

The most complete and effective digital medium for the veterinarian of production animals.

Contacts
(page views)
every month*:
25,197

Newsletter
subscribers*:
5,893

* Monthly average between 1-09-2017 and 10-09-2017. Figures for Spain. Source: Google Analytics

* Global figures (until 08/09/2017): unique users per month: 62,924, Contacts (pages views) every month: 94,945.

<http://albeitar.portalveterinaria.com/>

Measurable
results

Speed

Albéitar PV is the veterinary leading portal for the veterinarian of production animals. It has a monthly average of 25,197 page views in Spain. A newsletter is sent weekly to more than 5,893 registered veterinarians, with a very high open rate.

Albéitar PV offers measurable results thanks to the website full traceability, allowing the publication of interactive and audiovisual content (downloads, links, etc.), it is possible to communicate quickly and efficiently through it, reaching most of the veterinarians of the sector and also conduct continuing campaigns generating a large number of contacts.

Albéitar PV is, therefore, the ideal communication tool in order to carry out advertising campaigns and spread technical content. It is especially suitable for launching campaigns, brand recall actions and boost the relationship with the client thanks to interactive settings.

The whole
veterinary
production
sector



Advertising units portal



Mobile version



WEB PORTAL	Size	1 month	2 months	3 months	6 months	9 months	12 months	MOBILE VERSION*	Size
Leaderboard	985x90 px	600 €	1,020 €	1,440 €	2,520 €	3,510 €	4,320 €	Space 1	300x300 px
Leading news banner	680x80 px	550 €	935 €	1,320 €	2,310 €	3,218 €	3,960 €	Space 2 rotation	300x150 px
Mid page banner	300x250 px	500 €	850 €	1,200 €	2,100 €	2,925 €	3,600 €	Space 2 rotation	300x150 px
Menu skyscraper	240x400 px	450 €	765 €	1,080 €	1,890 €	2,633 €	3,240 €		
Large side banner	240x240 px	395 €	672 €	948 €	1,659 €	2,311 €	2,844 €		
Standard banner between news	385x80 px	350 €	595 €	840 €	1,470 €	2,048 €	2,520 €		

(*) By contracting your spaces in our veterinary portal, we will adapt your campaigns in our mobile version. In the appended table, sizes and features to display are shown. In the space 1 of the mobile version, the leaderboard will be located, and in the space 2, campaign adaptations will rotate which have been contracted as a leading news banner and mid page banners.

Newsletter advertising units



Weekly in your target's e-mail

Albéitar newsletter enables you to add **messages to your public's e-mail** with no risk of rejection. Every week more than 5,893 subscribed technicians are waiting to receive the most relevant information selection in their mailboxes

(*) Addresses in Spain only.

Albéitar subscribers depending on the species of interest



Note: a veterinarian can belong to one or several of the above groups.



All content and banners are displayed from mobile devices

NEWSLETTER	Size	1	4	12	24	36	50
Leaderboard	750x90 px	295 €	1,062 €	2,832 €	4,956 €	6,903 €	8,850 €
Leading news banner	530x90 px	250 €	900 €	2,400 €	4,200 €	5,850 €	7,500 €
Large side banner	200x200 px	205 €	738 €	1968 €	3444 €	4,797 €	6,150 €
Small side banner	200x100 px	140 €	504 €	1344 €	2352 €	3276 €	4,200 €
Leading news story		140 €	-	-	-	-	-

Social media

Our social networks offer a unique platform in order to promote and maximize the impacts on your public target.

Through our Facebook profile, by means of our management of your campaigns in **FACEBOOK ADS**, you will be able to present interesting novelties for the sector and raise awareness about your advances and researches.

We will jointly agree the editorial line, extent and formats that best suit your advertising campaign.

Our figures

Number of fans in Facebook (31/8/2017)	6,973
Accumulated organic range of the page in 12 months (1/9/16- 31/8/17)*	304,775
Sponsored publication estimated medium range	4,986

* Number of times the organic publications have been viewed on Facebook.

Sponsored section rates

1 publication	1 publication	225 €
Pack Plus	4 publications	792 €
Other campaigns	Check	

Publications will be subject to limitations depending on the trading volume.
VAT not included.

The publication management from the client's material, campaign programming in Facebook Ads (*), campaign monitoring and management and final report are included (per publication or per campaign, to be previously discussed with the client).

* Estimated investment per campaign in Facebook Ads, for a week, of approximately 100 €.

