



THE AMERICAN ASSOCIATION OF FELINE PRACTITIONERS 2023 MEDIA KIT



SPONSORSHIP OPPORTUNITIES

The AAFP currently has many different types of sponsorship opportunities available to meet the needs of your company. The AAFP will work strategically with your organization to create a sponsorship package customized to your needs so your company will excel while the association simultaneously thrives.

Partnership Sponsors: The AAFP offers industry-level sponsorships on a personal level. Our partnership sponsorship opportunities include a multitude of sponsored items at our Annual Conference and throughout the year. Our Chief Executive Officer will personally work with you to create a sponsorship package that incorporates your company's mission, needs, and business goals.

Cat Friendly Practice® (CFP) Program Sponsors: Our distinguished CFP Program is designed to elevate the delivery of feline veterinary care. Sponsorship opportunities for this member-exclusive program are limited to a number of partners who support the CFP goals and program. CFP partner sponsorships are directly allocated to educating veterinary practices, and the public, as to how to decrease stress associated with veterinary visits and improve the standard of feline care. This sponsorship also includes the Cat Friendly Certificate Program.

Individual Sponsors: The AAFP's individual sponsorships include a one-time specific sponsorship, but we find that many of our individual sponsors later go on to support additional upcoming projects. Some of the individual sponsorship opportunities include conference speakers, meal functions, client brochures, and webinars.

ABOUT US

The American Association of Feline Practitioners (AAFP) is the trusted leader in feline health and wellbeing for the veterinary community and cat caregivers. We are a professional organization representing feline practitioners who are passionate about the care of cats. The AAFP is dedicated to advancing the field of feline medicine and surgery by setting the standards of feline care through the publication of practice guidelines, position statements, and by providing continuing education. Through publications, education, and thriving relationships with other organizations, the AAFP engages the veterinary community and its members by facilitating the exchange of scientific data and ideas.

Want to know more? Contact us at info@catvets.com or (908) 359-9351.

IF YOU ARE INTERESTED IN DISCUSSING POSSIBLE SPONSORSHIPS OR PARTNERSHIPS WITH THE AAFP, PLEASE CONTACT OUR CHIEF EXECUTIVE OFFICER, HEATHER O'STEEN.



Advertising Opportunities

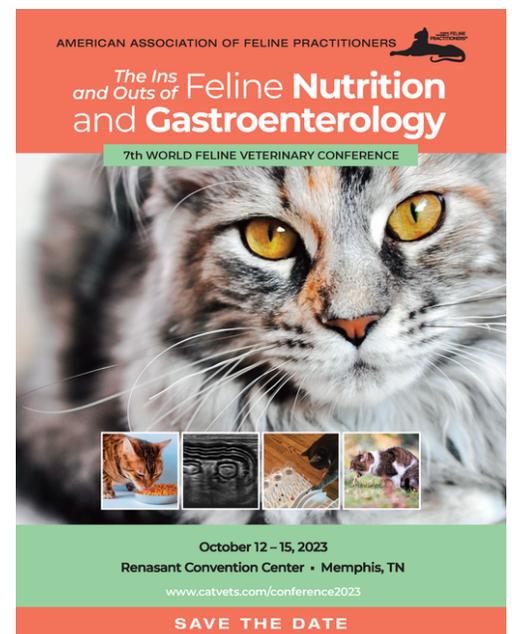
With a combined 5,100+ members and team member subscribers at year's end of 2022, the AAFP has a direct connection to feline veterinary professionals practicing primarily in North America, South America, and some internationally. Our members are provided with robust benefits and resources designed to keep them well-informed about the latest scientific developments in feline medicine. Our feline-specific publications are recognized for their superior quality. Through advertising in our reputable publications, your company will be recognized as a reliable organization by over 4,200 members.



Feline Weekly: This news aggregate service delivers timely feline industry-focused and association news directly to members' inboxes every Tuesday. This publication keeps members up-to-date on the latest trends, research, articles, and resources in feline medicine as they become available. This publication also includes news feeds from consumer publications in an effort to keep members informed about what cat owners are reading. In addition to over 4,200 members receiving this publication, each member can also choose up to three additional team members, expanding the distribution. Visit mk.multibriefs.com/MediaKit/Pricing/catvets for more information.

Exhibitor Opportunities

The AAFP hosts feline-focused continuing education at the well-recognized AAFP Annual Conference. In 2022, we had an attendance of 1,976 veterinary professionals, exhibitors, and guests both in-person and online (as of Dec. 2022, which will increase through June 2023). Our attendees are looking for new products and improved solutions to offer in their practice, and the best way to communicate with them is through the exhibit hall which sells out every year. You will see attendees at every refreshment break, lunch, and the Exhibitor's Happy Hour Reception. In addition, all registered exhibitors receive full hot meals, and CE is also included for veterinarian exhibitors. To learn more about the AAFP's exhibitor opportunities visit the Education Conferences webpage or contact our Conference Assistant, [Kathy LaMastra](mailto:Kathy.LaMastra), or call us at (908) 359-9351.



Digital Opportunities

The *Journal of Feline Medicine and Surgery (JFMS)* is an international journal, and the official journal of the International Society of Feline Medicine (www.icatcare.org/veterinary/ISFM) and the American Association of Feline Practitioners (www.catvets.com). In January 2023, the *JFMS* became an open-access publication. There are several advertising options available.



Website Banner Advertising:

Interact with your audience online with a banner ad placed on the *JFMS* website

- A: 728x90 Leaderboard (pictured) top of page ad position for immediate exposure
- B: 300x250 Banner Ad (pictured) middle right of the page to engage the most invested users
- C: Either 300x250 banner ad (pictured), 160x600 skyscraper, or 300x600 expandable skyscraper Lower middle, right of the page

To learn more about digital advertising availability visit journals.sagepub.com/page/jfm/rate_card.

