

VETgirl

2026 MEDIA PACK

Pricing is valid for confirmed sponsorship commitments 11/1/24-12/31/26



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MULTI-MEDIA OPTIONS WITH VETgirl

- Access to a fast-growing, global community of veterinary professionals
- Subscription-based, multimedia CE platform
- Award-winning, RACE-approved online CE library:
- Webinars, podcasts, videos, blogs, forums
- Certificate programs & CE management system
- Active social media platforms
- Founded in 2012 by two board-certified veterinary specialists
- Clinically relevant, practical, cutting-edge education
- Strong organic growth and deep audience insight
- Brand promotion integrated in a trusted, receptive environment
- LIVE and on-demand access — anytime, anywhere

Real-life
Rounds

Certificate
Programs

Mobile App
VETgirl vital

VETgirl U

Webinars

Podcasts

YouTube
LIVE

Email
Marketing

Blog

Resources

Videos

CE
Management

Did you Know?

The VETgirl website is now easily translated eight languages (including Spanish) by simply clicking on the language icon in the bottom right-hand corner of the site. We have also recently added a closed captioning and translation options to our video library so you can learn more of what you want, when you want it.

100,000+
VETGIRL
COMMUNITY

244,000+
FACEBOOK
FOLLOWERS

133,000+
INSTAGRAM
FOLLOWERS

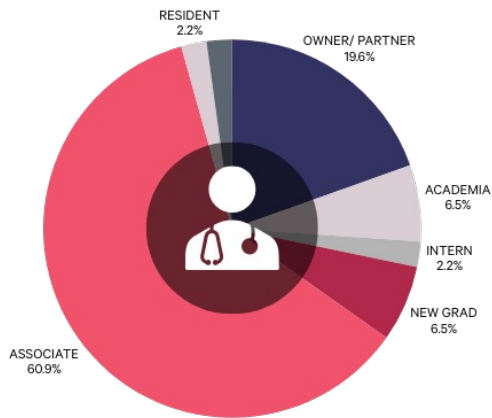
73K+
LINKEDIN
FOLLOWERS

40K+
YOUTUBE
SUBSCRIBERS

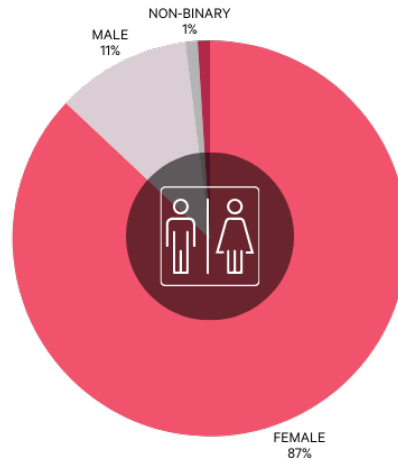
16K+
X
FOLLOWERS

SOCIAL AUDIENCE
DEMOGRAPHICS

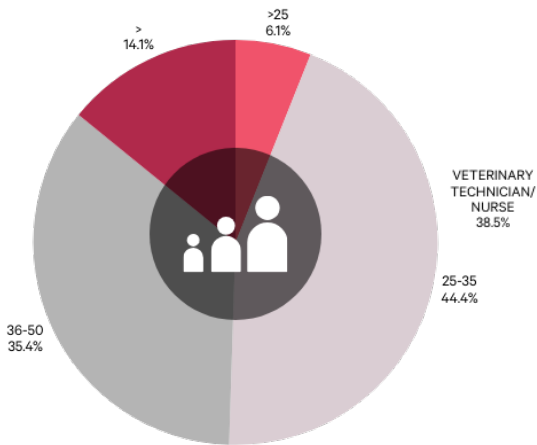
