



# Media Kit 2025

## Advertise with us

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Harness the influence of Australia's only professional association for veterinarians – trusted by your target audience since 1921.

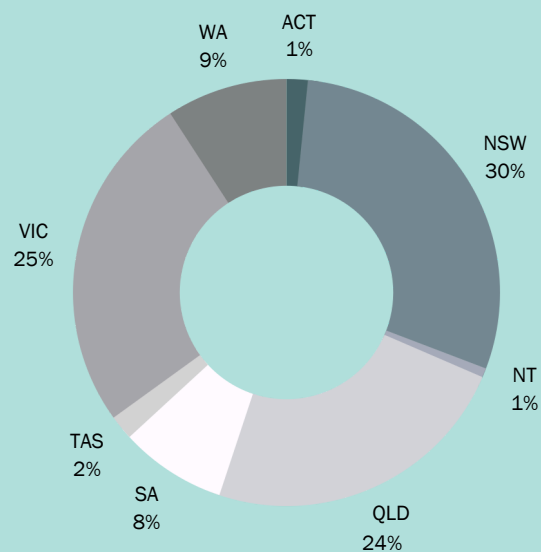
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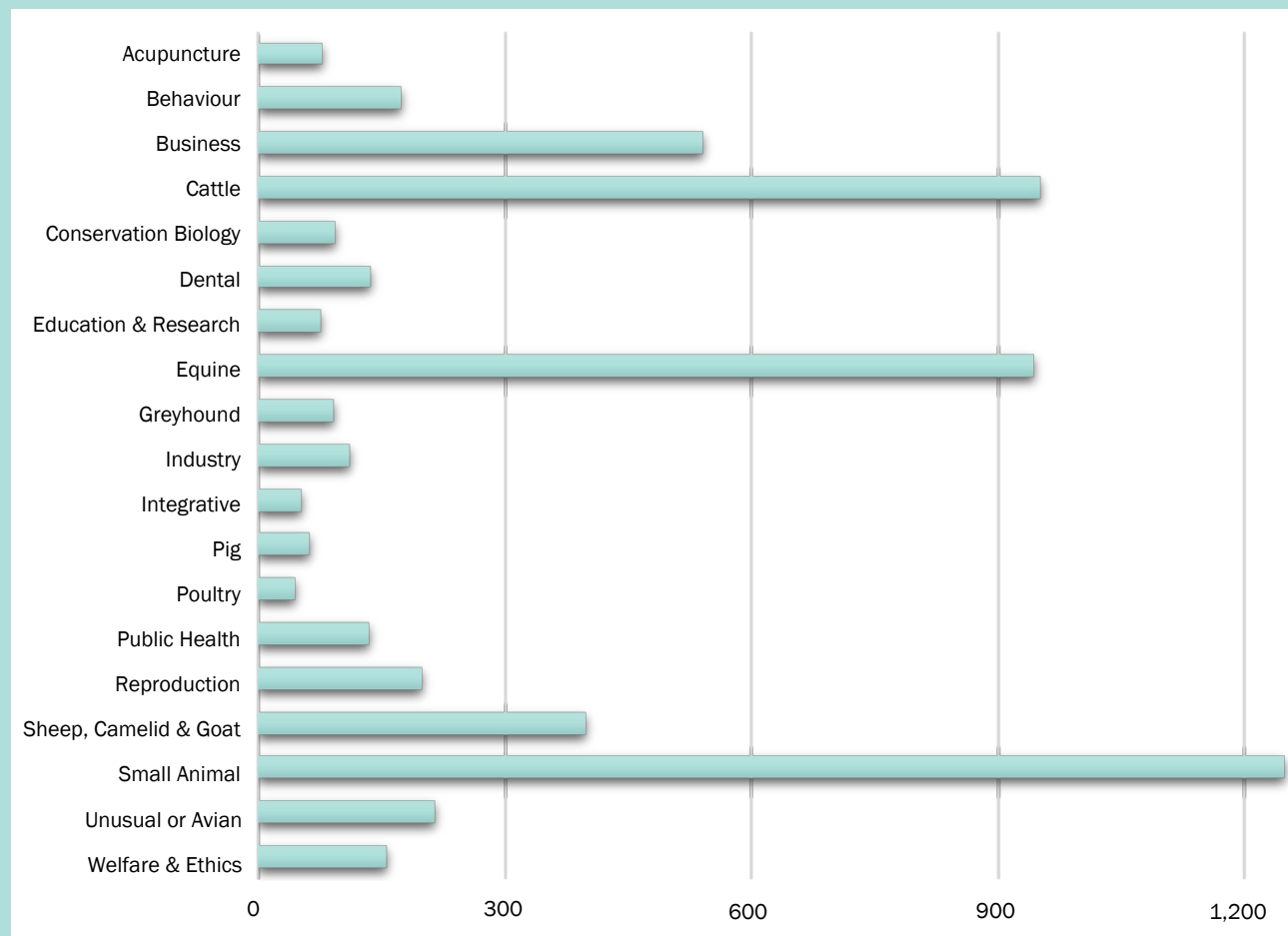


# AVA Member Snapshot

## State Membership



## Membership Interest



# Our Platforms

Audience: Veterinary Professionals



## Digital

- AVA National Newsletter (weekly)
- Website display & advertorials (monthly)
- Divisions (within weekly national newsletter)
- SIG Newsletters (monthly)
- SIG Webinars
- THRIVE Webinars

