2021-22 CVE MEDIA KIT
Advertising Opportunities
A Leader in Veterinary Education

Established in 1965, the Centre for Veterinary Education at the University of Sydney has transformed the careers of thousands of veterinary professionals through pioneering, experiential continuing education in the profession’s most in-demand skills.

The CVE provides high-quality, practical, and applied professional development to meet the needs of veterinarians and others involved in the care and welfare of all animals through innovative, comprehensive, and independent resources.

Contact us today to find out more about our wide range of opportunities to connect with the veterinary profession. Our marketing team will gladly discuss your specific requirements and prepare a tailored campaign for your product or service.

Ines Borovic
Marketing & Sales Manager

e. ines.borovic@sydney.edu.au
m. 0402 975 429

Lis Churchward
Engagement Communications Specialist

e. elisabeth.churchward@sydney.edu.au
The CVE is dedicated to empowering the veterinary profession globally through education: enhancing confidence, competence, well-being and welfare.
The CVE Website (cve.edu.au) provides easy access to high quality and up-to-date veterinary education (CVeLibrary, Video Library and CVeSHOP) and information on upcoming continuing education courses.

Take the spotlight
Featuring your advertising on the CVE homepage as a spotlight gives you maximum exposure to our website visitors. CVE Website has limited advertising opportunities, restricted to 2 spotlight advertisements per month.

PRICING
$1,550 incl. GST per month.
Book 3x homepage spotlight banners in 12 months to receive a 15% discount
Book 4x homepage spotlight banners in 12 months to receive a 20% discount

SIZE
650w x 320h pixels with 200 dpi. The artwork is accompanied with a short message of up to 30 words. This copy can be updated on weekly basis.

MATERIAL REQUIREMENTS
Accepted file formats are JPG, GIF or PNG

DEADLINES
Please email the artwork to elisabeth.churchward@sydney.edu.au by the 21st of the month prior to publication.
Centre for Veterinary Education

2021-22 CVE Media Kit

CVE Website
159,463 Pageviews per month
8,782 Users per month
(Google Analytics July 2021)
CONTROL & THERAPY SERIES
Established in 1969

Trust, Authority & Credibility
In an increasingly digitised world, people want to connect with something real. Now that anyone can be a ‘publisher’, Generation Z in particular* seem to trust print publications over other media to deliver credible information.

Holding a print C&T creates a visceral, powerful connection
The C&T offers the intimacy of print and the functionality of digital.

History
Tom Hungerford OBE BVSc FACVSc wanted a forum for uncensored and unedited material:

‘...not the academic correctitudes, not the theoretical niceties, not the super correct platitudes that have passed the panel of review...not what he/she should have done, BUT WHAT HE/ SHE DID, right or wrong, the full detail, revealing the actual “blood and dung and guts” of real practice as it happened, when tired, at night, in the rain in the paddock, poor lighting, no other vet to help.’

Written by Vets for Vets
The C&T remains true to its roots: a unique forum for veterinarians to share knowledge and expertise.

Open Access
Each December the eBook is made available free to 24,000+ veterinary professionals.

*Source: reutersagency.com/en/reuters-community/millennials-killed-print-will-gen-z-revive-it/
Circulation
Print – 2,400 quarterly circulation
eBook – 8,600+ quarterly circulation

Readership
This audience extends on average to 16,000+ readership and includes veterinarians, veterinary technicians, veterinary students, practice owners and managers, vet nurses and all those involved in the care of animals.
"I regard the C&T as a great read for me, a practitioner who is interested in what my colleagues are seeing and doing. I never nod off while reading the C&T, whereas I can't say the same for many other publications I read, albeit needing to keep up with evidence-based medicine and current literature as much as possible.

The C&T has a unique role in Australian practice and addresses many things that can’t be found elsewhere, a practitioner's forum, it gives a ‘voice’ to the profession and everyone interested in animal welfare.'
RATES, SPECS & DEADLINES

Rates

<table>
<thead>
<tr>
<th></th>
<th>1 issue</th>
<th>2 Issues</th>
<th>4 Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double-page Spread</td>
<td>$4,100</td>
<td>$3,800</td>
<td>$3,560</td>
</tr>
<tr>
<td>Full page</td>
<td>$2,930</td>
<td>$2,780</td>
<td>$2,540</td>
</tr>
<tr>
<td>Half page</td>
<td>$1,910</td>
<td>$1,810</td>
<td>$1,620</td>
</tr>
<tr>
<td>Back Cover</td>
<td></td>
<td></td>
<td>$4,080</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td></td>
<td></td>
<td>$3,290</td>
</tr>
<tr>
<td>Inside Front cover</td>
<td></td>
<td></td>
<td>$3,670</td>
</tr>
<tr>
<td>Inserts</td>
<td>$3,100</td>
<td>$2,950</td>
<td>$2,660</td>
</tr>
</tbody>
</table>

Material Requirements
Advertising material must be submitted as:
- High-resolution print ready CMYK PDF
- Print marks and all fonts embedded or outlined
- 3mm Bleed

