



2020 Digital Menu

Interactive ad experiences &
higher ROI than traditional media

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Company Name:
VetScope, Inc.

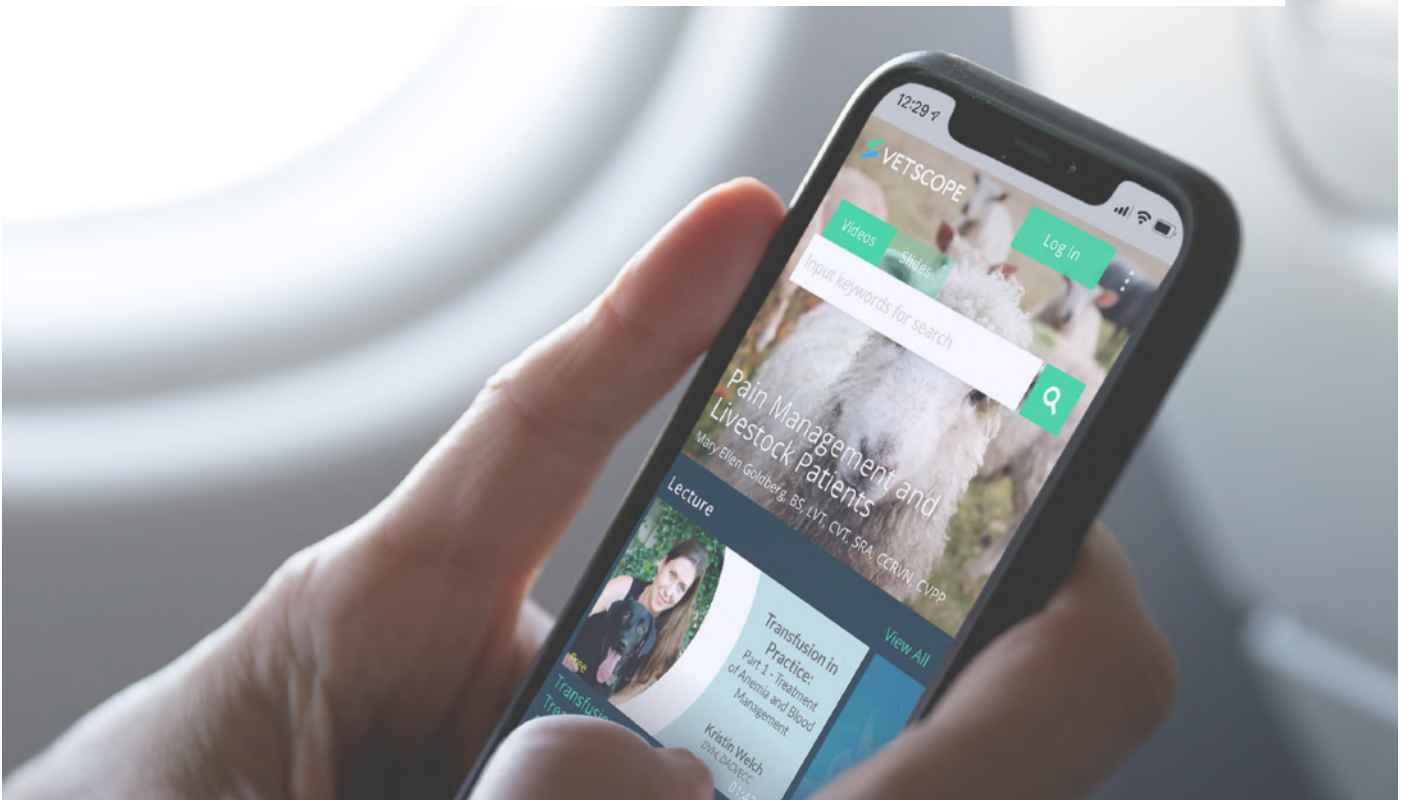
Company Address:
2372 Morse Avenue
Irvine
California
United States
92614

“ VetScope is doing a wonderful thing, empowering veterinarians all around the world ”