## Print

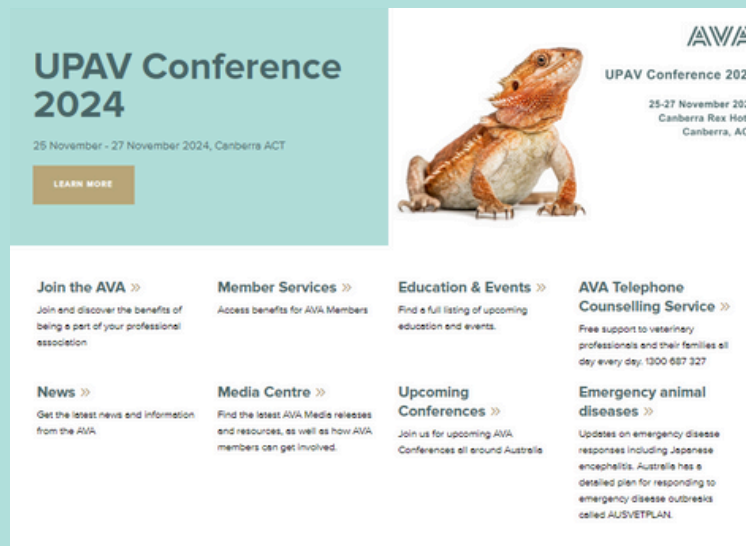
- Small Animal: Companion Magazine (quarterly print publication) & Australian Veterinary Practitioner (quarterly online journal)
- Equine: Australian Equine Veterinarian (bi-annually print & online)

## Events

- Exhibition trade stands & sponsorships (National, SIG & State Conferences)
- Event Sponsorships
- Event EDMs

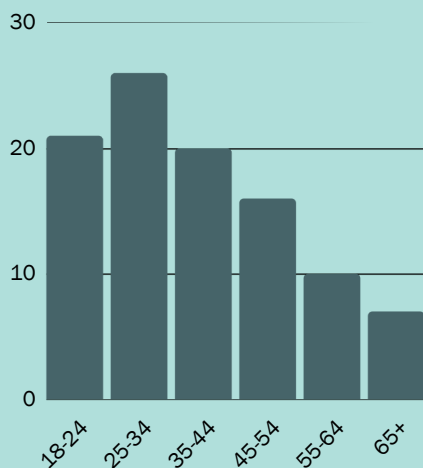
# Website [ava.com.au](http://ava.com.au)

The AVA website is the AVA's flagship platform and the main website for veterinary professionals, AVA members and the veterinary profession within Australia. Enjoyed by thousands of users each month across desktop, mobile and tablet, it's a powerful platform for your brand.

