



vetanswers

advertising kit





what is vetanswers?

Vetanswers is an **independent, FREE, online community** for the veterinary industry.

Our online Community offers a central hub where everyone in the veterinary industry can connect and discover useful information and resources.

We aim to make our members lives easier and save them time by providing solutions to their problems, no matter what their role is in veterinary practice.

Vetanswers members are:

Veterinarians

Veterinary Nurses/techs

Practice Managers and Owners

Veterinary Receptionists

Groomers

Vet Students

Veterinary Industry Suppliers

...and they can all discover information and resources to suit their needs.

The Vetanswers' tagline is... **save time, connect & discover!**

Because that's exactly what we do!









what does vetanswers provide to our community?

Vetanswers provides an online Community where our members can discover answers to their questions, solutions to their problems and a range of useful resources, tools and information, via our website, social media platforms and weekly eNews.

vetanswers website offers:

-  Business Directory
-  Blog
-  Member Resources
-  What's on in 2019? Veterinary CPD Calendar (see more below)

vetanswers on social media:

-  Facebook Page
-  LinkedIn Company Page
-  Twitter
-  Pinterest
-  YouTube
-  Instagram

weekly Veterinary Community Connection eNews:

Vetanswers Members receive our weekly **Veterinary Community Connection eNews** every Friday morning. It's packed with veterinary focused information, resources and tools on a wide range of topics.

What's on? Veterinary CPD Calendar:

Vetanswers provides our Community with the most comprehensive continuing professional development calendar for the veterinary industry. It includes all the courses, webinars, workshops and conferences on offer and is available as an easy to download and share pdf version as well a fully searchable online version.

membership options

Membership to Vetanswers is **FREE** for everyone involved with the veterinary industry, whether you work for a veterinary practice or for a veterinary industry supplier.

work in a veterinary practice?

Membership is **FREE** and you can add your veterinary practice to the Vetanswers Business Directory using a comprehensive listing for **FREE**.

work for a veterinary supplier?

Membership is **FREE** and gives you the opportunity to connect with our Community. You can add your business to the Vetanswers Business Directory by selecting one of our four Veterinary Supplier Options:

PREMIUM | PRACTICAL | BASIC | FREE





advertising with vetanswers can help you to...

receive unbeatable **value** for your marketing \$\$\$\$

connect with your **target** market in multiple innovative ways

build brand awareness & demonstrate how you can make our **member's lives easier**

increase your market share by regularly getting in front of **hundreds** of veterinary businesses

strengthen relationships with the members of our **Community**: vets, nurses, practice managers & owners

launch new products & services and **promote** them in exciting and innovative ways

& do things a little differently.....

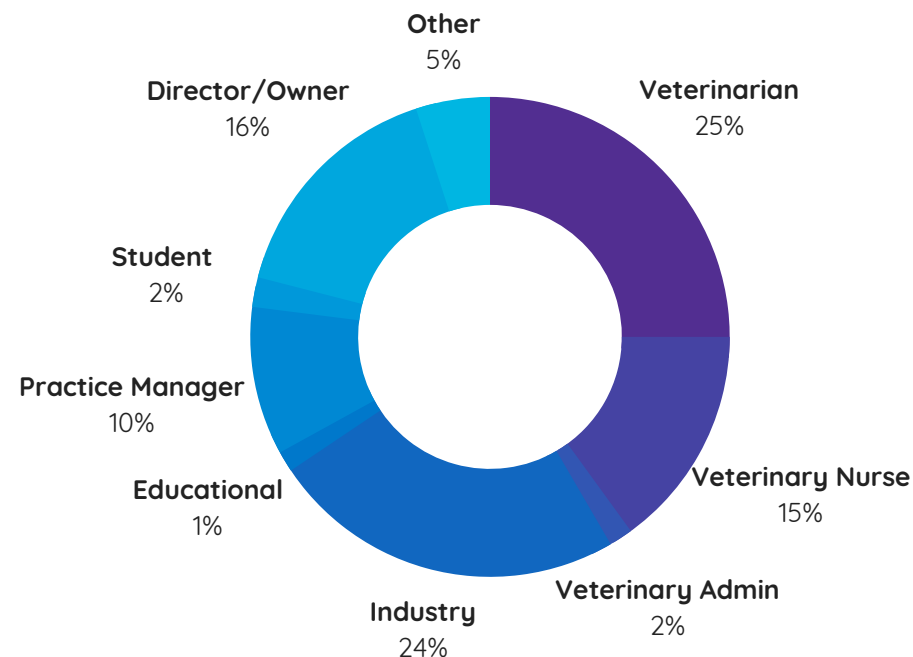


vetanswers is...

