



# DIGITAL MEDIA KIT

WWW.TVMA.ORG

## DEMOGRAPHICS

Our users are your potential customers. TVMA members are multi-generational and educated. Our members come to our Website in search of news, jobs, continuing education, legislative information, member services and much more. Our Website extends the reach of your advertising and is a great branding tool for your organization.



## INTERNET USAGE 2008-2009

85% of TVMA members have accessed tvma.org from September 2010 through May 2011.

## TVMA.ORG SITE STATS

MONTHLY AVERAGES—GOOGLE ANALYTICS  
Pageviews: 13,000 Cont. Education: 600  
Classified Ads: 1,500 RVTs and CVAs: 2,300

## TVMA members and Website users are multi-generational:

27% are age 20 – 40  
49% are age 41 – 60  
16% are age 61 – 80  
2.5% are age 80+

## TVMA member gender profile:

35% are Female • 65% are Male

## TVMA member practice types:

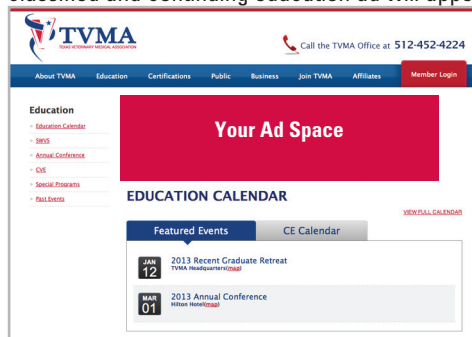
Small Animal:	1,850	Industrial Medicine:	16
Small Animal/Exotic:	287	Laboratory Animal:	9
Large Animal:	27	Military:	7
Mixed 50/50:	796	Regulatory/Pub. Health:	19
Mixed (Large):	129	Teaching/Research:	67
Mixed (Small):	349	Poultry:	1
Equine Practice:	111	Ranch:	2
Feline Exclusive:	13	Relief Veterinarian:	27
Avian:	1	Zoo/Wildlife:	4
Bovine Practice:	22	Unknown:	62
Diagnostic Lab:	7		

## ADVERTISING OPPORTUNITIES

The Web continues to grow and more and more businesses are turning to the Internet for advertising opportunities. We can help you break into this fast-growing medium by promoting your business on our Web site.

### FIXED POSITION AD COST: \$450 per month

Below is an example of how your fixed position classified and continuing education ad will appear.



### CUSTOMIZED POSITION ADS

We can offer different sizes and prices according to location. For more information, please email [advertising@tvma.org](mailto:advertising@tvma.org) or call 512/452-4224.



### MAGAZINE DIGITAL READER SPONSOR

**COST: \$1,200 year—Shared OR \$2,400 year—Sole**

This sponsorship will include the following:

- Exclusive ad placement to the left of reader.



### The Source BANNER and SIDEBAR SPONSOR

**BANNER COST \$250 an issue OR \$5,000 for year**  
This sponsorship will include the following:

- Banner ad placement at the top of bi-monthly (twice-a-month) newsletter.

**SIDEBAR COST \$75 an issue OR \$1,500 for year**

- Sidebar placement in bi-monthly (twice-a-month) newsletter.



*Online advertising is a cost-effective way to relay your message to potential customers.*

*From the advertiser's standpoint, online advertising offers accountability and instant evaluation, global reach and targeting exposure.*

*From the consumer's standpoint, online advertising offers 24/7 access to product information and promotions that are more timely.*



# DIGITAL ADVERTISING CONTRACT

[WWW.TVMA.ORG](http://WWW.TVMA.ORG)

## ADVERTISER

THIS CONTRACT IS:

☐ New

☐ Renewal

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

## ADVERTISING OPPORTUNITIES

The Web continues to grow and more and more businesses are turning to the Internet for advertising opportunities. Tvma.org can help you break into this fast-growing medium by promoting your business on our newly designed website.

### ☐ FIXED POSITION IN CLASSIFIED ADS SECTION

**COST: \$450 per month**
**SIZE: 330 x 230 px**

### MAGAZINE DIGITAL READER

**COST:** ☐ **\$1,200 per year**—two rotating advertisers

☐ **\$2,400 per year**—sole advertiser

**SIZE: 246 x 531px format: GIF, JPG or PNG**

### ☐ The Source NEWSLETTER BANNER AD

**COST: \$250 per issue or \$5,000 per year**
**SIZE: 800 x 95 px**

### ☐ The Source NEWSLETTER SIDEBAR AD

**COST: \$75 per issue or \$1,500 per year**
**SIZE: 165 x 180 px**

### ☐ CUSTOMIZED POSITION ADS

**COST: TBD**

We can offer different sizes and prices according to location. For more information, please call TVMA at 512/452-4224.

## PAYMENT AND ARTWORK SUBMISSION AGREEMENT

The Undersigned Advertiser agrees to supply the Texas Veterinary Medical Association with the appropriate artwork specifications for \_\_\_\_\_ consecutive months. The advertising rate is \$ \_\_\_\_\_ per month. The total amount of this Advertising Agreement is \$ \_\_\_\_\_.