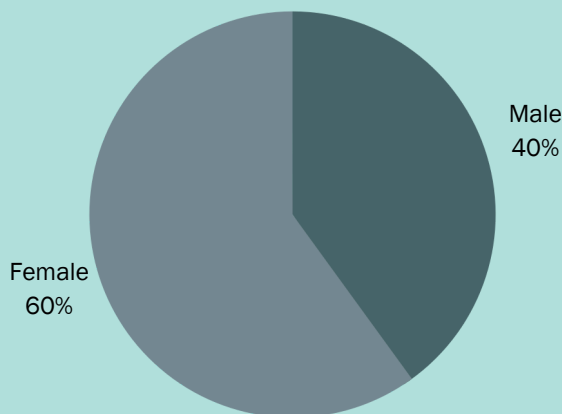


\*Figures are annual

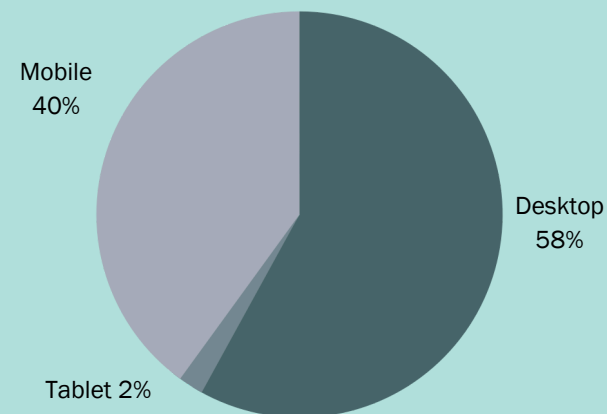
Age



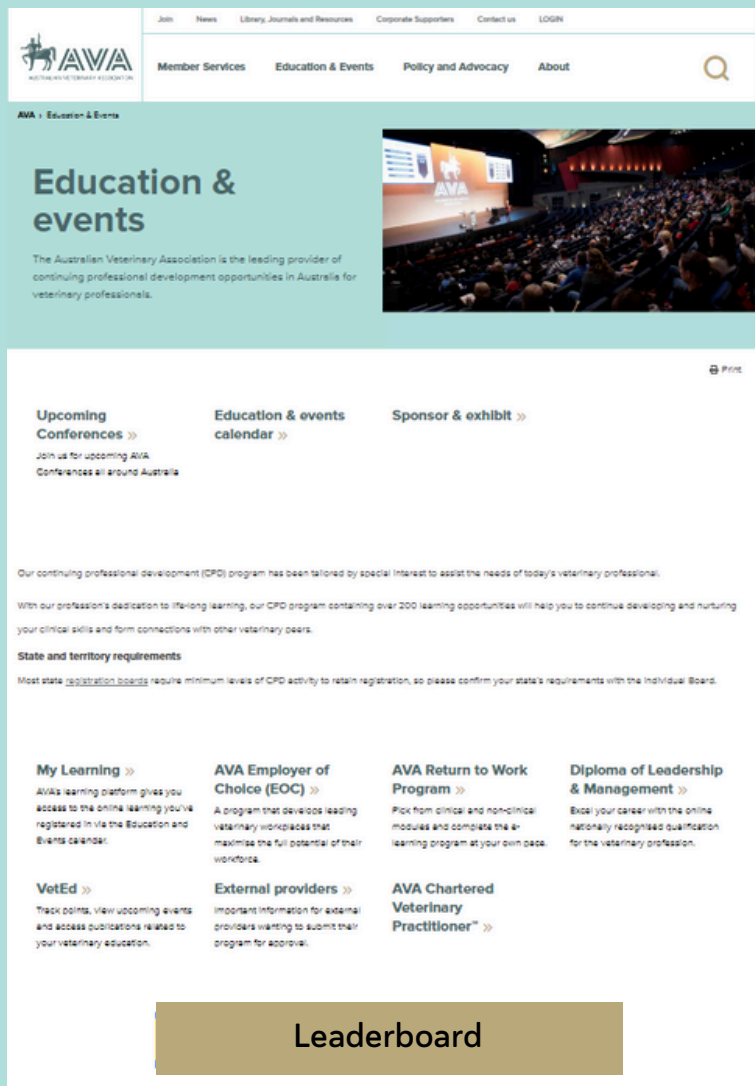
Gender



Device Use



# Website [ava.com.au](http://ava.com.au)



## AVA Leaderboard

Ad appears across:

- Member Services
- Education & Events
- Library & Resources
- Contact

Reach: Approx. 8,500+ / month

### Material Specifications:

Leaderboard (Retina): 1456x180px (desktop)

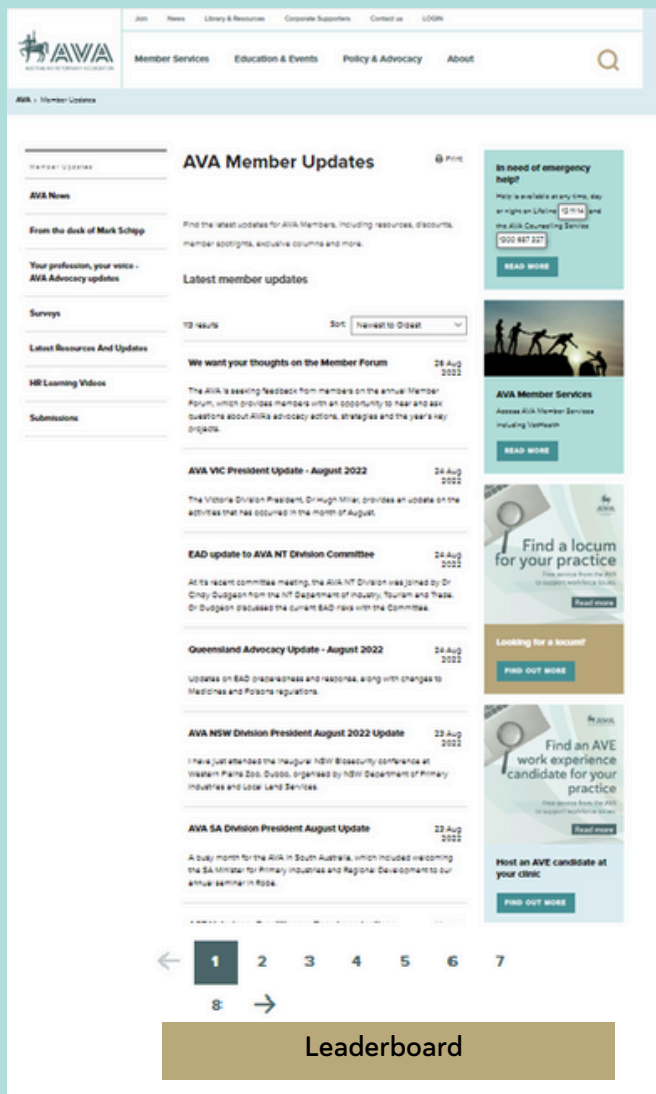
MREC (Retina): 600x500px (mobile)

\*both sizes must be supplied

- JPEG, PNG or GIF
- 96DPI and max file size 500kb
- Please supply your destination URL

Pricing: \$2,995 / month ex gst

# Website [ava.com.au](http://ava.com.au)



## AVA News & Members Updates Leaderboard

Ad appears across:

- AVA News
- AVA Member Updates

Formerly known as the AVA Digest, the AVA News & Member Updates pages focus on the latest content for members such as resources, videos, discounts and offers.

