



RECRUITMENT GUIDE

Winter 2024 Edition

SHOWCASE YOUR ORGANIZATION AND OPEN POSITIONS TO TOP TALENT!

The Winter 2024 NAVTA Recruitment Guide is a print and fully interactive digital booklet that will feature full-page advertisements from the nation's top veterinary employers who are seeking to fill open positions with highly qualified technicians. The print version will be made available to attendees of the VMX Veterinary Meeting & Expo in January as well as the WVC Annual Conference in February of 2024. The digital version of the guide will also be promoted to thousands of NAVTA members and job seekers. You can find the full list of channels below.

RECRUITMENT PACKAGES:

Basic – \$795 (rate for VMX or WVC conference exhibitors is \$595)

- Full-page ad in the print & digital versions of the guide.

Enhanced – \$995 (rate for VMX or WVC conference exhibitors is \$745)

- Full-page ad in the print & digital versions of the guide
- One 30-day job posting and 30-day resume database access on the NAVTA Career Center

Ultimate – \$1,495 (rate for VMX or WVC conference exhibitors is \$1,120)

- Full-page ad in the print & digital versions of the guide
- Three 60-day job postings and 60-day resume database access on the NAVTA Career Center

Job postings must be used within 30 days after the recruitment guide is released

GUIDE PROMOTION CHANNELS:

It will be:

- Handed out as printed booklets at the the VMX Veterinary Meeting & Expo from January 13–17 as well as the WVC Annual Conference from February 18–21
- Sent directly to NAVTA members and job seekers in a dedicated email campaign
- Featured on the NAVTA Career Center for 60 days
- Posted on NAVTA's social media pages
- Included in NAVTA's member newsletter
- Highlighted at the top of the NAVTA Job Flash email blast, which goes out to over 27,000 veterinary professionals

ADDITIONAL INFORMATION:

Add-Ons

- Ad creation and design work **\$175**
- Embedded video in the digital version of the guide **\$500**
- Color upgrade in the print version of the guide **\$500**
- Placement on the inside front cover of both the print and digital versions of the guide **\$1,500**
- Placement on the back cover in the print version and in the first five pages of the digital version of the guide **\$2,500**

Ad Specifications

- Ads should be submitted as 5" (w) by 7.75" (h) color PDF files with no bleed
- All video links for embedded videos must be links to YouTube, Vimeo, or a URL ending in ".mp4"

Submission Deadline

- All ads must be submitted by January 2, 2024 at 4:00 pm EDT to be included in the guide

The only official recruitment guide
sponsored and endorsed by NAVTA.



Secure Your Spot Today!

Please contact Jim Cook at 727-497-6552 or by email at jim.cook@communitybrands.com for more information.