VETERINARIAN TYPE



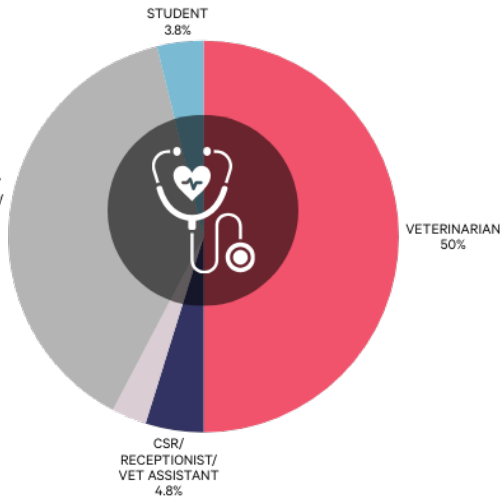
GENDER



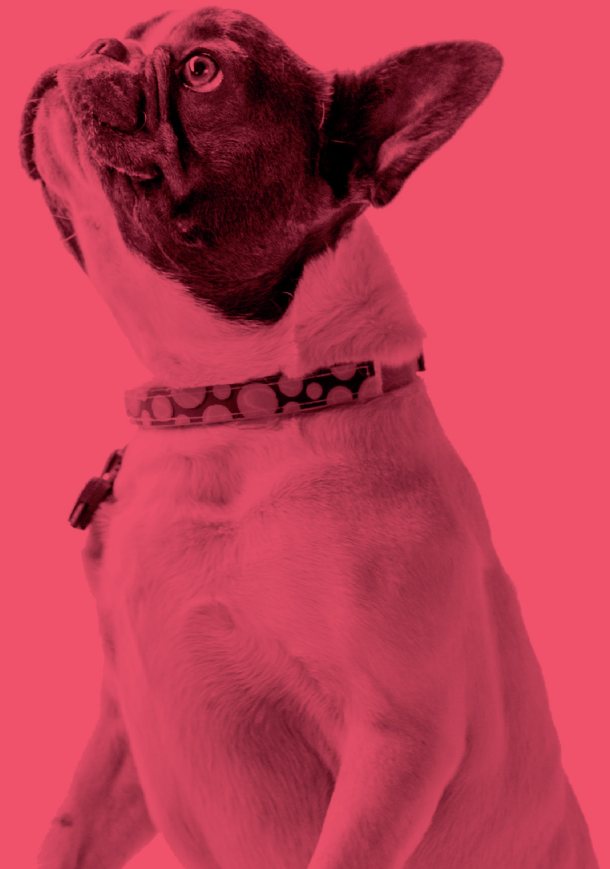
AGE



PRACTICE ROLE



OUR COMMUNITY



WEBINAR SPONSORSHIP

- 1-hour, RACE-approved online webinar (2-hour option also available)
- FREE to the veterinary community (up to 3,000 LIVE attendees)
- VETgirl handles RACE-approval, marketing, speaker coordination, email and social media campaigns for promotion, CE certificate generation (LIVE and on-demand), and MORE!
- Co-branded slides with the sponsor logo and acknowledgment slides to welcome and close the webinar
- Standard reporting includes post event stats sent within 24 hours (attendee contact info is not shared in accordance with our privacy policy), total registrants, total viewers, % live viewers, on-demand post-event. Reporting requested outside of standard reporting will be subject to additional fees based on scope of work.

60 MIN (GOTOWEBINAR)

\$ 21,000

POST-LIVE EVENT WEBINAR UNLOCKED ACCESS

Optional 1-month post-production access

\$ 2,500

PREMIUM MARKETING PACKAGE

- HTML Email follow-up post webinar (final creative provided by sponsor)
- Flyer promoting webinar event QR code PPT slide at end of presentation (sponsor to provide link to landing page. QR code promo can include giveaway, drawing, or session proceedings)

\$ 2,500

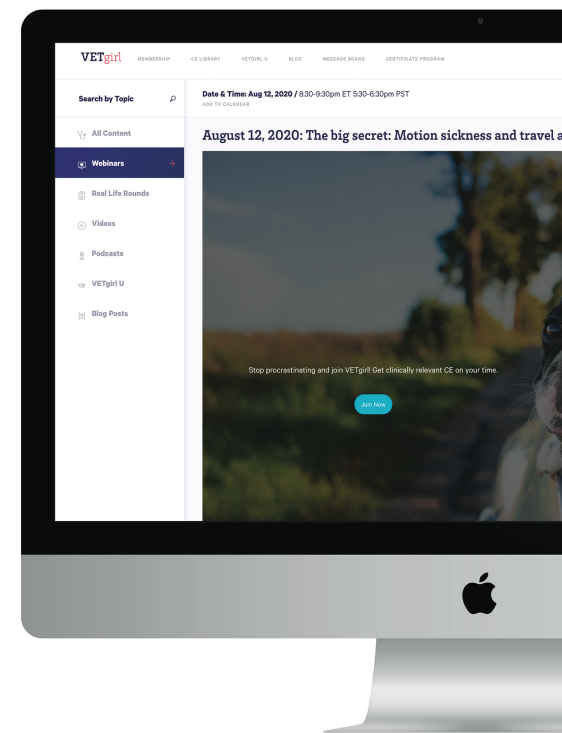
NEW! 30 MIN YOUTUBE LIVE (EVENING)

\$ 13,750

30 MIN YOUTUBE LIVE (AFTERNOON LUNCH + LEARN)

\$ 8,500

Please note: Due to privacy policy restrictions, VETgirl DOES NOT provide leads to sponsors.