Reach: Approx. 4,000+ / month

### Material Specifications:

Leaderboard (Retina): 1456x180px (desktop)

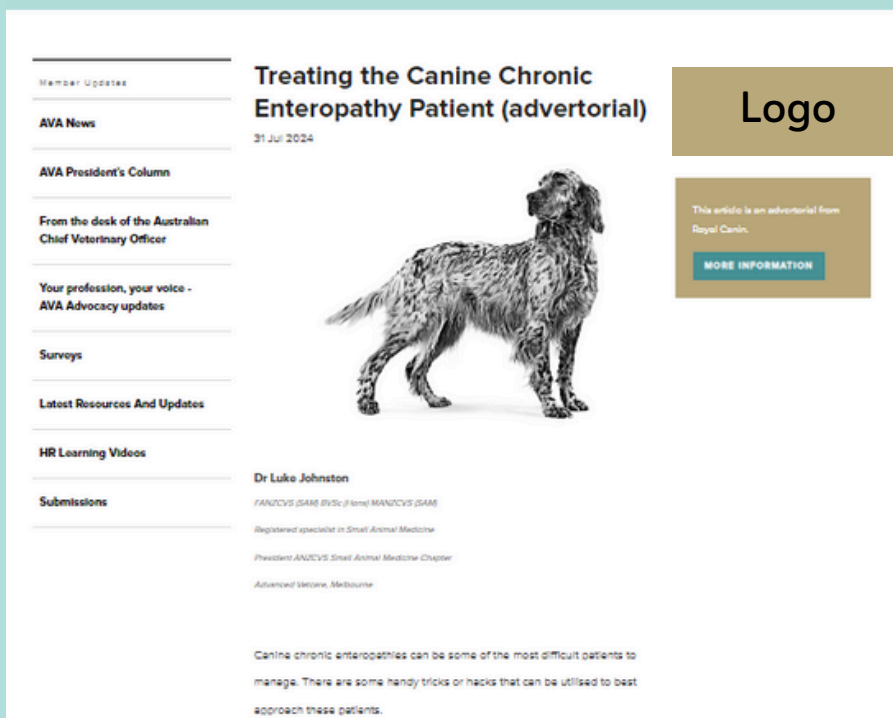
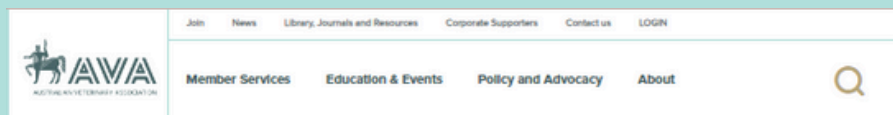
MREC (Retina): 600x500px (mobile)

\*both sizes must be supplied

- JPEG, PNG or GIF
- 96DPI and max file size 500kb
- Please supply your destination URL

Pricing: \$2,850 / month ex gst

# Website [ava.com.au](http://ava.com.au)



## AVA News & Members Updates Advertorial

Article appears within:

AVA Member Updates Link to article for 1 month in AVA Newsletter

Advertorials tell a more in-depth story and really engage AVA members. They are perfect for educating an audience and explaining the benefits or initiatives behind your product or service.

### Material Specifications:

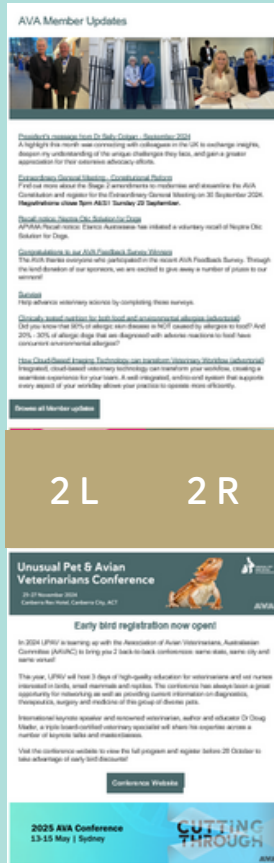
- Title: Maximum 10 word count
- Body: Maximum 500 word count
- Images (up to 4): JPEG or PNG - landscape orientation preferred
- Logo: EPS or AI format
- You may link to your website/product within the advertorial text or supply a URL for your image to link to

Pricing: \$2,995 / month ex gst

Your copy will be subject to internal approval, and the copy may be subject to editing, with the final decision made by the AVA. All advertorial material must comply with AVA policy (e.g. avoiding use of animals with exaggerated features), and references should be provided to support any scientific/ medical claims made. Acknowledgement that the material is an advertorial, and who it has been provided by, will appear with the advertorial.



# AVA Newsletter



Unique  
Open Rate  
**61%**

Subscribers  
**8k**

## AVA National Newsletter

This is a weekly national email sent to our 8k members with a preview of what to see in our news & member updates pages. Members are highly engaged with the AVA Newsletter proven by an incredibly strong & consistent average unique open rate of 61%.

## Material Specifications:

- MREC (Retina): 600x500px
- JPEG, PNG or GIF
- 96DPI and max file size 500kb
- Please supply your destination URL

Pricing	2 week block (min. 2 sends)	1 month block (min. 4 sends)
Position 1 L or R	\$3,995	\$5,995
Position 2 L or R	\$3,495	\$4,995
Best Available	\$2,995	\$4,495

Pricing ex gst

# Divisions

## AVA Newsletter

Membership no.  
96168

Dear Sophie,

Those who have made remarkable achievements in our profession generally don't do it for the recognition. However, it's important to not only highlight their accomplishments but allow them space to be thanked, congratulated and appreciated for their years of dedication.

If you think you know someone who is worthy of such recognition, please consider nominating them for an [AVA Award](#). Nominations are now open, with an exciting new [Emerging Leader](#) award to celebrate our young leaders who are already making notable contributions in their field.

You can also make a significant impact on the profession by joining the AVA Board of Directors. The AVA is seeking nominations for 3 vacancies on the AVA Board - it's a pivotal opportunity to play a central role in guiding the strategic direction of our association. Find out more [here](#) - nominations close 6pm AEDT on Sunday 9 March 2025.

