Put VetFolio to work for You.

Connecting your brand to veterinary industry decision makers through our unique online continuing education platform.

CONTACT: INFO@VETFOLIO.COM
With more than **94,000 subscribers and growing**, VetFolio offers your brand exposure to the industry decision makers you want to reach. Now offering an expanding library of educational resources, including conference sessions from the North American Veterinary Community (NAVC) and the American Animal Hospital Association (AAHA), Web conferences, Certificate Courses, Surgery Videos and Podcasts, VetFolio gives you the opportunity to showcase your message in front of **75,000 users each month**.

**PRODUCT MENU**

- **Web Conferences**
  These Web-based programs provide one hour of CE, conveniently delivered to participants’ desktops, making them ideal for in-house training sessions and staff meetings.

  - **600–1,900**
    - (average educational reach)
  - **2 Weeks**
    - On-Demand Access
  - **1 year**
    - (hosted for more exposure)
  - **Sponsor Important issues**
    - (that support your business)
  - **Use mailing lists**
    - (to follow up with attendees)

- **Educational Podcasts**
  One of the newest resources for continuous veterinary education is the VetFolio Podcast Library. These podcasts allow users to listen — and learn — at their convenience, whether in the office, on their commute, or during their lunch break.

  - **3,107**
    - Average plays per podcast series
  - **1,094**
    - Average plays per podcast series
  - **Highlight your brand's newest product(s)**
    - **Sponsor Important issues**
      - (that support your business)

- **New Product Showcase**
  This new resource is similar to our educational podcasts, but keep the veterinary industry up-to-date on the latest advances in veterinary medicine.

  - **1,000**
    - Certificate course series have averaged over
  - **1,000 completions per year
  - **4 Weeks**
    - On-Demand Access
  - **1 year**
    - (hosted for more exposure)
  - **Sponsor Important issues**
    - (that support your business)

- **Certificate Course Programs**
  These multi-part course programs allow users to take a deeper dive into a specific topic area and earn a certificate of completion along with their RACE-accredited CE. Create a series of courses with an educational topic that relates to your brand.

  - **600–1,900 veterinary practices**
    - (average educational reach)
  - **4 Weeks**
    - On-Demand Access
  - **1 year**
    - (hosted for more exposure)
  - **Sponsor Important issues**
    - (that support your business)
<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
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<tr>
<td><strong>Expanded Brand Exposure</strong></td>
<td>Certain sponsorship levels also allow for additional brand exposure both on the VetFolio Web site, and at events where VetFolio has a presence, such as VMX. This exposure allows you to prominently display your company logo on VetFolio.com and at the VetFolio booth and within VetFolio bag inserts placed in conference bags at each conference attended by VetFolio.</td>
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<td><strong>Microsite</strong></td>
<td>Your microsite becomes your branded home base on VetFolio and allows you to not only highlight your sponsored course, but also to advertise your products and services.</td>
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<td><strong>Banner Ads</strong></td>
<td>Banner ad promotion allow you to reach VetFolio users through horizontal leaderboard ads that rotate throughout the site.</td>
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<td><strong>Session Hosting from VMX 2018</strong></td>
<td>In addition to exclusive sponsored content produced on your behalf by VetFolio, your courses captured during VMX will also be available for hosting on VetFolio. Your company logo will be included with the course material, helping to further your brand recognition.</td>
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<tr>
<td><strong>Corporate Subscriptions</strong></td>
<td>Help direct your sales representative and veterinarians interested in your products to your content on VetFolio with corporate subscriptions, giving them access to the resources you produce throughout the year.</td>
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<td><strong>Social Media Promotion</strong></td>
<td>Exposure for your courses and resources go even further through promotion on VetFolio’s Facebook, Twitter, Instagram and LinkedIn pages. Options for boosted posts are also available to help your reach expand even more.</td>
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More than 70 percent of Web conference participants say they can apply the information within one month at their practice.
DOES YOUR AUDIENCE KNOW ABOUT YOUR PRODUCTS?

For many pet owners, veterinary recommendations are often the deciding factor when choosing between products and brands in the marketplace. Your sponsorship of content on VetFolio can help raise your exposure and awareness in this growing market. Make sure your company is being represented.

According to the American Pet Products Association, spending on veterinary care by U.S. pet owners increased 2.5 percent between 2014 and 2015, from $15.04 billion to $15.42 billion. The association estimates a 3.2 percent increase in spending on veterinary care in 2016. The report said that spending on pet food increased 3.5 percent to $23.05 billion in 2015, and spending on pet supplies and over-the-counter medications increased 3.9 percent to $14.28 billion.

VetFolio reaches a global audience with the majority of users located in the United States.
ONLINE LEARNING GROWTH

VetFolio is in a unique position to help veterinary team members achieve their professional development goals wherever they are, on their time, at their own pace.

WORK HOME

VETFOLIO WORKS FOR YOU WHEREVER YOU ARE

Adult learners are the fastest growing segment of the higher education market in the U.S. today.

The Digital Learning Compass: Distance Education Enrollment Report 2017 examines the trends and patterns of distance education enrollments among U.S. degree-granting higher education institutions. The findings show that the number of higher education students taking at least one distance education course in 2015 now tops six million, about 30% of all enrollments.

The National Center for Education Statistics reports that two-thirds of postsecondary students work at least part-time, support children or other dependents, are financially independent (don’t qualify for financial aid), and/or embody other attributes of the so-called “nontraditional” college student.

What We Do

VetFolio brings together the best educational material in the industry, through the combined efforts and resources of the North American Veterinary Community (NAVC) and the American Animal Hospital Association (AAHA). We provide a one-stop resource platform for professional and personal advancement under a new way of learning — Continuous Education.

Through on-demand, online resources, VetFolio puts education directly in the hands of veterinary professionals. We empower them to learn how they want, when they want — all at an affordable price. Veterinary professionals can trust us to provide the most comprehensive education in the industry.
Contact us now and let VetFolio do the chasing for You.

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