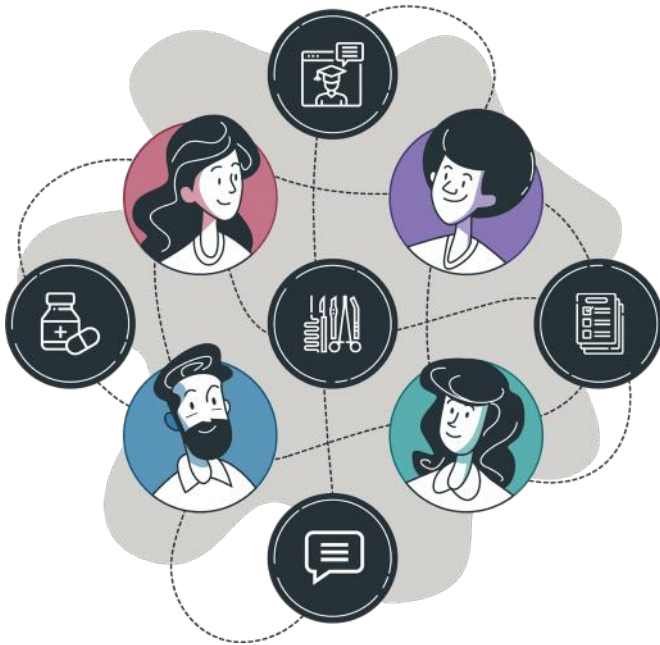
– Dr. Jawad (Iraq)

About VetScope

VetScope is an online educational and communication platform for veterinary professionals around the world. It is a community where veterinary professionals can come together to talk about cases, learn from each other and help each other. We work together to educate and empower veterinary professionals in every country. We want to create a world where every animal patient, no matter where they are in the world, gets the best veterinary care available.



Members



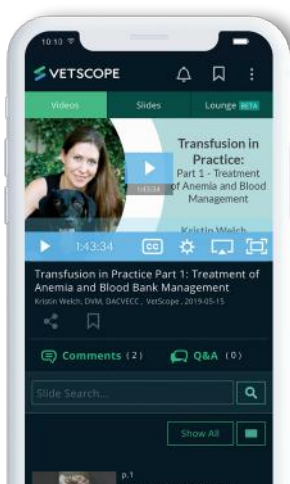
We currently have **+22,000** members and it keeps increasing

Our members come from **+170** countries and speak 180 languages

Content

VetScope offers +120 free lectures and procedural videos for our members to watch. We add new content every week. VetScope consists of 3 different parts:

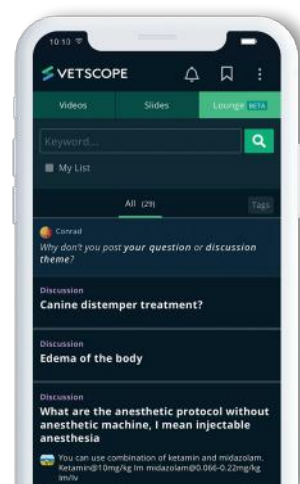
Lectures



Procedures



Lounge



Expectations



40-50,000
members
by the end of 2020

Views (April 2020)

Members can see ads in-between content and before a lecture or surgical video starts to play. CTA's are more accessible than traditional media.

200,000

Pageviews per month

1062

Hours watched per month

Devices

Members can access VetScope on-the-go. This creates the opportunity for ads to be seen more frequently.

87%



Smartphone

10%



PC/Mac

3%



Tablet

Prices

The prices below are **per view**

Country	Video Ad (Normal)	Launch Price	Banner Ad
Brazil	\$1.00	\$0.20	\$0.01
Canada	\$3.55	\$0.71	\$0.04
Colombia	\$1.00	\$0.20	\$0.01
Egypt	\$1.00	\$0.20	\$0.01
India	\$1.00	\$0.20	\$0.01
Indonesia	\$1.00	\$0.20	\$0.01
Mexico	\$1.00	\$0.20	\$0.01
Romania	\$1.00	\$0.20	\$0.01
Turkey	\$1.00	\$0.20	\$0.01
United Kingdom	\$3.15	\$0.63	\$0.03
United States	\$5.00	\$1.00	\$0.05

These ads are fully customizable to target an audience defined by country & occupation