The Undersigned Advertiser agrees to pay TVMA \$ \_\_\_\_\_ beginning with the first payment due \_\_\_\_\_. The first advertisement will appear in \_\_\_\_\_ (month) and the last advertisement will appear in \_\_\_\_\_ (month). The ad size CANNOT change during the period covered in the Advertising Agreement. All payments shall be made payable to TVMA and delivered or mailed to 8104 Exchange Dr., Austin, TX 78754. For further information, call 512/452-4224. Money paid to TVMA is NONREFUNDABLE. IT IS THE SOLE RESPONSIBILITY OF THE ADVERTISER to provide artwork no later than at the close of regular business hours on the 15th of the previous month, unless otherwise noted in this Agreement. By signing this Agreement below, the Advertiser acknowledges that they have read, understand and agree to all the terms, conditions and items that are contained on the front and back of this Agreement and that they have received a copy of this Agreement.

Advertiser Signature \_\_\_\_\_ Date \_\_\_\_\_ TVMA Representative Signature \_\_\_\_\_ Date \_\_\_\_\_



## PAYMENT METHOD

Please make check payable to TVMA or charge it. Visa/MC # \_\_\_\_\_

Name on Card \_\_\_\_\_ Expiration Date \_\_\_\_\_ 3-Digit VIN# \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## TERMS, CONDITIONS, & GENERAL POLICIES FOR THE TVMA.ORG ADVERTISING

1. The Publisher reserves the right to reject or cancel any advertisement(s) at its sole discretion.
2. All artwork submitted to the Publisher becomes the sole property of the Publisher and cannot be returned.
3. All advertisements are accepted and produced by the Publisher on the representation that the advertiser and/or advertising agency is properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser and/or agency will indemnify any loss, expense or any other liability arising out of publication of such advertisement.
4. No conditions, printed or otherwise, appearing on the contract order or copy instructions, which conflict with the Publisher's policies, will be binding on the Publisher, unless specifically agreed to in writing by the Publisher.
5. The Publisher reserves the right to hold the Advertiser and/or the Advertising Agency jointly and severally liable for such monies as are due and payable to the Publisher.
6. The Publisher cannot be held responsible for the quality of reproductions when specifications are not adhered to or when materials are not received by specified dates. Digital art/ads from advertisers must be of the exact specifications required by the Publisher. Art/ad specifications pertain to any/all of the following: art/ad size, resolution of output or items submitted for output, pixel per inch, etc. If these specification guidelines are not adhered to in the strictest sense, the Publisher reserves the right to not accept the art/ad and make adjustments to the advertisers price of the ad according to the current Publisher's price guide lines.
7. Any advertising agreement subject to cancellation must be accepted and acknowledged in writing by the Publisher in advance of the publication closing date. Cancellations are subject to a loss of monies already paid toward said advertising.
8. It is the sole responsibility of the Advertiser to proof their ad for correctness. It is the Advertiser's responsibility to turn in artwork to the Publisher during normal business hours on the publication closing date for the issue in which the advertisement is to be published. If no artwork is provided by the specified date, the Advertiser shall lose all monies paid to the Publisher and forfeit any space reserved.
9. No employees or agents of the Publisher has the authority to change any of the term, conditions, and/or general policies of tvma.org.
10. As evidenced by the signatures of the sales representative and the Advertiser, the parties intend that a binding contract be created, and that it is understood by the Advertiser that the dollar amount contracted for each period is due regardless of Advertiser's business closure, business location change, event cancellation, or any other adverse event that might otherwise prohibit the Advertiser from the intended benefits of advertising on tvma.org.
11. The Publisher reserves the right to alter and/or change any Advertiser's layout, artwork and/or advertisement that does not conform to the Publisher's specifications without notice to the Advertiser. The Advertiser understands that there will be additional charges assessed to the Advertiser to alter and/or change Advertiser's artwork and/or advertisement to conform to the Publisher's specifications.
12. Photographs, mechanicals and other production department operations requested by the Advertiser from the Publisher will be assessed an extra charge. The amount will be based on the cost of the work required to get that item into the form and specification which conform to the Publisher's specification.
13. Advertiser agrees that under no circumstance whatsoever, will TVMA.ORG be accountable to the Advertiser for any claim, loss of advertising, loss of business, failure to print and/or publish that would exceed the Advertiser's PAID amount.
14. The Advertiser warrants that he is the duly authorized and appointed agent for, or representative of, the product or service or place of business or business to be advertised under this Agreement and agrees to hold the Publisher harmless from any and all claims in any manner resulting from said advertising.
15. The Advertiser warrants that the use, in or in connection with any item, person, or persons used in or in connection with any item of advertising specified in this Agreement, including the use of any picture, picture reproduction, any endorsement, trademark or trade name is duly authorized and the Advertiser agrees to hold the Publisher harmless from any and all claims in any manner resulting from use of such in advertising.
16. Publisher reserves the right to decline any advertisement, before or after published closing date, including any prepaid, paid and/or unpaid advertisement. All copy, text, photos, and illustrations in advertisements are published with the understanding that the Advertiser is fully authorized, has secured proper consent for use of such material, and that the Publisher may lawfully publish Advertiser's material. The Advertiser agrees to indemnify and hold the Publisher, its employees, officers, agents, and business affiliations harmless from any and all liability, loss and expense of any nature whatsoever incurred as a result of publishing said advertisement. That indemnity includes, but is not limited to, lawsuits for libel, invasion of privacy, plagiarism, copyright infringement, unauthorized use of a person's name or photograph, or any other claim or suit.
17. By executing this Agreement, the Advertiser admits having read all of the foregoing and neither the Publisher nor the Advertiser shall be bound by any agreement or understanding not expressed herein, and that the Advertiser understands and agrees to all of the Terms and Conditions contained in this Agreement.