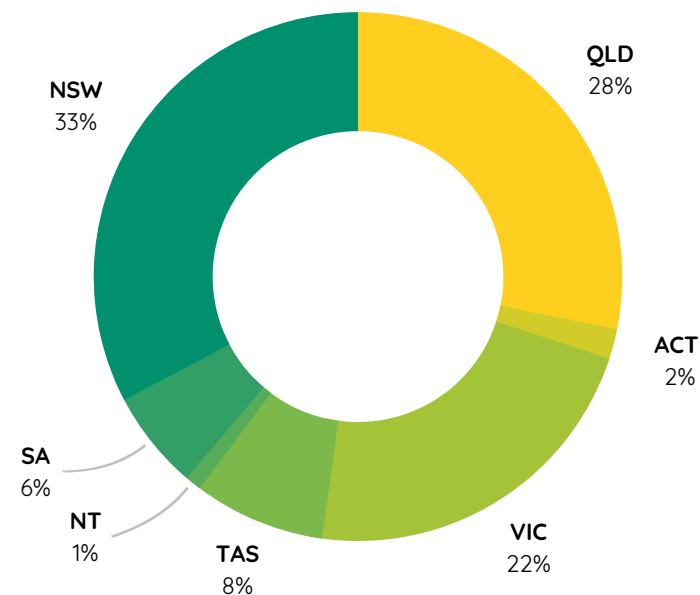
**the fastest growing online
veterinary community
in Australia.**

- Over 1,000 Veterinary industry members including veterinarians, veterinary nurses, practice managers and owners
- Over 2,300 Facebook "Likers"
- Web site averages over 2018: over 26,500 website page views/month and over 6,500 unique visitors/month
- Over 350 editions of our weekly 'Veterinary Community Connection eNews': Average 25% viewed, 5% engagement
- Over 650 published blog posts

Our online veterinary Community offers you the perfect environment to connect with our members and share how your products and services can solve their problems in veterinary practice.



Vetanswers members according to position



Vetanswers members according to state



veterinary industry supplier membership options

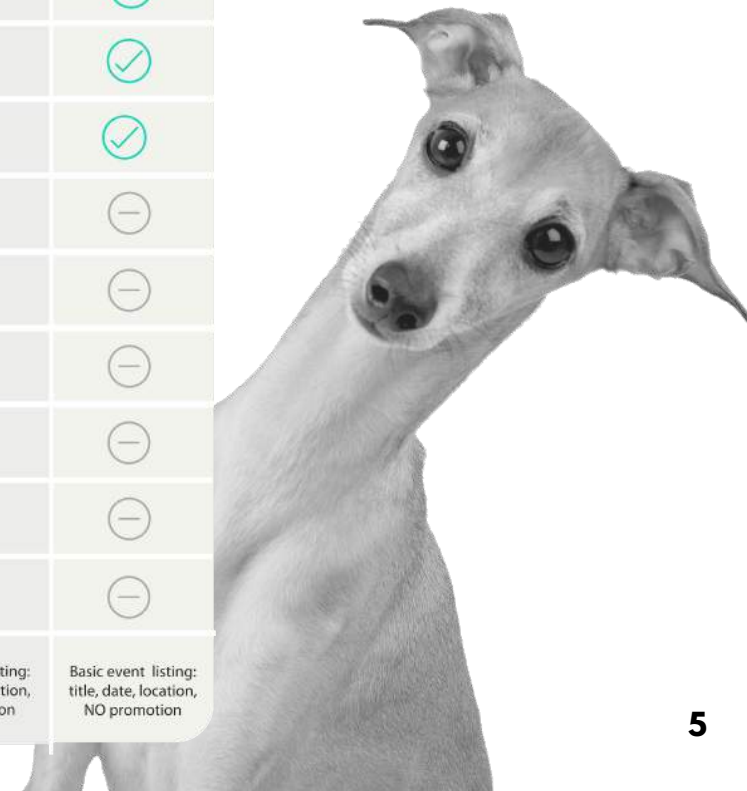
PREMIUM | PRACTICAL | BASIC | FREE

Our online Veterinary Community offers the perfect environment for you to connect with members (your clients) in an environment that isn't about the 'hard sell'. We're a Community so we're keen to help you connect, engage and build relationships to help increase your market share whilst also helping our members working in veterinary practice, find the best solutions to their problems.