CERTIFICATE SPONSORSHIP

VETgirl certificates are designed to give you the expertise that you need, geared for clinical veterinary professionals. Offered in unique tracks, these courses range from 12-60 hours of RACE-Approved CE for both veterinarians and veterinary technicians.

- Sponsor logo included on slides, certificate, and checklist
- Introduction acknowledgment slides
- Call to action slide with a QR code to receive free offer for more information
- Includes a series of 12 webinars (1/month)
- Sponsor recognition on all supporting marketing

\$180,000 / TRACK (\$252,00 Value)

CERTIFICATE PROGRAMS



anesthesia & analgesia

Course Outline: 30 hours



Sponsored by Antech
contextualized diagnostics

Course Outline: 25 hours



101 BASIC
dermatology

Course Outline: 20 hours



Sponsored by Blue Buffalo
201 ADVANCED
derm playbook

Course Outline: 25 hours



diagnostic imaging

Course Outline: 20 hours



101 BASIC
ECC

Course Outline: 35 hours



201 ADVANCED
ECC

Course Outline: 60 hours



301 ELEVATE

ECC

Course Outline: 35 hours



exotic & small mammal

Course Outline: 31 hours



feline medicine

urinary health

Course Outline: 12 hours



LATAM certificado

en español

Course Outline: 47 hours



Sponsored by Banfield
lifespan care

Course Outline: 30 hours

AVAILABLE JULY 2025



mastering common clinical cases

Course Outline: 40.5 hours



nutrition

Course Outline: 12 hours



ophthalmology

Course Outline: 30 hours



practice management

Course Outline: 30.5 hours



preventive care for dogs and cats

Course Outline: 43 hours



101 BASIC

veterinary technician

Course Outline: 40.5 hours



201 ADVANCED

veterinary technician

Course Outline: 40.5 hours



principios fundamentales

en español

Course Outline: 20 hours

“ I love the podcasts and the variety of CE, certificate programs and resources all in one place. VETgirl rocks!!! ”

SPONSORED PODCASTS

[PODCAST STATS/
DEMOGRAPHICS](#)

VETgirl is one of the most popular veterinary podcasts out there! Our 10-15-minute podcasts provide veterinary medical content and so much more! VETgirl releases a new podcast at least every Monday and has been downloaded over 4.77 IAB/7.86 Unique million times across 170 countries throughout the world on iOS devices. Produce an episode, including a recorded sponsor message (up to 15 seconds) at the beginning of an episode or sponsor an advertisement on an upcoming pre-selected topic.

- Types of Podcasts: Either VETgirl will interview a key opinion leader on a topic associated with your brand or product in a conversational style or VETgirl will review a journal article on a pertinent, clinically relevant topic and match the advertisement to the topic itself.
- VETgirl handles marketing, speaker coordination, email, and social media campaigns for promotion
- Advertisement remains on the recording indefinitely as a sponsored podcast
- Standard reporting includes: 7-day post event stats include total downloads

CUSTOM EPISODE

\$ 7,000

15-minute episode, 15 second advertisement (intro), sponsor selected topic

Podcast editing - If an edit IS required (FDA compliance, etc.), it is \$1,000 per edit will be added to the sponsor's invoice.

ADVERTISEMENT

\$ 3,500

15-second ad, VETgirl selected topic (average 10-15 min episode)

4.75/5
Apple Rating

Named #1
Veterinary
Podcast

 FeedSpot



SPONSORED BLOG

\$ 5,000

VETgirl releases a new blog every Friday. Content ranges from medical to work-life balance to updates for veterinary professionals. These blogs are heavily promoted on social media.