Melissa King  
AVA Chief Executive

AVA News

### 2025 AVA Awards Nominations now open

[Excelling new award takes centre stage for 2025 AVA Awards](#)  
 The AVA is once again preparing to celebrate excellence, innovation and leadership with the 2025 AVA Award nominations now open.

[SA Parliamentary inquiry into veterinarian mental health and wellbeing](#)  
 The AVA is making a formal submission and also encourages members to make their own. The closing date for submissions to the AVA is Friday 7 February 2025.

[AVA Conference Research Day Awards to be named after female trailblazers](#)  
 The Mary Barton Pitze and Darla Love Pitze serve as testament to their legacy and inspire future researchers to pursue excellence.

[Veterinarians honoured at 2025 Australia Day Awards](#)  
 Read more about the achievements of Dr Ross Cutler and Dr Colin Walker, who have been recognised for their contributions to the veterinary profession.

### NSW Division News

[Resolution of NSW High Pathogenic Avian Influenza emergency response](#)  
 All infected premises in NSW affected by highly pathogenic avian influenza (HPAI) have now been resolved, with all associated emergency orders lifted.

[Veterinarians encouraged to participate in Wildlife Rehabilitation Sector survey](#)  
 The Wildlife Rehabilitation Sector survey is open for Veterinarians and Wildlife Rehabilitation Stakeholders until 28 February 2025.

[NSW Division Annual Sailing Day](#)  
 Ever wanted to get out on the open water, feel the wind in your hair and be free with the ocean? Then Sailing Day is for you. What a great way to dust off the holidays and get amongst industry professionals and colleagues for a day of friendly competition! Thursday 6 March, Darling Point.

[EVA NSW Autumn State Meeting and Dinner](#)  
 Join the Autumn EVA Roadshow featuring Prof Derek Knottenbelt, a renowned specialist who has dedicated his life to the study of Equine Oncology. Monday 7 April, Warwick Farm.

Browse all NSW News

## Ad

Be part of something bigger.

You don't need to fly solo. Find out more and get a quote with Cullid Insurance.

Don't go it alone

### Become an AVA Board Director and make an impact

[Become an AVA Board Director and make an impact](#)  
 The AVA is seeking nominations from Members for 3 vacancies on the AVA Board of Directors. This is an important opportunity to play a central role in guiding the long-term strategic direction of your professional association.

[Policy Advisory Council \(PAC\) update](#)  
 The Policy Advisory Council has recently ratified 10 policies (9 updates, 1 new), with a further 5 policies currently out for member comment.

[Voluntary recall notice: Ilum syntonin injection of synthetic oxytocin](#)  
 Troy Laboratories has initiated a voluntary recall for ilum syntonin injection of synthetic oxytocin, batch number 231028.

## Divisions

AVA Divisions (states & territories) produce content that is included in the weekly AVA National Newsletter, enabling members to receive relevant updates from their state or territory. These updates contain articles focusing on both veterinary and business topics, as well as events. Divisions include: ACT, NSW, NT, QLD, SA, TAS, VIC, WA

### Material Specifications:

- MREC (Retina): 600x500 px
- JPEG, PNG or GIF 96DPI
- max file size 500kb
- Please supply your destination URL

Unique  
Open Rate

# 61%

### Pricing:

\$1,595 ex gst / month (min. 4 sends)

# Special Interest Groups

## AVA Special Interest Groups

The AVA's Special Interest Groups (SIGs) use their targeted expertise for policy and campaign work as well as offering the clinical and educational support veterinarians need in their daily work. They offer members a targeted resource to support certain skills and interests within the profession. Each SIG shares the vision and purpose of the AVA and contributes to the achievement of the AVA strategic priorities.



See p.17 for AVA Students & Graduates

### **SIG Category 1: reach approx. 500-2,000+ members/month**

- The Australian Small Animal Veterinarians Group
- The Australian Cattle Veterinarian Group
- The Equine Veterinarians Australia Group
- The Veterinary Business Group

### **SIG Category 2: reach approx. 100-500 members/month**

- The Sheep, Camelid and Goat Veterinarians Group
- The Unusual Pet and Avian Veterinarians Group
- The Australian Reproduction Veterinarians Group
- Australian Veterinary Behavioural Medicine
- The Australian Veterinary Dental Society
- The Australian Greyhound Working & Sporting Dog Veterinarians Group
- The Australian Veterinary Acupuncture Group
- The Integrative Veterinarians Australia Group

### **SIG Category 3: reach up to 200 members/month**

- The Australian Veterinarians for Animal Welfare and Ethics Group
- The Australian Veterinarians in Public Health Group
- The Australian Veterinary Conservation Biology Group
- The Australian Veterinarians in Industry Group
- The Veterinarians in Education, Research and Academia Group
- The Australian Pig Veterinarians Group
- The Commercial Poultry Veterinarians Group

# Special Interest Groups

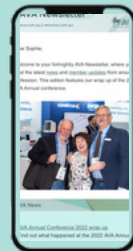
## a) E-newsletters

Digital Newsletters are sent once a month for each Group\*

SIG CATEGORY	Category 1	Category 2	Category 3
Position 1 L + R	\$1,495	\$995	\$495
Position 2 L + R	\$1,295		
Best Available	\$995		

## Material Specifications

600 x 500 px, 96DPI and max file size 500kb



Please supply URL for click-through  
Image format: JPEG, PNG or GIF

**ASAV eNews**  
ava.com.au | vetvoice.com.au

18 September 2024

Dear Sophie,

In this edition:

- ASAV President update
- ASAV Extraordinary General Meeting
- Australian Companion Animal Health Foundation (ACAHF)
- Education – What's on offer?
  - Upcoming webinar – registration open
  - Webinar on demand
- ASAV Accredited Veterinary Hospital Scheme (AVHS)
- ASAV Member Resources
  - Standards of Care
- Support
  - THRIVE Mental Health and Suicide Prevention
- WSAVA News

**An update from your ASAV President**

Julie with the Vietnamese delegation at WSAVA Congress

Welcome to the September ASAV eNews.

