

NJVMA eGram

REACH 1,600

NEW JERSEY VETERINARY MEDICAL INDUSTRY PROFESSIONALS

WEEKLY

MEDIA KIT



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**A**

**B**

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**C**

**Animal research among AVMA legislative concerns**  
 American Veterinary Medical Association  
 The AVMA executive board voted to oppose legislation that would increase restrictions on which dogs and cats could be obtained for use in research. Dr. Mark F. Heffel, who represents District 11 — which includes New Jersey — urged support for The Pet Safety and Protection Act, which intends to eliminate the practice of obtaining dogs and cats from class B, or random-source, animal dealers. [MORE](#)

**D**

**Animal rights groups protest at Princeton University**  
 The Times of Trenton  
 Representatives of animal rights organizations from New Jersey and Philadelphia were recently at Princeton University to protest alleged new information about animal deaths at the school. In September, The Trenton Times reported that a whistleblower had leaked graphic photographs and an eyewitness account of alleged animal mistreatment and killings by Princeton's primate neuroanatomy laboratory. [MORE](#)

**E**

**Law suit raises questions about therapy dogs at colleges**  
 Inside Higher Ed via USA Today  
 A federal lawsuit against the University of Nebraska at Kearney, which denied the request of a student with a psychological disability to keep a therapy dog in her university-owned apartment of campus, could signal a shift in how institutions will be expected to handle such accommodations in the future. The lawsuit says the university asks too much of students with psychological or emotional disabilities. [MORE](#)

**F**

**Animal welfare groups: No pet-store puppies as gifts**  
 The Associated Press via Los Angeles Times  
 More puppies are sold at pet stores during the holiday season than any other time of year. Now the American Society for the Prevention of Cruelty to Animals and other groups are stepping up efforts to stop these sales, saying many of these dogs come from puppy mills. More than 50,000 people have signed a pledge on the ASPCA's website vowing to uphold the boycott. [MORE](#)

**G**

**2 children sickened by new strains of swine-linked flu virus**  
 ABC News  
 The Centers for Disease Control and Prevention announced two cases of flu caused by new viruses associated with swine. The illnesses affected children in West Virginia and Minnesota, who both eventually recovered. The virus found in West Virginia, known as H1N2, had a mixture of genes from swine, human and bird flu viruses. The child in Minnesota became ill with a form of the virus called H1N2, also found in swine. [MORE](#)

**D1**

**Showcase**

<b>Adaptill</b> Adaptill mimics the properties of the natural phenomenon of the lactating female. Within three to five days after giving birth, the female-generated placental fluid gives their puppies a source of well-being and robustness, known as suckling phenomenon.	<b>Science Diet Ideal Balance Food</b> The formula for a better life. Fresh chicken. Let ingredients. Fruits and vegetables, including cranberries. No corn or artificial flavors.	<b>Boehringer Ingelheim Animal Health</b> Boehringer Ingelheim Animal Health has a wide range of products covering: Biologics, Pharmaceuticals, and Federal Care.
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**D/1**

**Narcolepsy link to swine flu vaccine investigated**  
 BBC News  
 For almost two years, a British boy has found himself losing muscle control and falling asleep at a moment's notice due to a rare sleeping illness. The 6-year-old boy's mother fears his narcolepsy could be linked to a swine flu vaccine called Pandemrix which he received three weeks before showing symptoms. Tests in the U.K. have not revealed a link between Pandemrix and narcolepsy, although the Medicines and Healthcare Regulatory Agency said "a similar risk had only been confirmed in Finland and Sweden." [MORE](#)

**F**

**New Jersey gets aquaculture plan updated**  
 Fish Info & Services Co.  
 A new report released at Rutgers University in Cape May updating New Jersey's aquaculture development plan advises increasing marketing and streamlining rules. The Department of Agriculture said the facility will be vital to the success of aquaculture in the state. Rutgers' Aquaculture Innovation Centre gives members of the fishing sector, aquaculture entrepreneurs and those interested in aquatic restoration training on commercial aquaculture and business growth assistance. [MORE](#)

**G**

**Featured Companies**

<b>Novartis</b> We focus on the well-being of companion animals and the health and productivity of farm animals. <a href="#">MORE</a>	<b>Abbott Animal Health</b> We are committed to leadership in the fields of veterinary medicine. We will help improve the quality of care you can provide to your patients. <a href="#">MORE</a>
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**Pups provide pet therapy to stressed students**  
 The Caldwell Press  
 Alexandra Paszouti, a senior studying psychology at Caldwell College, had six final exams, and was feeling stressed out to say the least. The commuter student from Bloomfield was one of dozens who took time out of their hectic schedule to spend time with certified therapy dogs. This is the second year Caldwell invited therapy dogs — from Therapy Dogs International in Flanders and The Bright and Beautiful Therapy Dogs in Morris Plains — to visit the school during finals week. [MORE](#)

**NJVMA E-News**  
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This premier position provides your company with top exposure and quality traffic.

### B LOWER LEADERBOARD

The lower leaderboard gives your company a prominent position right under the association's masthead.

### C/1 TOP/BOTTOM SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

### D/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

### E PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

### F FEATURED COMPANY AD

Integrated into the feel of the brief, a featured company ad targets your buying audience with an image and 25-word description.

### G TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

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Prices are for participation in 13 emails to 1,600 New Jersey licensed veterinarians (one 90 day cycle)



Leaderboard  
**\$3000**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Lower Leaderboard  
**\$2750**

Image Dimensions  
**580x70**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$2500/\$2250**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Skyscraper  
**\$2500/\$2250**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Product Showcase  
**\$2000**

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 Ut enim ad minimum  
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 laboris nisi. [More](#)

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



Featured Company Ad  
**\$1500**

Lorem ipsum dolor  
 Lorem ipsum dolor sit amet, consectetur  
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 Ut enim ad minimum veniam, quis. [More](#)

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad  
**\$500**

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 unt ut labore et  
 [More](#)

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**

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NJVMA eGRAM, POWERED BY MULTIBRIEFS,  
PROVIDES WEEKLY NEWS AND INFORMATION  
TO NEW JERSEY VETERINARY MEDICAL  
INDUSTRY PROFESSIONALS.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of New Jersey licensed veterinarians, NJVMA eGram keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power—the top-tier professionals.

NJVMA eGRAM  
IS A PROFESSIONAL RESOURCE FOR

NEWS+  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN NJVMA eGRAM:



## CREDIBLE SOURCE

For 130 years, our members have turned to the association as the informational authority of the industry. Advertising in NJVMA eGram solidifies your place among weekly information provided to NJVMA members.



## TARGETED DISTRIBUTION

Advertising in NJVMA eGram allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## OPT-IN SUBSCRIBER LIST

Subscribers to NJVMA eGram have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## FREQUENCY

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## AFFORDABLE

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## YOUR AD WILL GET THE ATTENTION IT DESERVES

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## IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in NJVMA eGram.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response to your campaign, immediately quantifying your ROI.