

BVA online advertising opportunities



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Introduction

The British Veterinary Association (BVA) is the national representative body for the UK veterinary profession. With over 12,000 members made up primarily of veterinary surgeons, vet students but also vet nurses and practice managers.

In promoting and supporting the interests of our members, and the animals under their care, we are committed to developing and maintaining channels of communication not least with government, parliamentarians and the media. Along with this we offer our members services and benefits to assist them in their professional and personal lives.

We currently publishes two premium profession related journals; *Veterinary Record* and *In Practice*. Alongside the regular website, and we also send relevant, targeted emails to our members most weeks.

From students to practising vets, from policy makers to pet owners we have an extensive reach within the veterinary profession, providing a wide variety of advertising solutions for any marketing campaign.

Why online?

Online advertng is now an essential part of the marketing mix and a cost effective way of reaching your target audience. More advertisers than ever are utilising the benefits online can offer over and alongside traditional media.

If you have advertised with the BVA before through our publications, been a sponsor at one of our events, or if you're an organisation looking to increase your brand or product awareness within the veterinary profession, the BVA can provide the perfect advertising mix for your products and services.

BVA website – www.bva.co.uk

Resulting from membership feedback in 2007, the BVA website was re-launched in September 2008 and re-skinned in 2010 and features 2 discussion forums, online membership joining facilities, and a dedicated members' area. The website has currently 6,738 registered members, which is projected to increase to 7,200 by the end of 2010.

The BVA website not only provides information and services to cater for our members' needs, it's also the focal point for veterinary related information that is used by a wide range of stakeholders including government officials, farming groups, pet owners, overseas organisations and finally educational institutions.

Statistics

The BVA website receives approximately 625 visitors per day and generates some 202,000 page views per month, with visitors spending an average time of 4 minutes navigating throughout the site.

The BVA website is broken down into five sections based on the depth of navigation within the site. The following table outlines the percentage of visitor numbers for each section.

Section	No. of pages	Percentage
1. Home page	1	28%
2. Main entrance pages	13	24%
3. 2 nd tier navigational pages	59	20%
4. 3 rd tier navigational pages	154	15%
5. 4 th tier navigational pages	98	13%

Format

The BVA website offer advertisers three button advertisement positions within its website.

The image shows a screenshot of the BVA website homepage. On the right side, three yellow boxes are stacked vertically, labeled 'Top', 'Middle', and 'Bottom', indicating the positions for button advertisements. A red circle highlights a specific advertisement for 'vets public' located in the 'Middle' position. The advertisement features a blue background with white text and a small image of a person and a dog.

Buttons are located at three positions on the right hand side of the website. Button ads are less obtrusive and offer advertisers the opportunity to feature their messages with direct links back to your website.

2010 web advertising rates

Advertisers have the option to book advertising space within either one or more of the BVA's three web advertising sections. Each section contains three advertising positions and entitles the advertiser to have their ad feature on every page within the nominated block. Please refer to the *Web statistics* area of this media pack for more information on visitor numbers for each section.

Homepage

The BVA homepage attracts the most amounts of visitors and is the focal point for all website traffic.

Homepage - button advertisements			
Position	2 weeks	1 month	2 months
Top	£200	£365	£600
Middle	£190	£347	£570
Bottom	£181	£330	£542

Main entrance pages

The main entrance pages feature on the left hand side of the homepage and are the main link to the BVA's topical areas. Some of the most popular pages include; the Members' area, Publications and resources, the Young Vet Network, BVA activity and advice and the Events page.

Main entrance pages - button advertisements			
Position	2 weeks	1 month	2 months
Top	£150	£270	£450
Middle	£136	£257	£428
Bottom	£129	£244	£407

2nd Tier navigational pages

2nd tier navigational pages contain specific information on subject areas, while also providing links to more detailed information. These pages include information of members' services and benefits, details on specific publications and a range of news items.

2nd tier - button advertisements			
Position	2 weeks	1 month	2 months
Top	£100	£180	£300
Middle	£95	£171	£285
Bottom	£90	£162	£271

Note: All quoted rates exclude VAT

Specification

Advertising format	Specifications
Website button – JPG or GIF	170W X 127L Maximum file size: 500KB

Note: dimensions are in pixels.

