

# eVOICE

## Banner Ad Rate Sheet 2019

The **CVMA eVOICE** is the weekly e-newsletter of the Colorado Veterinary Medical Association, sent every Friday.

**eVOICE** has a weekly **open rate of over 30%** -- higher than the average industry rate!

Reach over **2,000 Colorado veterinary professionals** with a full-color, highly visible and prominently displayed eVOICE banner ad!

### PRICING

Rate and pricing information for 2019 eVOICE banner advertising as follows:

- \$185 / week with a one calendar month commitment required for standard, static ad (\$740 / month with four Fridays or \$925 / month with five Fridays)
- No one advertiser may reserve more than two (2) consecutive months at a time
- Other options may be available for a premium price
- See rate info below for GIF premium upgrade

### ARTWORK

Advertiser must supply banner ad to exact CVMA specifications:

- JPG or PNG format (GIF is premium upgrade of \$40; advertiser must supply)
- Ad dimensions: 600 x 133.5 and 150 dpi

If advertiser is unable to do so, CVMA can create the ad for an additional \$50 fee. Advertiser will provide the following if CVMA is creating ad:

- High resolution company logo or graphic file (.jpg or .png)
- Company URL to link logo to
- Ad text that includes:
  - two sentences of text not to exceed 40 words
  - website address and/or contact info

Advertisement

Contact Sara Eberhardt to reserve space or for more information:  
303.539.7260 or SaraEberhardt@colovma.org