First, a big welcome and congratulations to our new ASAV Executive Committee members, Cassie Wilson, Emma Whelan and Megan Lee. The committee are very much looking forward to working with you. I am also grateful that leaving the ASAV Committee is not the end of the support that past committee members bring to our group and special mentions here go to Chelsea Sumner, Phil Bann and Karen Jackson for their continued support and advice particularly in relation to continuing education.

I went from the wonderful ASAV conference on the Sunshine Coast to the WSAVA Congress in Suzhou China (a 2,000-year-old canal city to the west of Shanghai) with just a short break in between. From a few hundred delegates to over 2,000! From two streams to ten streams and there were so many variations. The most important being that I was part of a community of small animal vets with similar aims and interests irrespective of where they lived and all thrifty for continuing education.

The ASAV through the WSAVA has for many years supported the Vietnamese Small Animal Veterinary Association with a donation for continuing education. I was able to meet with their delegates who expressed their continuing gratitude. I hope we can visit some of our Asian colleagues in Cairns next year.

I encourage all members to review the documentation and register for the Extraordinary General Meeting of the AVA on the 30 September. You would have received an email relating to this with all the information and how to register a proxy. Members will be able to ask questions of the Board concerning matters at the General Meeting during the meeting using the Zoom "QA" facility. Further details outlined below.

The ASAV webinars continue to be well supported. Don't forget that we have a whole library of them accessible through the ASAV page on the AVA Website.

Dr Julie Crawford  
ASAV President

1 L 1 R

For more information on the accreditation process, visit the AVA website for full details including the ASAV Manual of Hospital Standards and Accreditation and frequently asked questions. You can also contact the ASAV office on (02) 9431 9350 or email at: [ava@ava.com.au](mailto:ava@ava.com.au)

**ASAV Member Resources**

**Standards of Care**

We have prepared these standards to support veterinarians in delivering the highest standards of care to their patients.

Regular health check standards for dogs and cats

The regular health check is one of the building blocks of companion animal practice and is also an essential component of responsible pet ownership.

Analgesia guidelines for dogs and cats

The standards set out in the document detail the ideal standards of analgesic care for dogs and cats within a general practice setting.

ASAV are now working to develop additional guidelines. As we finalize each topic these will be uploaded to the ASAV member webpage for you to access.

You can access the Standards of Care pdfs and download a copy by clicking on the link below.

[Standards of Care >](#)

**THRIVE**

An industry specific Mental Health and Suicide Prevention Framework is now available for all members of the veterinary community.

The framework aims to support individuals, workplaces, and organisations to improve mental health and wellbeing strategies that positively impact mental health outcomes for all veterinary team members. It highlights the importance of an integrated approach to wellbeing – preventing harm from psychosocial hazards in the industry, promoting strengths, capabilities and the needs of work, and Protecting us when we experience stress and mental ill health.

[Mental Health and Suicide Prevention Framework](#)

**WSAVA News**

**WSAVA Financial Advisory Committee is Looking For a New Chair**

About the Financial Advisory Committee:

The purpose of the [Financial Advisory Committee](#) (the "FAC") is to assist the Executive Board in fulfilling its obligations and oversight responsibilities relating to financial planning and financial reporting by advising on those matters.

The FAC is a sub-committee of the Executive Board. The FAC is charged with monitoring the financial health of the WSAVA. It will have an opinion on how its assets are protected, its resources are used responsibly, and that the association complies with all applicable laws and reporting requirements.

[More information >](#)

2 L 2 R

\*Except the EVA Group who sends fortnightly emails

# Special Interest Groups

## b) Print Publications & Online Journals

### Small Animal



#### **Companion Magazine**

Type: Glossy Print & Online Magazine  
 Circulation: 1,200 ASAV members  
 Frequency: Quarterly



#### **Australian Veterinary Practitioner**

Type: Online peer-reviewed clinical journal  
 Circulation: 1,200 ASAV members  
 Frequency: Quarterly

### Equine



#### **The Australian Equine Veterinarian**

Type: Print peer-reviewed journal  
 Circulation: 1,100 EVA members  
 Frequency: Bi-annually -  
 Autumn/Spring

# Special Interest Groups

## b) Print Publications & Online Journals



### Specifications

Print & journal specifications vary  
Please enquire for more information

Full Page Positioning	Price / issue (ex gst)	Price / issue for 2 or more issues in 1 calendar year (ex gst)
Inside Front Cover	\$2,995	\$2,575
Outside Back Cover	\$2,695	\$2,495
Inside Back Cover	\$2,695	\$2,495
Inside General	\$1,995	\$1,795
Half Page Inside General	\$995	\$895
Advertorial	\$2,295	\$1,995
Half Page Advertorial	\$1,195	\$995

# Special Interest Groups

## c) AVA Webinar Sponsorships

The convenience and safety of webinars has seen them become a popular staple in the AVA's CPD offering. With a wide variety of webinars hosted regularly by AVA's various Special Interest Groups, they provide a rare opportunity to place your brand front and centre with your desired target audience, in an interactive format.



