

2021 MEDIA GUIDE

eterinary
advantage





Veterinary advantage



Welcome to the 2021 Vet-Advantage Media Guide! We're excited to enter a new chapter and adopt the NAVC's mantra: FORWARD! — Driving Sales Forward, Forward Thinking, Forward Reaching!

Our world is changing and we're all embracing new skills. Distributor Sales Reps have never been more valuable as clinics are adapting to the changing landscape on a daily basis and looking for familiar relationships, normalcy and dependability. Inside and Outside Distributor Sales Reps bring steadiness to clinics in a climate that is constanting changing and Vet-Advantage continues to be their 'voice of the industry'.

After 11 years, Vet-Advantage has evolved as well to meet the changing needs of Distributor Sales Reps and is dedicated to delivering content in the formats our DSR readers desire; which allows them to increase their value to their customers. We continue to move Forward with one goal in mind:

Promoting excellence in animal health sales!

Check out all of the ways we can help you engage this valuable audience in our 2021 Media Guide.

Doreen Carpenter
NAVC Publisher



Our Industry

- U.S. Animal health market does over \$15 billion in sales of supplies and products
- 120,000 U.S. Veterinarians
- 30,000 U.S. Animal Hospitals
- 50,000 Orders processed daily by distribution
- 3,200 Distributor Sales Reps

Our Mission

Vet-Advantage is a channel activation brand and the only publication focused on serving the animal health distribution channel. Through print and various online channels our editorial products build a sense of community among distributors and manufacturers, providing brand and promotion awareness and educational opportunities for distributors and manufacturers to better serve their customers.

Benefit We Provide To Manufacturers

Grow your market share by engaging, educating and activating DSRs across multiple communication platforms.

Our Editorial Focus

Our content meets the needs of inside and outside DSRs, educating them on how they can create stronger customer relationships and deliver true value. We highlight market trends, customer needs, top industry performers, new products, new technology and selling skills.

Our Audience

- Primary targets: Inside and outside distributor sales reps
- We also reach distribution executives, management, sales management, customer service and purchasing



**OUR MISSION
IS STRONGER
THAN EVER**

Our Circulation

- 7,500 Total
- 4,000 Distribution
 - 2,200 Outside Sales Reps
 - 1,000 Inside Sales Reps
 - 500 Corp/Management
- 3,500 DVM's, Manufacturers, and Agencies

Distribution Companies We Serve

Covetrus, MWI Animal Health, Patterson, Midwest Veterinary Supply, Miller Veterinary Supply, Penn Veterinary Supply, Victor Medical Company, Animart, K & K Veterinary Supply, Equipment Outreach, Fuller Supply Company, HSB Veterinary Supply, Jeffer's Vet Supply, Lambert Vet Supply, Les Wilkins & Associates, Medvet International, Tri-State Veterinary Supply, Valley Vet Supply, Vet Brands International, Veterinary Service Inc., Western Medical, Western Stockmen's Supply, West Plains Vet Supply Cooperatives: Vedco, Clipper, AgriLabs, Durvet, Chuck Latham Associates, RJ Matthews

Here's what DSRs are saying in our 2019 Reader Survey:

"I look forward to receiving my copy of Veterinary Advantage each month"

"Vet-Advantage is an excellent resource"

"I love the product SoundBytes"



OUR VISION



7,500+
Subscribers

6,000
Email opt-ins with
a 55% open rate

12,000+
Facebook Followers

Vet-Advantage is the only publication focused on serving the animal health distribution channel. We provide educational opportunities and promote brand engagement and awareness to distributors and manufacturers.

92%

of DSRs use SoundByte
sales tools to lead
customer conversations*

OVER
40%

Online product training
participation by DSRs



Targeted to Distributor Sales Reps



9,200+
Monthly Visitors to vet-advantage.com

See the editorial calendar at
info.vet-advantage.com/editorial-calendar

Veterinary
advantage

PRINT AND DIGITAL ISSUES

Advertising Opportunities

- **High Impact Advertising:**
Ghost covers, Belly bands, Custom Inserts, Outserts
- **Print Advertising:**
2-Page spread, Full page, Half page, Third Page, Quarter page
- Sponsored Content/Advertorial
- SoundBytes (magazine perforated insert and 3-minute video)
- Sponsors get unlimited product and organizational announcements

Special Advertising Opportunities in Digital Editions

- Ability to embed video ads and link to dynamic content
- Ability to segment list and customize by segment (inside vs. outside or by distribution company)