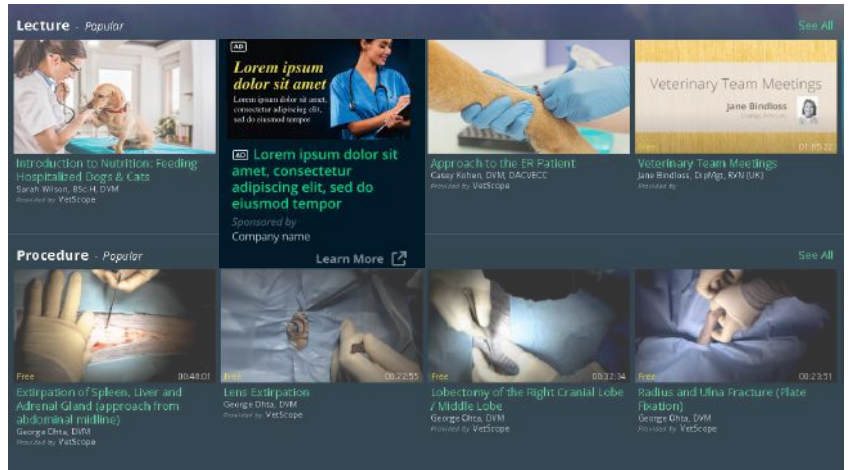
- The countries listed above are only examples of the prices for different countries. If you want a complete list of prices then please contact us
- Prices are adjusted for each country
- Prices are listed in USD

“ I’m impressed, Vetscope is amazing. One of the best websites for education and videos of surgical procedures I’ve seen in my life ”

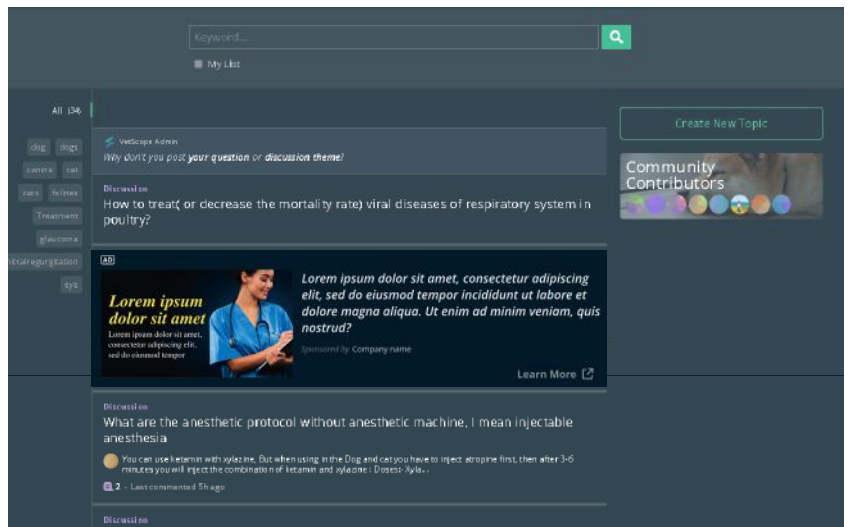
– Dr. Cardenas (Mexico)