- Webinars are online, live, and fully interactive
- Each webinar is worth one VetEd point for participants
- Webinars are available to be viewed "on demand" to members and non-members via the My Learning platform on the AVA website for up to 12 months

AVA Webinar sponsorships are on offer to an exclusive presenting partner. Sponsorships include:

- Company logo on all email marketing pieces, with link to website of choice
- Pre-promotion in min. 1 x Education & Events Newsletters sent to 12,000+
- Company logo at beginning or end of speaker presentation
- Verbal acknowledgement of sponsorship collaboration during webinar
- Company logo on webinar recording in "on demand" section of VetEd library for up to 12 months
- 3 x complimentary registrations for your staff to participate in webinar
- 3 x complimentary registrations as invitations to your nominated prospective or current clients
- Statistical reporting provided for any stage of the marketing process (i.e. open rates, click rates)

### Sponsorship Cost:

Category 1 SIG\*: \$2,250 ex gst

Category 2 SIG\*: \$1,295 ex gst

Category 3 SIG\*: \$995 ex gst

\*refers to category of host SIG

Webinar content is at the speakers discretion. Sponsors shall have no influence over the speaker in an effort to maintain educational integrity and speaker impartiality.

# Special Interest Groups

## d) Client Content Webinar Sponsorships

Take advantage of the opportunity to deliver your own content and speakers to AVA members in an engaging webinar format.

**Hosted by us, delivered by you.**



- Webinars are online and fully interactive
- Webinars are available to be viewed "on demand" to members and non-members via the My Learning platform on the AVA website for up to 12 months
- Company logo on webinar recording in "on-demand" section of VetEd library for up to 12 months

Your content will be subject to internal approval, and copy may be subject to editing, with the final decision made by the AVA. All approved material must comply with AVA policy (see p.19), and references should be provided to support any scientific/medical claims made. Acknowledgement that the material is a paid webinar ("Brought to you by") and who it has been provided by will appear within the webinar and throughout pre-promotion.

### Sponsorship inclusions:

- Company logo on all email marketing promotion (incl. SIG and national newsletters) with link to website of choice
- Pre-promotion in min. 2 x Education and Events Newsletters sent to 12,000+
- Webinar recording to be offered on VetEd "on demand" library for a further 12 months, open to members and non-members
- 3 x complimentary registrations for your staff to participate in webinar
- 3 x complimentary registrations as invitations to your nominated prospective or current clients
- Statistical reporting provided for any stage of the marketing process (i.e. open rates, click rates)

### Sponsorship Cost:

**Category 1 SIG\*: \$4,250 ex gst**

**Category 2 SIG\*: \$2,595 ex gst**

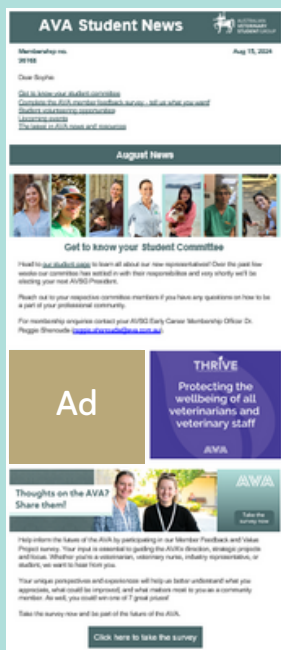
\*refers to category of host SIG



# Students & Graduates

## Students & Graduates

Governed by students for students, The Australian Veterinary Student Group provides member benefits that support and prepare students for practice and professional life, advocating on behalf of students, and facilitating networking opportunities and resources to support their transition to practice.

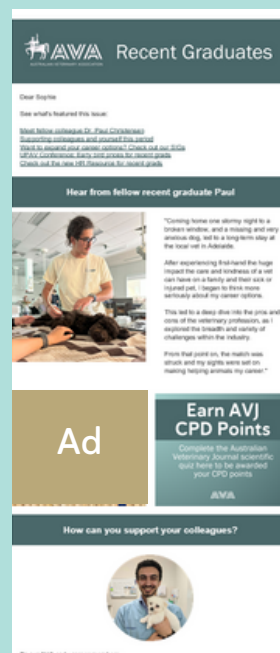


**Student eNews**  
 Frequency: Monthly  
 Members: 2,000  
 Pricing: \$1,595 ex gst/email or  
 10% discount for 3+ in 1 year

### Material Specifications:

MREC (Retina): 600x500 px, JPEG, PNG or GIF, 96DPI  
 max file size 500kb, please supply click through URL

Supporting recent graduates who enter the profession in their first few years is crucial to AVA's work. As the cornerstone of our working veterinary profession, Graduate Members are encouraged to take charge as future leaders. AVA facilitates this through opportunities to volunteer with SIG Division and Committees, Advocacy and Working Groups, and Events to build their portfolio and further their skills. Graduates are provided with additional bespoke benefits, such as the AVA Graduate Mentoring Program, and are our main catalyst for sharing innovation.



