WSAVA BULLETIN

MEDIA PACK FOR ADVERTISERS
WSAVA Bulletin

The Bulletin is published every two weeks.

It keeps our members around the world up to date with the WSAVA’s initiatives and activities.
Subscribers

The WSAVA Bulletin reaches...

- more than 21,000 veterinary professionals
- in more than 100 countries
- 24 times a year
WSAVA Bulletins receive an average open rate of 21.4%. This is an increase of almost 10% from the previous year.

This figure is for those individuals who have subscribed to receive the Bulletin in their inbox and open it there. WSAVA members can also access the Bulletin through our website and social media platforms.
Clinical Tip, Partner Resources and WSAVA content

The clinical tip (Tip in the bar chart on the left) is consistently the most clicked on individual link in the Bulletin.

Resources from our Partners are also popular, ('Partner' in the bar chart on the left) receive an average of 41% of the clicks per Bulletin.
BULLETIN CONTENT

Each Bulletin contains the following sections:

**CLINICAL UPDATES**

WSAVA content and articles from our Educational Partners. A different clinical topic is highlighted in each issue.

**PROFILES**

Profiles of WSAVA leaders and member associations.

**WSAVA NEWS**

An update on WSAVA initiatives and activities.
We offer limited opportunities for adverts or advertorials in the WSAVA Bulletin with priority given to WSAVA Industry Partners. Content should not be product specific and should be on a topics likely to be of interest to a broad range of our members. Our technical requirements are as follows:
LAYOUT OPTIONS

TEXT WITH IMAGE
A paragraph of introductory text, including a captioned image in addition to your logo, plus a link to the full article on your website or another destination on your website.

SHORT TEXT WITH BANNER
A banner followed by a short paragraph of text, with the logo. Please provide a link to the full article or another destination on your website.

LARGE BANNER
A large banner will be displayed, with no additional text. Please provide a link to your website.

VIDEO
A video will be displayed, with no additional text. Please provide a link to your website.
FORMAT

Text with image

Please provide up to 150 words of text for the introduction and a captioned image file - jpeg, png and gif - no larger than 1200 x 1200 pixels.

Text with small banner

Please provide up to 100 words of text for the introduction, in addition to a title. We accept banner files of jpeg and png formats with a 1:4 ratio - no larger than 1200 x 300 pxl.

Large banner

We accept banner files of jpeg and png formats - no larger than 900 pxl in width and 1200 pxl in height, and no larger than a 4:3 ratio.

Video

The video must be available online. A full URL must be provided, as well as a thumbnail image of jpeg or png format - no larger than 1200x1200 pixels.
## Summary overview

<table>
<thead>
<tr>
<th>Type</th>
<th>Text size</th>
<th>Image file</th>
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<tbody>
<tr>
<td>Text with image</td>
<td>150 words</td>
<td>jpeg, png, gif</td>
<td>max 1200x1200 pxl</td>
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<tr>
<td>Text with small banner</td>
<td>100 words</td>
<td>jpeg, png</td>
<td>1200x300 pxl or other 4:1 ratio</td>
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<td>Large banner</td>
<td>-</td>
<td>jpeg, png</td>
<td>any size under 1200 pxl with 4:3 ratio or smaller</td>
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<tr>
<td>Video</td>
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<td>jpeg, png</td>
<td>max 1200x1200 pxl</td>
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2020 DEADLINES

The Bulletin is generally produced once every two weeks. The first Bulletin will appear at the beginning of the month and the second at the end of the month. Deadlines for inclusions are below:
<table>
<thead>
<tr>
<th>Month</th>
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<tbody>
<tr>
<td>January</td>
<td>4 January 2021</td>
<td>July</td>
<td>5 July 2021</td>
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<td>18 January 2021</td>
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<td>19 July 2021</td>
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<td>February</td>
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<td>August</td>
<td>30 July 2021</td>
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<td>15 February 2021</td>
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<td>16 August</td>
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<td>15 March 2021</td>
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<td>April</td>
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<td>October</td>
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<td></td>
<td>12 April 2021</td>
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<td>11 October 2021</td>
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<td>May</td>
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<td>November</td>
<td>25 October 2021</td>
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<td>10 May 2021</td>
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<td>24 May 2021</td>
<td>December</td>
<td>22 November 2021</td>
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<td></td>
<td>7 June 2021</td>
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<td>21 June 2021</td>
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For further information on advertising in the WSAVA Bulletin or to book a slot please contact Kristen Holder (Caye Media)

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