- written by board-certified specialists or experts
- forever lives on website as sponsored blog (Ave 1K views/mth)
- social blasted to audience networks
- bullets recommended

CREATIVE SPECIFICATIONS

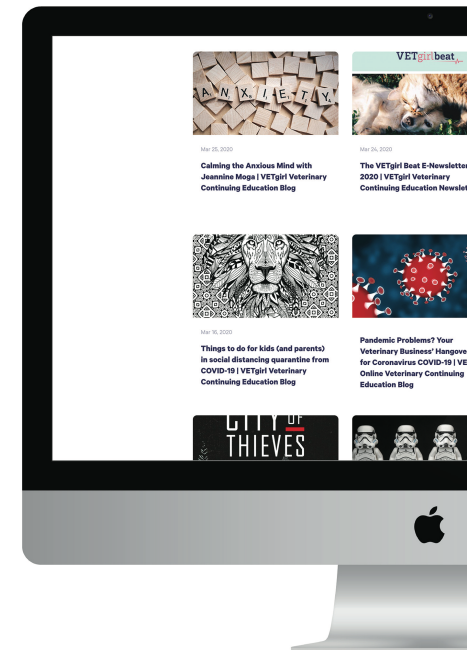
800– 1,200 words, SEO optimized, clinically relevant and practical, URL link + EPS logo

STANDARD REPORTING

Includes time on site and total sessions – sent 30-days post upon request

EXAMPLE

[The Two Most Common Fracture Repair Errors in Dogs and Cats | VETgirl Veterinary Continuing Education Blog](#)



EDUCATION eBook

[SAMPLE EBOOK +
LANDING PAGE](#)

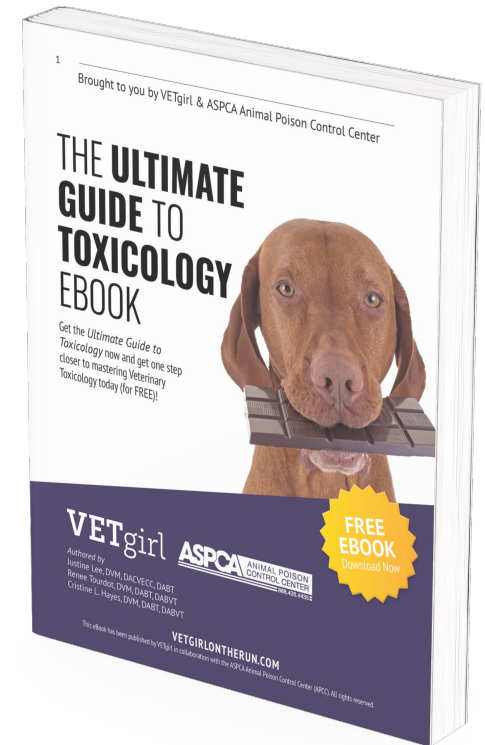
We've got a new sponsorship opportunity that'll make you wag your tail with excitement! Introducing the veterinary ebook. You'll be able to educate our audience on your product while sharing your knowledge with our community. We're all about learning here, and what better way to do that than through an ebook? So, are you ready to take your message to the next level? Secure one of only four coveted positions in 2023. (No CE)

- eBook production 7-10 articles in full (VETgirl working with KOLs and sponsor to produce content relative to topic of sponsor's choice, graphics, editing, marketing)
- Includes branded landing page with automated follow up email communication (co-branded)
- 2 full-page ads
- 2 featured articles
- Co-branded social posts promoting the ebook on VETgirl IG, FB, LI, and X networks
- Co-branded email campaign sent to full database
- Standard reporting includes: 30-day post content release

eBOOK (NO LEADS)

\$10,000

- Includes content development as listed above, ads, and promotional elements, but does not include leads received through the landing page.



VETgirl BEAT eMAGAZINE

SAMPLE BEAT
EMAGZINE ISSUE

The VETgirl Beat is a quarterly publication available to all subscribed members of VETgirl. The digital newsletter features highlighted webinars (small animal, large animal, veterinary technician, leadership), tech tips, provider spotlights and recent happenings.

FEATURED STORY

\$ 3,500

- 1,000-2,000 words by board certified veterinary specialist or expert
- URL link
- EPS logo
- Reporting available upon request

ADVERTISEMENTS



FULL PAGE

\$ 2,500

- 7.5" x 10" final trim area



1/2 PAGE

\$ 1,250

- 7.5" x 4.875" final trim area



1/4 PAGE

\$ 1,000

- 3.625" x 4.875" final trim area

CREATIVE SPECIFICATIONS

- include 1/8" bleed (if applicable)
- support images must be high res (300 dpi)
- INDD, .AI file and/or high-resolution PDF (with fonts)
- Reporting available upon request

VIDEO CLIP ADD-ON

60 SECONDS \$ 750

30 SECONDS \$ 500

- Bring your ad to life with a 30 or 60-sec video commercial embedded in your ad
- Provide a YouTube or Vimeo link to embed your ad in the eMag

VIDEO CLIP ONLY

60 SECONDS \$1,500

30 SECONDS \$ 1,000



VETgirl EMAIL CAMPAIGNS

Share your message with the VETgirl community, comprised of 100K+ marketable contacts and growing. Simply send us your artwork and we'll handle the rest. Get creative to capture the attention of our audience. This limited opportunity is available to two advertisers per month.

