

# CVMA MARKETPLACE

The **CVMA Online Marketplace** is a unique and effective way to interact with the Colorado veterinary community. The Marketplace provides your organization a niche opportunity to promote your goods and services to more than 2,200 active CVMA members, as well as non-members accessing the CVMA website searching for recommendations and information on veterinary services and products.

## Listings

A **basic listing** is free of charge and includes company name, address, and phone number. To increase exposure, we recommend upgrading to an enhanced listing. An **enhanced listing** will provide you with a larger presence on the Marketplace and attract more attention from prospective customers.

### Increase Your Visibility with an Enhanced Listing (\$499 per year)

An enhanced listing allows you to include your logo, tagline, website, email address, full HTML description with embedded links, embedded Google map, and complete contact information for one primary contact.

- Larger listing size and placement above all basic free listings
- Logo placement and tagline on the directory category and search results page
- Placement within up to five categories of the company's choice
- Enhanced search engine optimization of listing contents

### Additional options are available to make your listing more visible:

- Deluxe Listing ... Guarantee your company appears on the **first page** within sub-category search results. (\$99 per sub-category)
- Premium Listing ... Ensure your listing always appears **within the top three results** of a sub-category. (\$799 per sub-category)
- Featured Listing ... Showcase your company on the **homepage** of the Marketplace. (\$750)

### Stand out by placing a banner ad in rotation throughout the CVMA Marketplace:

- Leaderboard ... 728 x 90 (\$2,000)
- Skyscraper Left or Right Column ... 120 x 600 (\$1,250)
- Footer ... 728 x 90 (\$1,000)

*All banner advertisements must be in GIF, JPG, or PNG formats. Banner advertisements can be no larger than 256 kb.*

**Terms of Payment.** Payment for advertisement is due and payable to CVMA, 191 Yuma Street, Denver, CO 80223. Credit card payment is preferred. Alternate payment options must be approved by CVMA. A signed commitment form must be on file with CVMA before any advertisements will be published.

Unless otherwise noted or negotiated separately, all listings and advertising will remain on the Marketplace for one year in duration

*All listings/advertisements on the CVMA Marketplace are subject to approval by the CVMA and may be removed at any time. Any listing or advertising deemed unacceptable by CVMA may be removed and the advertising fees refunded at the sole discretion of the CVMA. The advertiser agrees to indemnify and protect CVMA from any claims or expenses resulting from an advertiser's unauthorized use of any name, photograph, sketch, or words protected by copyright or registered trademarks.*

**CVMA**  
Colorado Veterinary  
Medical Association

For more information:  
Betsy Moran, CVMA Advertising Representative  
303.669.4325 or [Betsymoran@aol.com](mailto:Betsymoran@aol.com)



# ONLINE MARKETPLACE Commitment Form

Business Name

Contact

Address

City

State

Zip

Phone

Fax

Email

Credit Card #

CSC#

Expiration Date

Name on Card

Billing Zip Code

Please mark the listing options below that you will be purchasing. Unless otherwise noted or negotiated separately, all listings and advertising will remain on the Marketplace for one year in duration.

**Enhanced Listing (\$499)**

**Additional options**

- Deluxe Listing (**\$99 per sub-category**) \_\_\_\_\_ sub-categories @ \$ 99 each = \$ \_\_\_\_\_
- Premium Listing (**\$799 per sub-category**) \_\_\_\_\_ sub-categories @ \$799 each = \$ \_\_\_\_\_
- Featured Listing (**\$750**)

**Banner ad in rotation throughout the CVMA Marketplace**

- Leaderboard (728 x 90) **\$2,000**
- Skyscraper Left or Right Column (120 x 600) **\$1,250**
- Footer (728 x 90) **\$1,000**

**Other (please list) \$ \_\_\_\_\_**

A signed commitment form constitutes a binding agreement for which listing has been reserved. Listings may be cancelled at any time with written notice; however, no refunds will be given. Accounts past due sixty (60) days will result in termination of contract and/or listing.

Signature

Date

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**Send this signed form to Betsy Moran, CVMA Advertising Representative  
at Betsymoran@aol.com or fax to 303.318.0450  
Questions? Call Betsy at 303.669.4325**