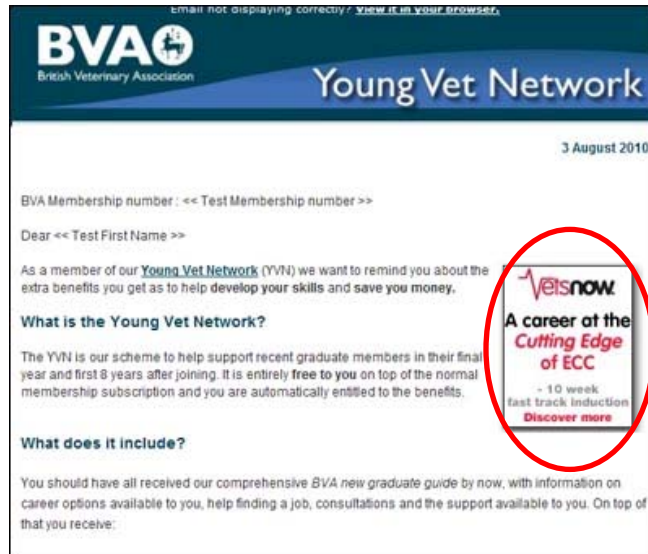
BVA emails

We send relevant, targeted emails to our members about once a week. They are designed to keep members up-to-date with our work, provide timely news, or make them aware of developments in the profession.

As well as 'all member' emails, we often target specific groups of members – such as our recent graduates, or retired members with relevant, timely messages.

Format

The email button advertisement will be positioned at the top right of the email and will provide a link to your own organisation's website.



Advert

2010 rates

Email - button advertisements	
1 email	2 emails*
£400	£730

Note: All quoted rates exclude VAT

*The emails must be booked and paid for at the same time in order to receive the discount.

Specification

Advertising format	Specification
Email banner – JPG or GIF	136W X 158L Maximum file size: 500KB

Note: dimension is in pixels

Terms and conditions

- 1) Creative need to be approved with the BVA, we reserve the right to refuse placement if we do not feel the creative or message is appropriate.
- 2) Button placement in our emails will be subject to our email schedule.
- 3) Creative and all campaign details (start and end dates, and the specific section where advert is to appear) are to be sent no later than ten working days before the ad is due to go live on the site or within the newsletter. This will be checked by the marketing team, in order to ensure there is no clash and will be confirmed within 3 working days.
- 4) Creative must be sent as attachments to an e-mail, and not embedded within an e-mail.
- 5) Sound is not permitted on any adverts: Only JPGs, GIFs are accepted.
- 6) Static buttons are preferred.
- 7) The advertisement will not be placed until full payment is received.

Further advertising opportunities

The BVA offers advertisers a number of different options to compliment its online advertising.

BVA Congress sponsorship & exhibition

The British Veterinary Association's annual Congress is an integral part of the veterinary calendar with a wide spectrum of attendees from the veterinary profession attending the two day event. BVA Congress offers organisations fantastic sponsorship and exhibiting opportunities, which provide an excellent opportunity to connect with veterinary professionals from the UK and overseas. More information on the event can be found at www.bva.co.uk/congress

BVA journals

The BVA produces two regular journals, *In Practice* and *Veterinary Record* for its members and subscribers. Both journals provide advertisers with a range options for the promotion of products and services.

For information on advertising within these two journals please contact the British Medical Journal (BMJ) (contact on the back page).

BVA publications website – www.bvapublications.com

The BVA publications website contains the entire editorial content of *Veterinary Record* and *In Practice*. The site includes a fully searchable archive of all papers published since 1996 in *Veterinary Record* and the complete archive of articles published in, *In Practice* since its launch in 1979. A constantly updated calendar provides details of forthcoming CPD events.

For information on advertising on the BVA publications website please contact the BMJ's sales department (see below for contact details)

Vet Record Careers – www.vetrecordcareers.com

The recruitment pages of Veterinary Record website have been redesigned to improve the services available to those seeking jobs and those hoping to fill vacancies.

This website has recently been updated. Please contact the BMJ's sales department for advertising rates and options on this site (see below for contact details).

Contact details

For advertising on the BVA website or in BVA emails please contact:

Nila James, BVA Business Development Manager

British Veterinary Association

7 Mansfield St

London W1G 9NQ

Tel: +44(0)20 7908 6354

Fax: +44(0)20 7908 6349

Email: nilaj@bva.co.uk

Web: www.bva.co.uk

For advertising in our journals, BVA publications website or Vet Record Careers please contact:

British Medical Journal

BMA House

Tavistock Sq

London, WC1H 9JP

Tel: +44(0)20 7874 7064 / 7065 / 7066

Email: sales.vetrecordjobs@bmigroup.com