AVAILABLE ON OUR WEBSITE: Vet-Advantage.com



Veterinary Advantage Print Edition

- Content covers all 3 species: Companion, Livestock and Equine
- Published 6 times a year: February, April, June, August, October, December
- Mailed to 6,500 readers



Veterinary Advantage Special Digital Edition

- Content covers all 3 species
- Published 4 times a year
- eMailed to 6,000 digital subscribers

Vet-Advantage News

- Emailed weekly on Tuesdays
- Circulation: 6,000 subscribers including all distributor sales forces
- Content covers all 3 species
- Available on our website: Vet-Advantage.com
- Average Open Rate 55%+

News Editorial Focus

- Breaking news
- Product promotions
- Community highlights
- Organizational news
- Disease outbreaks
- New products
- Trends
- Sales tips

Advertising Opportunities

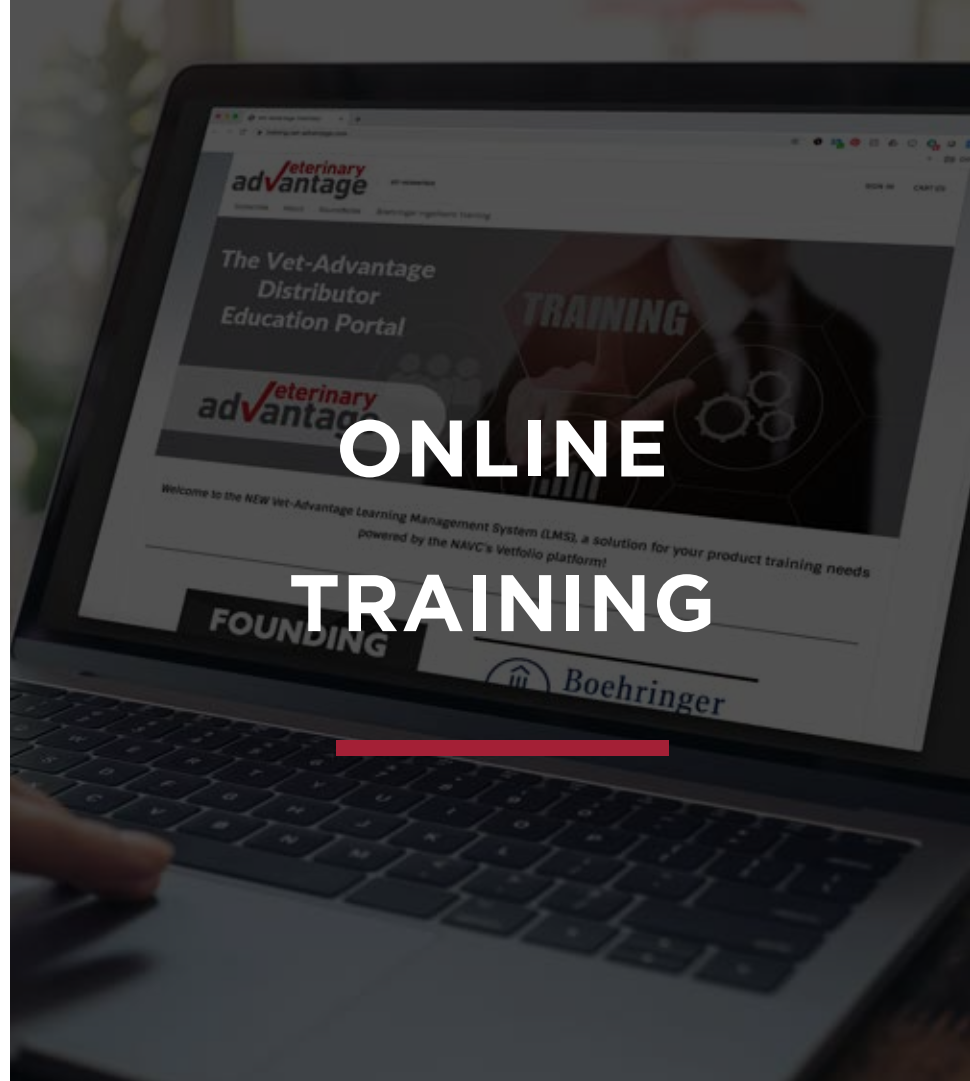
- Leaderboard ads, Sponsored content, Video ads, Sponsor links



WEEKLY NEWS

Educate and Activate your Distribution Partners Through the Vet-Advantage Distributor Education Portal