**Graduate eNews**  
 Frequency: Quarterly  
 Database: 600-700  
 Pricing: \$1,595 ex gst/email or  
 \$4,995 for inclusion in all 4

# How to Book

## Ready to take your advertising to the next level?

To place your booking please contact AVA Advertising Officer,  
Sophie Byrne e: [sophie.byrne@ava.com.au](mailto:sophie.byrne@ava.com.au) | t: (02) 9431 5073

## Booking & artwork deadlines:

### Digital Display Advertising

Booking deadline: 15th of the month prior

Artwork: 20th of the month prior

### Advertorials\* / Print

Booking deadline: 10th of the month prior

Artwork: 13th of the month prior



\*Your copy will be subject to internal approval, and the copy may be subject to editing, with the final decision made by the AVA. All advertorial material must comply with AVA policy (e.g. avoiding use of animals with exaggerated features), and references should be provided to support any scientific/medical claims made. Acknowledgement that the material is an advertorial, and who it has been provided by, will appear with the advertorial.



# Advertising Policies

## AVA Policy: Love is Blind

Artwork displaying certain animal breeds Support AVA in removing breeds with exaggerated features from advertising, including brachycephalic breeds. The popularity of certain breeds of dogs with exaggerated physical features has resulted in their increased use in marketing and advertising campaigns, and often in products aimed specifically at veterinarians, such as veterinary pharmaceuticals.

The exaggerated features of concern include brachycephaly (flat faces), chondrodystrophy (dwarfism) and excessive skin folds. Unfortunately, the exaggerated features lead to serious health and welfare problems, which the veterinary community are faced with managing, to try to give these animals a more comfortable life.

To raise awareness of this issue, the Australian Veterinary Association (AVA) and RSPCA Australia launched an awareness campaign in 2016 called 'Love is Blind'. We have already reached out to our sponsors and regular advertisers advising that we will stop using these breeds in all advertising material appearing in our publications, and ask for your assistance with this when it comes to all marketing material, including:

- Any form of advertising in print and digital AVA products
- Exhibits at AVA conferences and events
- Any other form of marketing undertaken under the AVA brand.

The AVA will be enforcing this policy at the AVA Annual Conference, and we ask that you make sure that all your team involved in the exhibition are aware of our policy and the animal welfare issues involved. The dog breeds governed by this policy are:

- Brachycephalic breeds: including Pugs, British Bulldogs, French Bulldogs, Boston Terriers, Pekinese, Shih Tzu and Cavalier King Charles Spaniels
- Chondrodystrophic (dwarf) breeds: including Dachshunds, Basset Hounds, and Welsh Corgis
- Breeds with excessive skin folds: in particular the Shar-pei breed

If you need more information please contact Melanie Latter, [melanie.latter@ava.com.au](mailto:melanie.latter@ava.com.au). You can also visit [www.loveisblind.org.au](http://www.loveisblind.org.au) to learn more.

## AVA Policy: Marketing Biosecurity

Marketing material used that includes AVA branding developed by AVA needs observe best practice biosecurity principles. The AVA recognises the important role that biosecurity plays in both protecting our members from potentially zoonotic infections and antimicrobial resistant pathogens, and in protecting our patients and clients from spread of disease. The purpose of this policy and procedure is to ensure appropriate biosecurity practices are used in AVA marketing material to promote effective biosecurity practices across the profession.

The AVA will not accept artwork (still or video) that displays images of animals licking people's faces, veterinary staff examining animals or performing procedures on animals without wearing appropriate personal protective equipment. Artwork will be submitted for review and approval a minimum of 2 weeks prior to print deadline or exhibition stand build deadline. The artwork will be reviewed by a veterinary staff member. Please refer to the AVA Website for the full policy and procedure statement.

## Terms & Conditions

Any new advertising material has to be approved by the AVA before publication. Positioning may vary on mobile and tablet devices. The Australian Veterinary Association reserves the right to reject any advertisement or copy. The word 'advertisement' will be placed above or below copy that the Association believes warrants such treatment. It is the responsibility of the advertiser to supply the correct files. Artwork must be supplied by the material deadline. Booked material which fails to arrive by the deadline date will be billed at full cost, and where possible the AVA will select a replacement advertisement from previously used material. If no such material exists, other material will be selected. It is the responsibility of the advertiser or agency to ensure the finished artwork is available by the deadline. A client may cancel all or part of a digital or print booking without penalty if written notice is given to the AVA at least 8 weeks' prior to the campaign start date

# Advertising Policies

## Indemnity

It is the responsibility of the advertiser to ensure that advertisements comply with:

- The Competition and Consumer Act 2010, as amended.
- Any other applicable Commonwealth and State laws.
- Advertising industry voluntary codes of practice including the Australian Association of National Advertisers (AANA) Code of Ethics.
- Advertisers must ensure that advertisements do not conflict with AVA policy.

In accordance with section 84 of the Australian Pesticides and Veterinary Medicines Authority, (APVMA) Agricultural and Veterinary Chemicals Code Regulations (Agvet Codes), persons must not make any claim, or permit any claim to be made in respect of a registered chemical product that is not consistent with the approved label for that product.

It is an offence for advertisers to:

- Advertise an unregistered chemical product unless an application for registration has been lodged with the APVMA and it is stated in the advertisement that the product is not registered and an application has been lodged.
- Make a claim about a product that is inconsistent with an instruction on the approved label for the product.
- Publish information about a product that is false or misleading.

We encourage all advertisers to list the ingredients of the product named in the advertisement.

## Sales conditions

Interest may be charged at the rate of 1.5% per month, calculated daily, on any amount that remains unpaid after 60 days from the date of invoice.

**Ready to connect  
your brand with your  
target audience?**

**Reach out to  
[sophie.byrne@ava.com.au](mailto:sophie.byrne@ava.com.au)**