VETERINARY INDUSTRY SUPPLIER 12 MONTH MEMBERSHIP OFFERINGS		PREMIUM membership \$825* only \$2.26/day	PRACTICAL membership \$495* only \$1.36/day	BASIC membership \$319* only 87c/day	Free membership \$0
	12 mth Business Directory Listing	FULL	FULL	FULL	Business Logo & Contact Details Only
	Weekly eNews	✓	✓	✓	✓
	B2B Monthly eNews (Coming soon)	✓	✓	✓	✓
	Welcome in eNews & On Social Media	✓	✓	✓	✓
	Guest Blog Post: '3 Things I bet you didn't know about'	✓	✓	✓	✓
	Guest Blog Post: 'The person behind the business...'	✓	✓	✓	⊖
	Ongoing Guest Blog Posts	✓	✓	✓	⊖
	Business Directory Listing Setup	✓	✓	⊖	⊖
	Featured Product: Home Page, eNews & Online Promotion	✓ x2	✓ x2	⊖	⊖
	Ongoing Promotional Support	✓	✓	⊖	⊖
	Sweet Treats: Your special offers promoted to our Community	✓	✓	⊖	⊖
	Full Listing & Promotion of Training Events in our What's on? Veterinary CPD Calendar - both pdf and online	✓	Basic event listing: title, date, location, NO promotion	Basic event listing: title, date, location, NO promotion	Basic event listing: title, date, location, NO promotion

* prices & inclusions subject to change

* all prices inc gst





promote your training events in the 'what's on? veterinary CPD calendar'

Vetanswers publishes the most comprehensive continuing professional development calendar for the veterinary industry. Our **What's on? Veterinary CPD Calendar** is regularly updated and includes all the courses, webinars, workshops and conferences on offer. It's available as an easy to download, print and share pdf version (updated monthly) and a fully searchable online version (always updated).

All training events are added to the **What's on? CPD Calendar** for free BUT.... you can ensure your training stands out and is promoted to the Vetanswers Community with a **Premium Membership**

If you only have one event to promote, contact us for a custom package - we're happy to design a promotional package to suit your needs.

Easy to download, print & share pdf version



Fully searchable, online version



12 MONTH PREMIUM MEMBERSHIP INCLUDES: Your training events promoted in both pdf & online versions of the 'What's on? Veterinary CPD calendar'	PREMIUM membership \$825* only \$2.26/day	Free listings
Company Name, Training Title, City Location, Time (pdf & online)	✓	✓
Your logo added to each individual training listing (pdf & online)	✓	—
Each training listing is hyperlinked to your website or registration page (pdf & online)	✓	—
Your training events will receive priority placement (pdf version)	✓	—
Large, bold font is used on all of your listings (pdf version)	✓	—
Your logo is added to the Index Page of the 'What's on? Veterinary CPD Calendar' (pdf version)	✓	—
Your training events promoted in our weekly Veterinary Community Connection eNews	✓	—
Your training events promoted on our social media platforms	✓	—
You have an A4 sized ad at the back of the 'Whats on? Veterinary CPD Calendar' that can be updated as often as you like (pdf version)	✓	—
Unlimited tags to allow your events to be easily found (online version)	✓	—
Brochures, flyers, etc. uploaded & added to your listing (online version)	✓	—

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* all prices inc gst



veterinary industry membership inclusions

Like to stand out from the pack?

Select one of our Paid Membership Packages for as little as \$1 per day, and take advantage of the many opportunities we offer to regularly connect with members of our online community.

Premium, Practical & Basic Membership include:

- Your Business Name, Logo, Website Address & Contact Details.
- Short Business Description.
- Google Map Location.
- Unlimited Search Categories.
- Unlimited detailed business description allowing for hyperlinks & formatting.
- Photo Gallery: show off your products, services, business location ... anything you like!
- Video display via YouTube - embed videos right into your page.
- 'Welcome' in our weekly Veterinary Community Connection eNews and on our social media platforms.
- Invitation to be part of our Blog Series '3 Things I bet you didn't know about'
 - - this offers a great opportunity to share information about your business with our Community.
 - Your post is featured in our eNews & shared online.