- Sticky DSR engagement — High compliance: Average 40% — Some manufacturers see 70%+ compliance!
- 4-6 week training periods
- Includes weekly compliance reporting
- Incentive fulfillment available (Amazon eCards)
- Announcement of Winners in Vet-Advantage News
- Use your own content (Videos, Detailers, In-Clinic PPT) or repurpose a SoundByte Video. New content development is available upon request.
- Learning pathways available



Drives Sales Activity with Dynamic Education

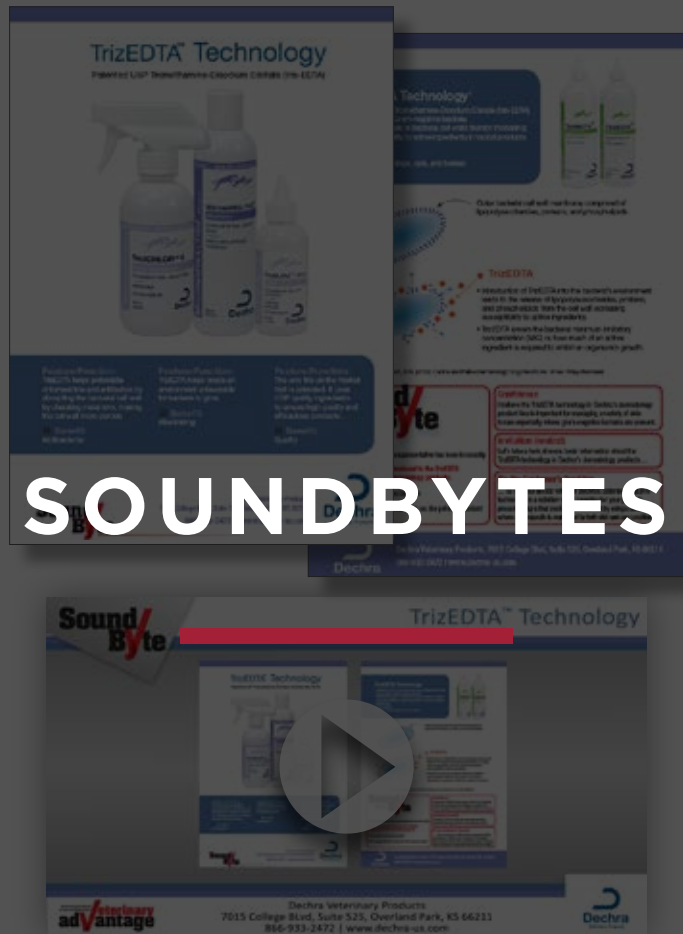
- Join the other 130 products in the SoundByte library
- Simple sales tools proven to increase the value of distributor-to-customer dialog
- Instruct DSRs how to effectively start and lead customer conversations
- Every perforated SoundByte insert in *Vet-Advantage* magazine also comes with a SoundByte Video
- Displayed in magazines, hosted on *Vet-Advantage* website SoundByte Gallery

SoundBytes Videos

- Great for DSR training
- Hosted on vet-advantage.com
- Announced in *Vet-Advantage* News and in SoundByte video gallery
- Serve as a low-cost video content asset that can enhance any e-communication manufacturers send distributors and veterinary practices
- Can be DSR-facing or customer-facing

92%

of DSRs use SoundBytes to keep up-to-date on products



YOUR NAVC MEDIA TEAM



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PRINT

PRINT ADS

Cover 2 - Inside Front	\$7,125	Sponsored Content Full Page	\$6,225
Opposite Table of Contents Page 1 OR 2	\$7,125	Product Information/Disclaimer Full Page (B&W)	\$1,900
2-Page Spread	\$12,290	Product Information/Disclaimer Junior Page (B&W)	N/A
Full Page Color	\$6,225	Product Information/Disclaimer 1/2 Page (B&W)	\$1,400
Junior Page Color	N/A	Product Information/Disclaimer 1/3 Page (B&W)	\$900
1/2 Page Horizontal or Vertical Color	\$5,115	Product Information/Disclaimer 1/4 Page (B&W)	N/A
1/4 Page Vertical Color	\$3,434		

INSERTS/SUPPLEMENTS/OUTSERTS

SoundByte *Double-sided perforated insert, 4 per issue, first come, first serve basis* \$9,675 *Includes Video*

PREMIUMS

Special Covers Barn Door <i>Polybag included</i>	Please call for quote.
Special Cover Gatefold Front - 3 Pages <i>Polybag not required</i>	Please call for quote.
Special Cover Gatefold Back - 4 Pages <i>Polybag not required</i>	Please call for quote.
Cover Tip <i>Advertiser Supplied, Polybag included</i>	Please call for quote. .
6" Belly Band <i>Advertiser Supplies, Polybag included</i>	Please call for quote. .

