

VETgirl

OPPORTUNITIES	PLATINUM (\$150K+)	GOLD (\$75K-\$149,999)	SILVER (\$25K-74,999)	BRONZE (\$10K-24,999)
Qualifies for 20% Added Value (Standard Reporting Included + Campaign Summary)	✓			
Qualifies for 17% Added Value (Standard Reporting Included)		✓		
Qualifies for 13% Added Value (Standard Reporting Included)			✓	
Qualifies for 10% Added Value (Standard Reporting Included)				✓
Sponsor may select from the items below for added value. To qualify for added value, the total spend must be secured in the original contract and exceed the high end of the provided spend ranges on paid sponsorship and advertising. Added value items must be completed within the contract calendar year and can not be rolled over into additional contracts / years. Select sponsorships include standard reporting as outlined in each of the opportunities as listed on the proposal. Premium reporting may be available for purchase based on availability and can be discussed with your sales representative.				
Podcast Episode (\$6,000 Value)				
Podcast Ad (\$3,000 Value)				
BEAT eMagazine 1/2 Page (\$1,250 Value)				
BEAT eMagazine Full Page (\$2,500 Value)				
BEAT eMagazine Featured Story (\$3,500 Value)				
Social Media Ad (\$3,500 Value)				
Email Banner Ad (\$2,500 Value)				
Sponsored Blog (\$5,000 Value)				
1 Month Unlocked Access for Webinar (\$2,500 Value)				
Sponsor must purchase in a single buy to qualify for added value benefits. If sponsor opts not to execute the opportunity allotted for added value, a credit will not be issued. Sponsor will forego the opportunity.				

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OPPORTUNITIES	METRICS	PRODUCTION	REPORT ETA	KPI*	BENCHMARK
Webinar	<ul style="list-style-type: none"> Total Registrants Total Unique Viewers % Live Viewers 	<ul style="list-style-type: none"> 8 weeks 	24 Hours Post Event	700-1,000 Attendees	Attendees
YouTube Live	<ul style="list-style-type: none"> Total Unique Viewers 	<ul style="list-style-type: none"> 8 weeks 	24 Hours Post Event	100-450 Attendees	Attendees
Certificate Program	<ul style="list-style-type: none"> Total Registrants Total Unique Viewers % Live Viewers Certificates Completed 	<ul style="list-style-type: none"> 1 Year 	End of Year	TBD	Completions
Custom Eblast or Banner Ad	<ul style="list-style-type: none"> Delivered Open Rate Click Rate CTR Read/Skimmed/Glanced 	<ul style="list-style-type: none"> Assets due 30 days prior to release date 	7 Days Post Send Date	9.86% Ave Open Rate 8.81 % Ave Click-through Rate	Open Rate
Podcast Episode	<ul style="list-style-type: none"> Total Downloads 	<ul style="list-style-type: none"> 6 weeks 	7 Days After Podcast is Released	5K Downloads/1st 3 Mths	Downloads
Podcast Ad	<ul style="list-style-type: none"> Total Downloads 	<ul style="list-style-type: none"> 6 weeks 	7 Days After Podcast is Released	5K Downloads/1st 3 Mths	Downloads
Educational eBook	<ul style="list-style-type: none"> Landing Page <ul style="list-style-type: none"> Form Submissions Eblast Stats (as listed above) Social Media Ad Stats (as listed below) 	<ul style="list-style-type: none"> 8 weeks 	30 Days After Release	Ave 4-5K Downloads/1st 3 Mths	VETgirl Community
BEAT eMagazine Ad or Featured Story	<ul style="list-style-type: none"> Views Visitors Downloads Links Clicked Time Spent <p>(Not Ad Specific/Overall Issue Stats)</p>	<ul style="list-style-type: none"> Assets due 30 days prior to release date 	30 Days After eMag is Released	1,500 Views/ Issue (Not Ad Specific)	Views
Social Media Ad (Metrics Vary by Network)	<ul style="list-style-type: none"> Reach Engagement Impressions CTR% 	<ul style="list-style-type: none"> Assets due 30 days prior to release date 	7 Days After Post is Released	10K	Reach
Sponsored Blog	<ul style="list-style-type: none"> Ave Time on Site Total Pageviews Unique Pageviews 	<ul style="list-style-type: none"> 4 weeks 	30 Days After Blog is Posted	1K Pageviews/Mth	Website Traffic

All reporting to be provided on VETgirl template and includes fields as outlined in sponsor's signed proposal. If additional reporting is requested, premium pricing will apply. Cost will be discussed on a case-by-case basis.

*KPI is for sponsor to gauge expectation for average performance. Metrics may vary based on sponsor/content/presenter/topic. VETgirl is not responsible for ad performance.



OPPORTUNITIES	PLATINUM (\$50K-\$74,999)	GOLD (\$25K-49,999)	SILVER (\$10K-24,999)
Comp Premium Exhibit Booth (\$4,000)	✓		
Premium Position Full Page Ad in Printed Conference Proceedings (\$2,500)	✓		
Custom eMail to Attendees (\$3,500)	✓		
Sponsor Summary (Post-event)	✓	✓	✓
Onsite Signage	✓	✓	✓
Sponsor Recognition in Printed Conference Proceedings Guide	✓	✓	✓
Online Sponsor Recognition	✓	✓	✓
Recognition on Social Media (Facebook, Twitter, Instagram)	✓	✓	✓
Banner ad on VETgirl U eMail to Attendees (\$3,500)		✓	
Full Page ROB Ad in Printed Conference Proceedings (\$1,500)		✓	
Half Page Ad ROB in Printed Conference Proceedings (\$800)			✓

Sponsors enjoy other benefits depending on what items/events they sponsor. See Sponsorship Opportunities for details.
 1. If sponsorship commitment made by 12/31/24