OPEN RATE 13% / CTR 9%

BANNER AD (EMAIL)

\$ 2,500



CREATIVE SPECIFICATIONS

- file size must be smaller than 100KB
- all sizes are width by height in pixels
- include your preferred hyperlink/trackable link destination at www.yourwebsite.com
- 728 x 90 pixels
- 300 dpi, JPG or PNG
- RGB or saved for web

STANDARD REPORTING

- Open rate
- CTR



PERKS PROGRAM

We are excited to launch our new Perks Program for VETgirl ELITE members, offering exclusive benefits and savings on products and services from top industry partners. As a Perks Partner, you can promote your unique offers to this select group with special deals tailored to showcase your company's offerings to the VETgirl community.

PREMIUM LISTING

\$ 1,500

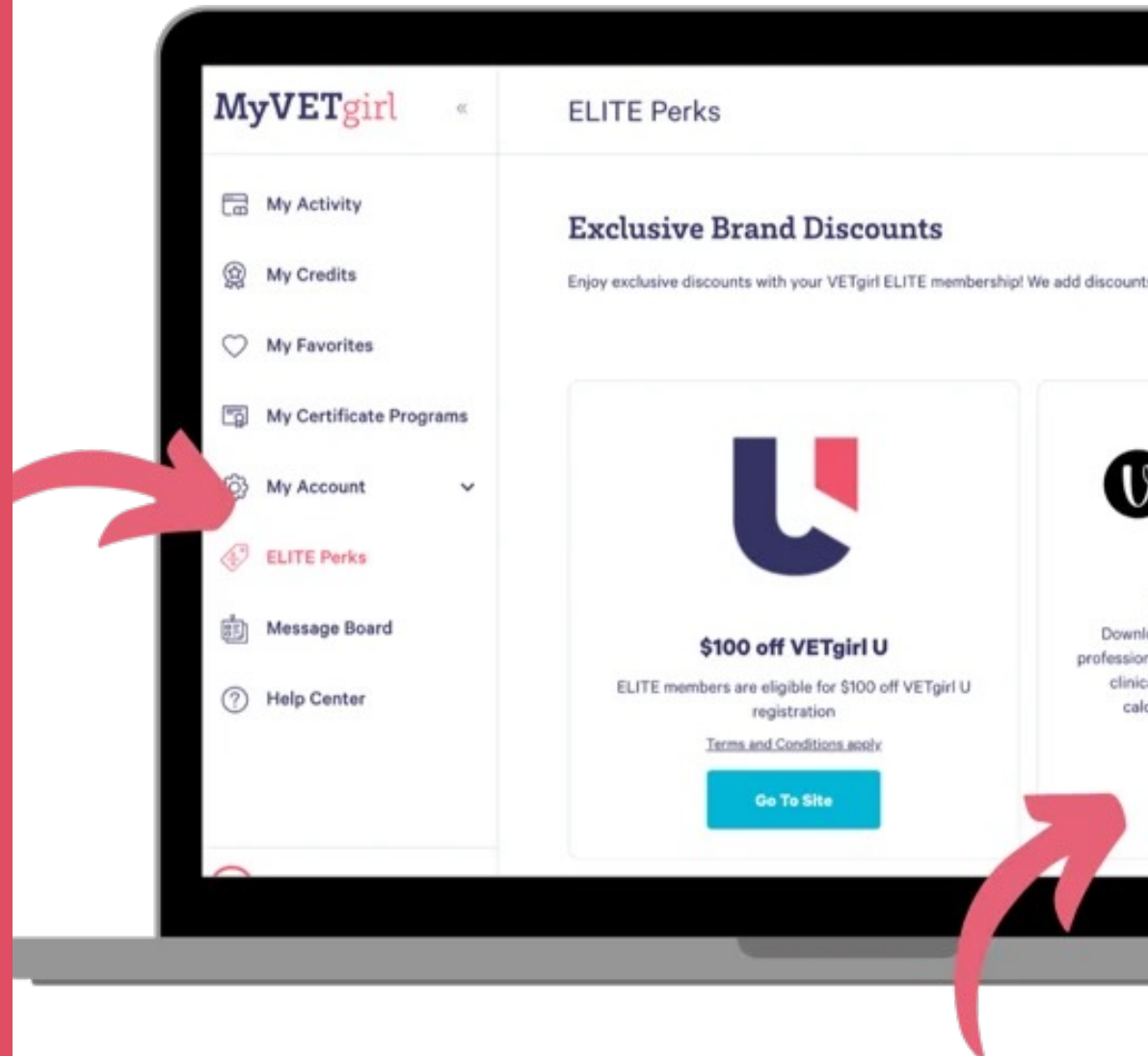
- Listing valid 1 year
- Performance report at end of cycle