- Call your representative. Other custom opportunities available.

DIGITAL

DIGITAL EDITION

2-Page Spread	\$8,990
Full Page Color	\$4,290
1/2 Page Color	\$3,090
1/4 Page Color	\$2,190
Marketplace	\$1,200
Sponsored Content Full Page	\$5,500
Product Review Full Page	\$5,250
Product Review 1/2 Page	\$4,000
Product Information/Disclaimer Full Page (B&W)	\$900
Product Information/Disclaimer 1/2 Page (B&W)	\$750
Product Information/Disclaimer 1/3 Page (B&W)	\$450

DIGITAL

Native Content	\$2,000/2 weeks
Overlay Pop-Up	\$3,000/month
Top Sticky Leaderboard 728 x 90	\$2,300/month
Run of Site, Middle Billboard 970 x 250	\$2,100/month
Run of Site, Middle Leaderboard Standard: 728 x 90	\$1,900/month
Run of Site, Medium Rectangle 300 x 250	\$1,500/month
eNewsletter Banner 728 x 90	\$1,500/send
eNewsletter Sponsored Content	\$1,200/send

■ Call your representative. Other custom opportunities available.

DIGITAL

DIGITAL CONTINUED

Custom Audience Insights	Starting at \$12,500
Lead-Generating Facebook Ad <i>Limited to one (1)/month/brand</i>	Please call for quote.
Social Media Ad Campaign	Starting at \$2,000
Training Basic Package - Advertisers	\$8,200
Training Basic Package - Non-Advertisers	\$10,200
Training Incentive Fulfillment Cost	Total Amount to be Award + \$2.50/card
Webinar Basic Package	Please call for quote.

- Call your representative. Other custom opportunities available.



THE SPECS



PRINT

Artwork Format:

High resolution PDF (PDF X1A with at least Acrobat 5/PDF 1.4) is preferred.*

Make sure that fonts and images are embedded and image backgrounds are set to 'NONE.' Images must be CMYK, at least 300 dpi, and all image trapping values correctly set as either knockout or overprint. When exporting PDF, under "Marks and Bleeds", change "Offset" to .125. Color Bars can be turned off.

*If provided artwork requires text alterations (e.g. inserting page numbers) please deliver an InDesign or Illustrator package that includes links and fonts.

Magazine Mechanicals

Trim Size	8.125" × 10.875"
Bleed Size	8.375" × 11.125"
Binding	Perfect bound
Safety	.5" from each edge
Inside Stock	45 lb

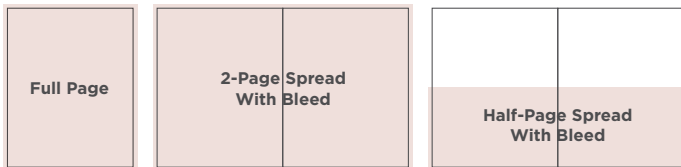
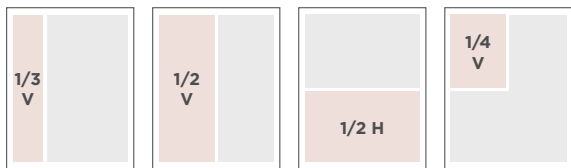
Display Ads

	Bleed		Trim	
Full page	8.375"	×	11.125"	8.125" × 10.875"
2-page spread	16.5"	×	11.125"	16.25" × 10.875"
1/2 page spread	16.5"	×	5.5"	16.25" × 5.375"
Insert*	8.375"	×	11.125"	8.125" × 10.875"

	Width	Depth
2-page spread	15.25"	× 10"
1/2 page vertical	3.5"	× 10"
1/2 page horizontal	7.125"	× 4.75"
1/3 page vertical	2.25"	× 10"
1/4 page vertical	3.5"	× 4.75"

