A Leader in Veterinary Education

Established in 1965 as the world’s first veterinary membership organisation dedicated solely to post graduate education, 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.

Dannielle Hennah
Marketing & Sales Manager
e. dannielle.hennah@sydney.edu.au
m. 0400 331 234

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 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 external spotlight advertisements per month.

**PRICING**

$1,550 incl. GST per month.

**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 a 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.
CVE Website
cve.edu.au Analytics
(September 14 – December 12, 2022)
1,092,371 views
36,804 users
29.69 views per user
Average engagement time: 5m 06secs
CONTROL & THERAPY (C&T) 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 issue 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 practical knowledge and expertise.

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

C&T Blog
This page showcases some of the best articles of recent issues, as well as an Editor’s Pick, and will be heavily promoted through CVE’s social media channels.

2022 Sponsors of the C&T Series

*Source: reutersagency.com/en/reuters-community/millennials-killed-print-will-gen-z-revive-it/
Control & Therapy Series
Issue 306 | March 2022

Congenital or Juvenile-Onset Secondary Hypothyroidism in an Alaskan Malamute

Circulation
Print – 2,300+ 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'

Dr Terry King of Veterinary Specialist Services Qld
19 October 2020
RATES, SPECS & DEADLINES

Rates Per Issue

<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

2023 C&T Production Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Advertising booking</th>
<th>Artwork material</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue 310 Mar 2023</td>
<td>Wed 1 Feb 2023</td>
<td>Tues 7 Feb 2023</td>
</tr>
<tr>
<td>Issue 311 Jun 2023</td>
<td>Wed 3 May 2023</td>
<td>Tues 9 May 2023</td>
</tr>
<tr>
<td>Issue 312 Sept 2023</td>
<td>Wed 2 Aug 2023</td>
<td>Tues 8 Aug 2023</td>
</tr>
<tr>
<td>Issue 313 Dec 2023</td>
<td>Wed 1 Nov 2023</td>
<td>Tues 7 Nov 2023</td>
</tr>
</tbody>
</table>
CVENews

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.

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.
Your ad here
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.
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

Dannielle Hennah dannielle.hennah@sydney.edu.au or
Lis Churchward Elisabeth.churchward@sydney.edu.au
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.