



MVMA ADVERTISING OPPORTUNITIES

THE POST – MVMA Member Newsletter

The Post is our weekly newsletter delivered to all MVMA clinics and members. Emailed to approximately 800 members including veterinarians, veterinary technologists as well as office managers. Also faxed (or emailed) to all clinics in Manitoba. It is identified as from MVMA and has high view numbers. It is sent every Tuesday and contains important and timely information for MVMA members across Manitoba. When used in combination with your own website or an MVMA website classified, The Post might be the most effective way for you to reach veterinarians and other animal health professionals across Manitoba! Ads are placed in four editions of The Post.

Member: \$175 Non-member: \$240

WEBSITE – Classified Ads

The MVMA website is viewed throughout Manitoba and Canada by veterinarians, veterinary technologists, practice managers and members of the public who keep up-to-date with the latest in our province's veterinary news. By emailing us your information, we can quickly post your classified ad to our website, offering you a convenient and easy way to share a job posting, service or item with our website viewers. Ads are placed online for four weeks.

Member: \$42 Non-member: \$75

CLASSIFIED/POST COMBO

Have an ad placed online for four weeks and published in four editions (four weeks) of The Post as well.

Member: \$200 Non-member: \$300

NEWS & VIEWS

Now more than ever, professionals consume information on the go. Our News & Views eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Published every second month, this targeted eNewsletter:

- Delivers your message directly to the inbox of 790 decision-makers on a regular basis
- In addition to MVMA members, opt-in subscription means that professionals in the market for your products and services see your message
- Can be cross-promoted in other MVMA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Has limited available ad space makes each position exclusive
- Offers changes to artwork monthly at no additional cost to promote time-sensitive offers and events

For more information on advertising, please refer to [Naylor's Media Kit](#).

MVMA MEMBERSHIP DIRECTORY

Your annual opportunity to reach 100% of the practicing veterinarians in Manitoba!

Our publication is used throughout the year as a purchasing guide for the industry by licensed veterinarians, veterinary technologists and support staff that work in vet offices. In addition to every MVMA member, additional copies of the directory are sent to other veterinary associations and Canadian veterinary colleges.

Last year's Membership Directory received over 6,100 page views!

For more information on advertising, please refer to [Naylor's Media Kit](#).

CENCAN CONFERENCE

Held the first weekend of February, this conference is three days of timely and relevant continuing education with some of the profession's most dynamic speakers. With approximately 300 attendees, the CenCan conference offers prime opportunities to connect face-to-face with the veterinary community.

The CenCan Expo had 45 booths in 2017 and this is what our exhibitors had to say:

"Overall, our company had a great experience and were able to speak with a lot of our clients."

"MVMA did a great job! It's a lot of work to make these events run smoothly and keep everyone happy!"

For further information please contact Daniela Whelan at <mailto:cpdc@mvma.ca> or 204-832-1276 ext 3.