Keep valuable content within .25" of trim

*Printed material quantity including bindery spoilage: 42,650



PRINT

	Bleed			Trim		
Cover Tip*	8.25"	×	11"	8"	×	10.75"
Barn Door Cover*	Contact your representative for instructions					
Gatefold Cover*						
Inside Front Cover	8.125"	×	11.125"	7.875"	×	10.875"
Flap Outside and Inside	7.875"	×	11.125"	7.625"	×	10.875"
6" Belly Band	18" length and up to 6" depth					

Electronic Ad Transmittal

Please email digital proof to Veterinary Advantage Magazine,

VAM_Ads@navc.com

Artwork Format:

High resolution PDF (PDF X1A with at least Acrobat 5/PDF 1.4) is preferred.* Make sure that fonts and images are embedded and image backgrounds are set to 'NONE.' Images must be CMYK, at least 300 dpi, and all image trapping values correctly set as either knockout or overprint. When exporting PDF, under "Marks and Bleeds", change "Offset" to .125. Color Bars can be turned off.

*If provided artwork requires text alterations (e.g. inserting page numbers) please deliver an InDesign or Illustrator package that includes links and fonts.

*Instruction sheets available

Cancellations

Cancellations or changes in orders may not be made by the advertiser or agency after the published closing date.

Terms

All charges for space are due 30 days from invoice date (same as actual date of issue) for recognized companies who have established credit. Any non-display ad charges, such as ad creation, reprints, classifieds, etc., are to be prepaid.

Rate Adjustment

The rate for contracted ads during a contract year will be adjusted to reflect the actual numbers of ads run.

Publisher's Approval

Ads are accepted upon the representation that the advertiser and agency have the right to publish the contents thereof. In consideration of publication, the advertiser and agency agree to indemnify and hold the publisher harmless against any expense or loss by reason of any claims arising out of publication.

The publisher reserves the right to reject or cancel any ad, insertion order, space reservation, or position commitment at any time without cause. The publisher reserves the right to insert the word "Advertisement" above or below copy that is not easily recognized as advertising.

2021 PRODUCTION SCHEDULES

Veterinary Advantage - Print



Issue	Ad Space Close	Material Due
December 2020	10/28/2020	11/4/2020
February 2021	1/21/2021	1/28/2021
April 2021	3/3/2021	3/10/2021
June 2021	4/28/2021	5/5/2021
August 2021	6/30/2021	7/7/2021
October 2021	9/1/2021	9/8/2021
December 2021	10/26/2021	11/2/2021

Veterinary Advantage - Digital



Issue	Ad Space Close	Material Due
Winter 2021	11/25/2020	12/2/2020
Spring 2021	2/24/2021	3/3/2021
Summer 2021	6/9/2021	6/16/2021
Fall 2021	9/8/2021	9/15/2021
Winter 2022	11/18/2021	12/1/2021

- Call your representative. Other custom opportunities available.

SOUNDBYTES

In addition to advertising, **Veterinary Advantage** provides sponsored content opportunities to help you deliver a custom message, while unique, proprietary instructional tools like **SoundBytes** model effective sales representative to practice professional conversations, to help them bring their partners value. In Vet-Advantage, SoundBytes include a printed, perforated insert in the magazine as well as a SoundByte video, which lives in our SoundByte Library online, indefinitely.

Specifications

Trim Size	7.25"	×	10.25"
Bleed Size	7.5"	×	10.5"
Live Area	6"	×	9.25"
Safety:	Perforation is set at .375" from gutter edge		



AlphaTRAK
BLOOD GLUCOSE MONITORING SYSTEM

SoundByte

1-888-ZOETIS (960)
All models are proprietary © 2016 Boehringer Ingelheim, Inc.



Bovie
A2350-V
Electrosurgical Generator

The Bovie A2350-V is the premier electrosurgical unit (ESU) from Bovie for Animal Health procedures.

- Suitable for cutting, coagulation, ablation of a variety of tissues
- Suitable for general procedures, large animals, and large veterinary procedures performed in a operating suite and ambulatory care
- Engineered with the technology and safety of more expensive electrosurgical units but considerably priced for animal health practice

Features:
Discontinuous Laparoscopic Mode

Benefit:
The Co-2 laparoscopic capabilities make it engineered with a lower voltage than traditional electrosurgical units. Full of electrical safety items and increasing safety safety during increasing exposure procedures.

Features:
Cool Manageable Spray Activation

Benefit:
The Bovie A2350-V offers enhanced activation in spray with audible Activation tone. The comprehensive safety features protect and your patients during the most necessary, for a safer delivery and a comfortable surgery.