- Invitation to be part of our Blog Series 'The person behind the business..'. Your lead vet or company founder is interviewed to find out what makes your business tick and further develops your profile and relationship with our Community.
- Guest Blog Posts: Submit quality blog posts for the Vetanswers Blog and we'll publish and promote them in our weekly eNews & online.

Premium & Practical Membership ALSO include:

- Business Listing Page Set Up:
 - Your time is limited and valuable so we'll help you save some of it by setting up your Business Directory Listing.
- Featured Product x 2: Promote your product or service on our Home Page for one month. It will also be promoted in an edition of our eNews and online.
- Sweet Treats Special Offers:
 - Our Community loves special offers and competitions so we're more than happy to promote them via our weekly eNews and on social media.

- Ongoing Promotion through our social media channels.
- We'll work with you to promote your products & services to our Community via our eNews and online in a way that you usually just don't have the time to do.
- Daily Tips: We pull out the best tips from your guest blog posts and share them with our Community via our website and social media . This means that your blog posts get maximum exposure and you remain top of mind.

Premium Membership ALSO includes:

- What's on? Veterinary CPD Calendar - FULL Listing:
 - Your training events will stand out from all the others with a FULL Listing in one of our most popular member resources
- Your training events are highlighted in both the PDF and online version of our CPD Calendar and promoted in our eNews and on social media.





more advertising opportunities



SPONSOR AN eNEWS

Our weekly 'Veterinary Community Connection eNews' is full of industry blog posts, news and resources. It has a higher than average open and click-through rates: Av 25% viewed, 5% engagement

eNews sponsorship options include:

- 'Promoted story' or advertisement (max 2 per issue) -
- **Just \$82.50 inc gst per edition**
- Exclusive sponsorship: Includes Banner Ad at the top of the eNews, your featured guest blog, plus one 'Promoted story' or advertisement - **Just \$165 inc gst per edition**

Booking Deadlines: Every Wednesday at 12 noon.
Late bookings may be held over to the following week.

Distribution: Every Friday



SPONSOR AN eBook

We produce a range of detailed yet easy-to-read informative eBooks or 'Purple Papers' on a range of veterinary industry-specific topics.

These eBooks can be about particular animal health issues, through to more general topics such as building a vet practice.

Find Out More:

Contact us if you would like to know more or to sponsor a Purple Paper.



WEBSITE ADVERTISING

Target over 7,000 individual vet industry clients each month by advertising on our website.

We offer a range of options including top and bottom banners, side skyscraper vertical banners, and two sizes of horizontal banners.

Prices start from just **\$55 inc gst** per month (depending on the size).

To Book:

Contact us if you would like to know more or to book an ad.



EMAIL OUR MEMBERS

Launching a new product, new catalogue or special offer?

We can organise a direct email to over 750 Vetanswers members specifically focused on your company product, special offer. etc.

The success of this type of direct marketing depends on the perceived value to our members e.g. free resources, information, special offer or competition and we can help you come up with some great ideas.

Find out more:

Contact us if you would like to know more.



testimonials

Vetanswers is not only a fantastic resource but Judy has always been so incredibly warm and helpful when I've reached out. Keep up the great work :)"

- **Dr Joanna Paul**, Creature Clinic Website & Blog and Croydon Pet Hospital

*"I was very happy with the promotional opportunities available in the **Veterinary CPD Calendar** and was always offered extra support when required. I also loved the monthly email reminders when things were due and it was always interesting to see what other training providers were offering. I would definitely recommend this resource as a way to promote training events to the veterinary industry."*

- **Sarah Burrows**, Marketing Coordinator, AIRC/Crampton Consulting

Vetanswers is a great resource for the veterinary and pet loving communities. Lots of interesting and helpful content, plenty of support and a real desire to work together to find the "why" behind the things that happen in vet care. And updates are regular, current and wide-ranging.

Vetanswers does a lot of the work I should do myself. All power to your arm, Judy
- **Lisa Blair**, Practice Mnaanger & co-Owner, Belmont Veterinary Centre

Vetanswers offers lots of interesting stories and helpful tips. Judy has also helped me by being available to answer some questions that I just didn't know where to find the answers to! Thanks for your work on this page and your emails Judy.

- **Lesley Sherry**, Practice Manager & Co-Owner Champion Lake Vet Centre



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