Double Page Spread
Trim size: 420 x 297mm

1/2 Page Vertical or Horizontal
Size: 182 x 134mm or 87 x 260mm

Full Page
Trim size: 210 x 297mm
Type Area: 20mm inside

2021-22 C&T Production Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Advertising booking</th>
<th>Artwork material</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue 305 Dec 2021</td>
<td>Wed 17 Nov 2021</td>
<td>Tues 9 Nov 2021</td>
</tr>
<tr>
<td>Issue 306 Mar 2022</td>
<td>Wed 2 Feb 2022</td>
<td>Tues 8 Feb 2022</td>
</tr>
<tr>
<td>Issue 307 Jun 2022</td>
<td>Wed 4 May 2022</td>
<td>Tues 10 May 2022</td>
</tr>
<tr>
<td>Issue 308 Sept 2022</td>
<td>Wed 3 Aug 2022</td>
<td>Tues 9 Aug 2022</td>
</tr>
<tr>
<td>Issue 309 Dec 2022</td>
<td>Wed 2 Nov 2022</td>
<td>Tues 8 Nov 2022</td>
</tr>
</tbody>
</table>
The CVE’s electronic newsletter, CVeNEWS, offers direct communication to 24,000+ recipients in the veterinary community in Australia and abroad.

Broadcast once a month, it provides veterinarians, veterinary technicians, vet nurses and all those involved in the care of animals with up-to-date veterinary news, alerts, current trends, and relevant information.

**CVeNEWS has limited advertising opportunities**
Restricted to 2 advertisements per month.

**Pricing**

$1,550 incl. GST per month.
Book 3x email advertising banners in 12 months to receive a 15% discount
Book 4x email advertising banners in 12 months to receive a 20% discount

Size: 890 x 250 pixels 150dpi
Material Requirements: Accepted file formats are JPG, GIF or PNG

Deadlines: Please email the artwork to elisabeth.churchward@sydney.edu.au by the 21st of the month prior to publication.
SOLUS EDM

We can help you connect with our audience via a sole email to reach potential customers. edm is a highly cost effective and timely medium for placing your message in front of our audience: share special offers or an advertorial.

Solus emails are broadcast on Tuesdays - restricted to 1 advertisement per month.

Pricing

$2,500 incl. GST per edm.

Book 3x Solus edms to receive a 15% discount.

Book 4x Solus edms to receive a 20% discount.

Supply your images as jpeg files (650 pixels wide).

Word count guide: approx. 300 words or fewer.
TAILOR YOUR ADVERTISING PACKAGE

Contact us to design an advertising package that meets your needs and budget

We can work with you to choose the combination of channels best suited to your advertising objectives. Discounts apply to multiple bookings.

Contact us today to discuss pricing and channels

Ines Borovic ines.borovic@sydney.edu.au or
Lis Churchward Elisabeth.churchward@sydney.edu.au

Case study

Taronga Conservation Society Australia advertising package 2021

1. Spotlight on the CVE website
2. Social Media posts (Facebook, Linkedin, Instagram, Twitter)
3. Banner advertisement in the monthly CVENews
4. Advertisement in the quarterly C&T print & eBook
5. Solus eDM
6. Banner advertisement in the weekly Friday CE update email
1. Spotlight on the CVE website

2. Social Media posts (Facebook, Linkedin, Instagram, Twitter)
3. Banner advertisement in the monthly CVeNews

4. Advertisement in the quarterly C&T print & eBook
5. Solus eDM

6. Banner adverisment in the weekly Friday CE update email
All the theory in the world doesn’t add up to a hill of beans, if you cannot do the practical things confidently and competently.

Whether it’s Aine Seaver’s slide for putting dislocated hips back in, the late Geoff Manefield’s method for replacing a uterine prolapse or Peter Howe’s homemade device for extracting fishhooks from the oesophagus...

*C&T always has something new to help us be a better clinician.*

Dr Richard Malik  DVSc DipVetAn MVetClinStud PhD FACVSc FASM  
C&T Veterinary Editor
Advertising content
Any new advertising material must be approved by the Centre for Veterinary Education (CVE) before publication. The CVE reserves the right to reject any advertisement or copy. The word ‘advertisement’ will be placed above all copy.

Rates
Rates are specified in the media kit and confirmed in writing when a booking is made. Confirmation of a booking, as set out in the booking sheet outlining the advertising schedule, will be considered a binding contract and applicable rates will be payable in full.

Cancellations
The booking deadline is the cancellation deadline. No cancellations will be accepted after the booking deadline. Space will be charged as booked for late, cancelled or overdue material.

Multiple insertion cancellations
If an advertiser fails to insert the required number of advertisements to qualify for special multiple insertion rates after they have been booked, the advertiser will incur additional charges for previous advertisements.

Payment
All advertising must be paid 50% on booking and the balance on publication. All outstanding accounts after 30 days will incur a surcharge of 5% per month. Advertisements will not be accepted if payments for previous advertisements are overdue.

Indemnity
It is the responsibility of the advertiser to ensure that advertisements comply with the Trade Practices Act 1974, as amended, and any other applicable Commonwealth and State laws. All advertisements must comply with the advertising industry voluntary codes of practice, including the Australian Association of National Advertisers (AAMA) Code of Ethics, and must not conflict with the CVE or University of Sydney policy.

Advertisements are accepted for publication on condition that the advertiser indemnifies The CVE, University of Sydney, the publisher and their employees and agents against all actions, suits, claims, loss and or damages resulting from anything published on behalf of the advertiser.