Features:
Patient Safety Features

Benefit:
Bovie ECP™ - The Bovie warning system provides a second and audible warning to the operator. Bovie's ECP™ is designed to provide energy delivery. Automatic system de-energize upon pressing up the end.

SoundByte

www.bovieanimal.com
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Over 50 million satisfied patients. Plus Rudy.

Reliability meets palatability in new **CLAVAMOX CHEWABLE** (amoxicillin and clavulanate potassium tablets).

NEW CLAVAMOX CHEWABLE
(amoxicillin and clavulanate potassium tablets)

Features/Function:
CLAVAMOX CHEWABLE is an oral amoxicillin and clavulanate potassium combination product. CLAVAMOX CHEWABLE is a highly palatable, chewable tablet.

Features/Function:
CLAVAMOX CHEWABLE is available in 100-count boxes and 500-count boxes.

IMPORTANT SAFETY INFORMATION: Please refer to the full prescribing information for CLAVAMOX CHEWABLE. CLAVAMOX CHEWABLE should not be used in conjunction with other amoxicillin or clavulanate products.

SoundByte

1-888-ZOETIS • www.clavamoxchewable.com/tvb

SOCIAL MEDIA ADVERTISING

Facebook Ad Campaign

Image/video: JPG or MP4 (must be one or the other)

Image/video size: 1200 × 628 pixels

- Images and Video Covers Must have LESS than 20% text

Video length: 20-60 seconds

Caption character count: 2-4 sentences

(no more than 200 characters)

Header character count: 25

Link description character count: 30

- Must provide a destination URL
- Starting at \$2,000

Lead-Generating Facebook Ad

Header image: 1200 x 628 pixels, JPG

- Click through URL for more information
- Space is limited to one ad per month.
- Legal terms and conditions must be provided by the sponsor.

Social Media Audience

Veterinary Advantage Magazine 14,000+

WEBSITE

Online Advertising (Run-of-Site)

Placement	Size	Frequency/Share of Voice
Billboard	970 × 250 Pixels (Standard Leaderboard) 320 × 50 monile (Mobile Leaderboard)	1 of 5 rotations/20%
Leaderboard*	728 × 90 Pixels (Standard Leaderboard) 320 × 50 Pixels (Mobile Leaderboard)	1 of 5 rotations/20%
Top Sticky Leaderboard	728 × 90 Pixels (Standard Leaderboard) 320 × 50 Pixels (Mobile Leaderboard)	1 of 5 rotations/20%
Medium Rectangle	300 × 250 Pixels	1 of 5 rotations/20%

*A mobile leaderboard ad size should be provided to optimize mobile impressions.

Static Banner Ad Specifications

Maximum file size: 150 KB

Preferred file type: PNG

Other file types allowed:

GIF, JPG

Animated GIF Ad Specifications

Maximum file size: 150 KB

Animation maximum: 30 seconds

(all animation, including loops,
must stop at 30 seconds)

File Type: GIF

Third party tags are accepted.

There will be a 14 day review of
materials.

WEBSITE

High Impact Advertising

Placement	Size
Desktop	600 × 400 Pixels
Mobile	728 × 90 or 320 × 50 Pixels
Parallaxer	600 × 400 Pixels
Catfisher	728 × 90 Pixels or 970 × 90 Pixels
Baselayer	600 × 400 Pixels

*A mobile leaderboard ad size should be provided to optimize mobile impressions.

Static Banner Ad Specifications

Maximum file size: 150 KB

Preferred file type: PNG

Other file types allowed:

GIF, JPG

Animated GIF Ad Specifications

Maximum file size: 150 KB

Animation maximum: 30 seconds
(all animation, including loops,
must stop at 30 seconds)

File Type: GIF

Third party tags are accepted.

There will be a 14 day review of materials.

eNEWSLETTERS

Veterinary Advantage

Frequency	Weekly
Open rate	55%
Click through rate	28%

Sponsored Content Format

Headline: Maximum of 50 characters

Body: Maximum of 100 characters

CTA button text: Maximum of 20 characters

Hyperlink: One URL may be provided

Image: 400 width × 500 height pixels*

Static Banner Ad Specifications

Image Size: 728 × 90 pixels,
Resized to 600 × 75 pixels

Maximum file size: 150 KB

Preferred file type: PNG

Other file types allowed: GIF, JPG

Animated GIF Ad Specifications

Maximum file size (MFS): 150 KB

Animation maximum: 3 Loops

File type: GIF

*Accepted file types: PNG, JPEG, GIF