FEATURED LISTING

\$ 2,000

Only 2 coveted positions available!
Your exclusive offer takes the top spot, grabbing attention instantly.

PERKS LISTING INFO





50 States

+ 2 International Countries
Represented in 2025

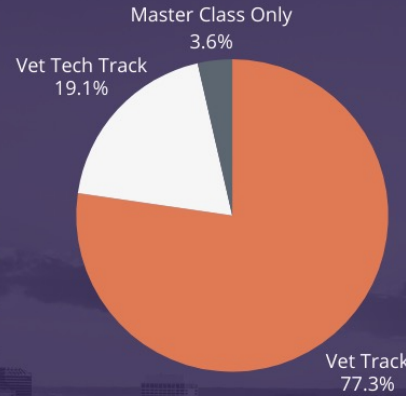


26

Speakers

18.75

CE Hours Presented



60 NPS

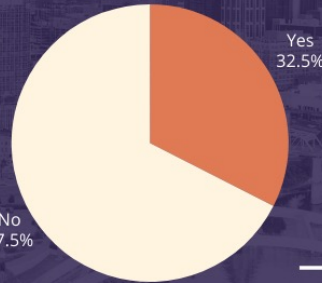
Net Promoter Score

1,000

Attendees (800 DVM - 200 Vet Tech)

“ I love the practical content of material that is covered!! I always leave each talk with at least one pearl that can be put to use right away! ”

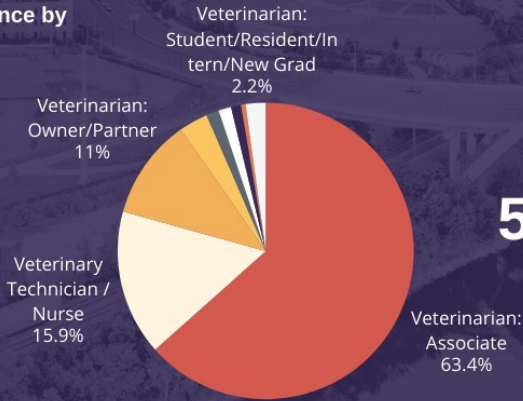
Are You a Decision Maker?



90% Female

“ Absolutely love the environment and culture. All the lectures have been clinically relevant. ”

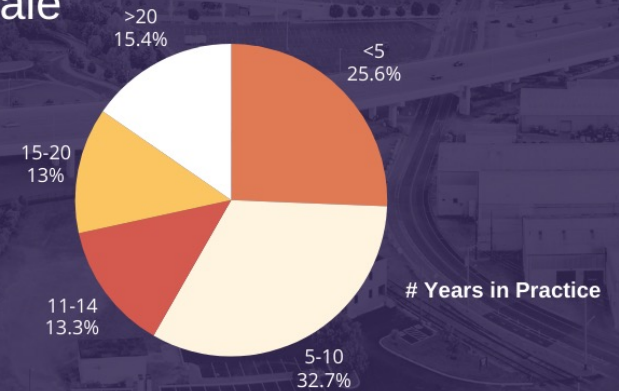
Audience by Role



54 Exhibits

16 Sponsoring Companies

“ This course is SOoo much more (fun, informative, uplifting, high quality) and Soo much less (stressful, uncomfortable, anxiety-provoking) than any othe conference I've ever attended ”



VETgirl

Data Based on 2025 registration & survey data

TREAT YOUR BUSINESS WITH VETgirl

We'd love to chat with you about how we can partner together to help make your business thrive.

[SPONSORSHIP](#)
[BENEFITS](#)

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