hosted for more exposure)
- **Sponsor Important issues**
  (that support your business)
**Expanded Brand Exposure**
Certain partnership levels allow for additional brand exposure both on the VetFolio website, and at events where VetFolio has a presence, such as VMX. This exposure allows you to prominently display your company logo on VetFolio.com and at the VetFolio booth at VMX!

**Microsite**
Your microsite becomes your branded home base on VetFolio and allows you to not only highlight your sponsored modules, but also to advertise your products and services.

**Banner Ads**
Banner ad promotion allows you to reach VetFolio users through horizontal leaderboard ads that rotate throughout the site.

**Session Hosting from VMX**
In addition to exclusive sponsored content produced on your behalf by VetFolio, courses captured during VMX can also be hosted on VetFolio. Your company logo will be included with the course material, helping to further your brand recognition.

**Corporate Subscriptions**
Help direct your sales representative and veterinarians interested in your products to your content on VetFolio with corporate subscriptions, giving them access to the resources you produce throughout the year.

**Social Media Promotion**
Exposure for your courses and resources go even further through promotion on VetFolio’s Facebook, Twitter and Instagram. Options for boosted posts are also available to help your reach expand even more.

**Lunch & Learns**
Use your presence on VetFolio as a tool in the field. Representatives from your brand can easily access your microsite from offices as they visit prospective customer practices to share new product information and educational resources.

**Expand Your Exposure**
Make the most of your partnership by spreading your content launch dates over the year.

**Stay in Tune**
When you choose content that is relevant to your target audience and current in the industry, you’ll be sure to see increased engagement with your courses!

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More than 70 percent of Learning Module participants say they can apply the information within one month at their practice.
DOES YOUR AUDIENCE KNOW ABOUT YOUR PRODUCTS?

For many pet owners, veterinary recommendations are often the deciding factor when choosing between products and brands in the marketplace. Your partnership with VetFolio can help raise your exposure and awareness in this growing market. Make sure your company is being represented.

According to the American Pet Products Association, spending on veterinary care by U.S. pet owners increased 7.0 percent between 2016 and 2017, from $15.95 billion to $17.07 billion. The report said that spending on pet food also increased 2.9 percent to $29.07 billion in 2017, and spending on pet supplies and over-the-counter medications increased 2.7 percent to $15.11 billion.

VetFolio reaches a global audience with the majority of users located in the United States.
ONLINE LEARNING GROWTH

VetFolio is in a unique position to help veterinary team members achieve their professional development goals wherever they are, on their time, at their own pace.

VETFOLIO WORKS FOR YOU WHEREVER YOU ARE

**Adult learners** are the fastest growing segment of the higher education market in the U.S. today.

The Digital Learning Compass: Distance Education Enrollment Report 2017 examines the trends and patterns of distance education enrollments among U.S. degree-granting higher education institutions. The findings show that the number of higher education students taking at least one distance education course in 2015 now **tops six million, about 30% of all enrollments.**

The National Center for Education Statistics reports that **two-thirds of postsecondary students work** at least part-time, support children or other dependents, are financially independent (don’t qualify for financial aid), and/or embody other attributes of the so-called “nontraditional” college student.

What We Do

VetFolio brings together the best educational material in the industry, through the combined efforts and resources of the North American Veterinary Community (NAVC) and LifeLearn Animal Health. We provide a one-stop resource platform for professional and personal advancement.

Through on-demand, online resources, VetFolio puts education directly in the hands of veterinary professionals. We empower them to learn how they want, when they want — all at an affordable price. Veterinary professionals can trust us to provide the most comprehensive education in the industry.
World-class online continuing education.
Right at your fingertips.