

Advertise with the New York State Veterinary Medical Society

Four ways to reach New York's veterinary community — in print, online, in the inbox, and on the homepage.

Connections magazine from \$627
Bimonthly — 400 print subscribers, digital to all members

Weekly eNews from \$125
One ad position per edition, full member list

Homepage banner **NEW** from \$500
Static banner on nysvms.org, linked to your site

Dedicated Member Email **NEW** \$2,750
Standalone send to the full active membership



Connections — July / August 2026

2,400

MEMBERS
STATEWIDE

19,000

PAGEVIEWS A
MONTH

2.8%

ENEWS CLICK RATE

6

PRINT ISSUES A
YEAR

52

ENEWS SENDS A
YEAR

Print advertising rates

NYSVMS's bimonthly member magazine — a print edition mailed to 400 members and a digital edition delivered to the full membership at nysvms.org.

AD SIZE	1 ISSUE	3 ISSUES	6 ISSUES
Full page 8.5" × 11", plus 1/8" bleed on all sides	\$2,095	\$5,967	\$11,304
Half page 8.5" × 5.5", plus 1/8" bleed on all sides	\$1,081	\$3,036	\$5,640
Quarter page 4.25" × 5.5", plus 1/8" bleed on all sides	\$627	\$1,776	\$3,348

Rates are per insertion. Multi-issue rates apply across consecutive issues. Every print reservation includes a matching digital placement in the web edition — see page 3.

CONNECTIONS

magazine of the NEW YORK STATE VETERINARY MEDICAL SOCIETY

ISSUE 25.06 · NOV / DEC 2025

READERSHIP BY TYPE

Small animal	56.7%
Retired	14.0%
Other	8.1%
Academia	7.7%
Students	6.3%
Mixed / large	5.0%
Gov't / industry	2.2%

NOV / DEC 2025 COVER STORY

Has Work-Life Balance Gone Too Far?

Your print ad runs online too

Alongside the digital replica of the print magazine, a mobile-friendly web edition goes out to every member. Every print reservation carries a matching placement there for the life of the issue — no separate digital rate.

QUARTER PAGE

Banner on one article

Your ad appears as a banner within one article of the mobile-friendly web edition.

One article per issue

HALF PAGE

Half-page ad on one article

Your printed half-page ad is reproduced in full on one article page of the web edition.

One article per issue

FULL PAGE

Landing banner + full-page ad

A banner on the issue landing page, plus a full reproduction of your printed page inside one article.

Broadest reach across the issue



July / August 2026 interior artwork — every issue carries into the web edition, where your ad sits alongside it.

Web slots are limited; first reserved, first placed.

WEEKLY ENEWS

One ad position, every week

A weekly email newsletter sent to the full NYSVMS member list, with a single ad position per edition. Art must be supplied as a high-resolution JPG.

1 issue	\$125
12 issues	\$1,350
26 issues	\$2,760
52 issues — full year	\$4,875

Dedicated email & homepage placements

Two new ways to reach members directly, alongside Connections and eNews.

EDUCATIONAL CONTENT ONLY

Dedicated Member Email

\$2,750 / single send

A standalone email sent once to the full active NYSVMS membership list — the broadest single placement available.

Content must be educational — a clinical update, practice-management guidance, a research finding, a CE opportunity — not a sales pitch. All copy and creative are reviewed and approved by NYSVMS staff before the send date is confirmed.

NYSVMS.ORG

Homepage banner

1 month	\$500
3 months	\$1,200
12 months	\$4,000

A static banner on the nysvms.org homepage, linked to the advertiser's site of choice. Supplied as a single static image — no animation.

COPY & SUBMISSION NOTES

- Send Connections and eNews ad art as a high-resolution JPG or press-ready PDF to Stephanie Quirini, squirini@nysvms.org.
- Connections print reservations must be confirmed before the issue's ad deadline; the matching digital placement is scheduled at the same time.
- Homepage banner and member email creative should arrive at least one week before the requested start date to allow time for review.
- All rates are per insertion; multi-issue and multi-month rates require consecutive placements.

RESERVE SPACE

Raveena Lokur

NYSVMS Advertising

226-988-1992

partnerships@nysvms.org

CONTENT & ARTWORK QUESTIONS

Stephanie Quirini

NYSVMS Communications

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