Ad - Banner style

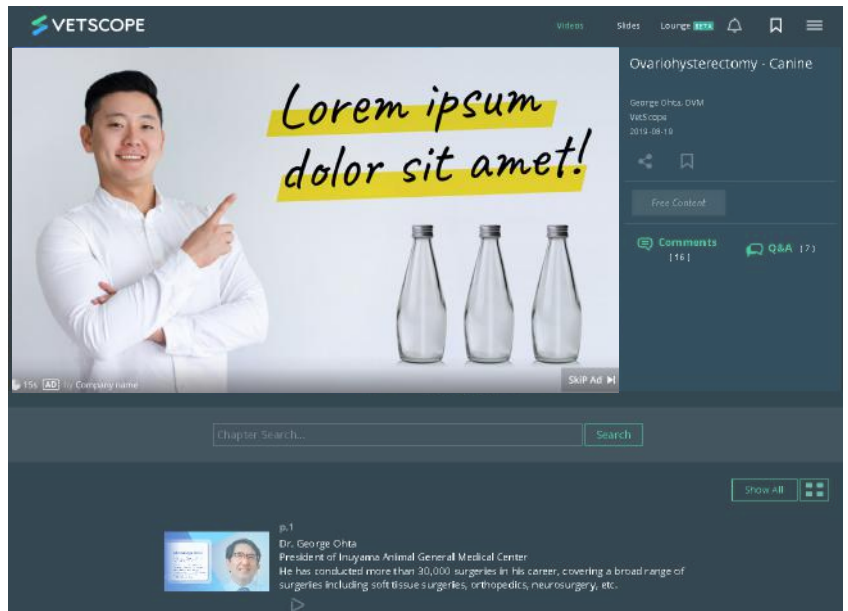
In-between content



In the lounge

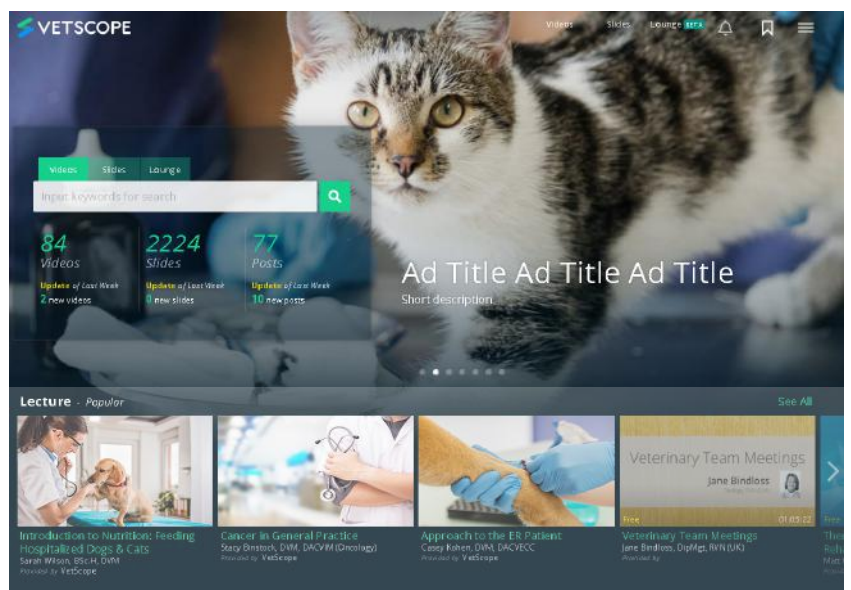
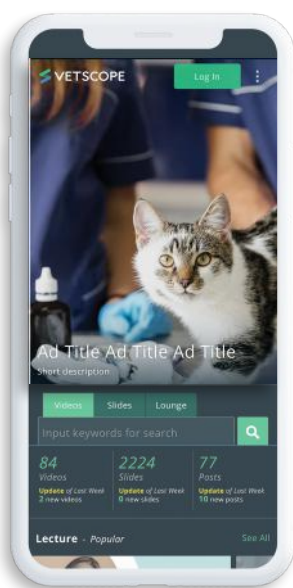


Ad - Video style



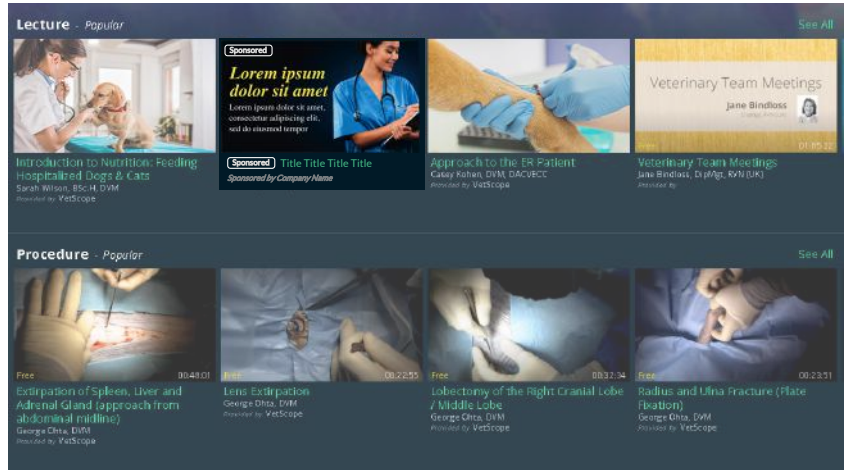
Ad - Homepage

Let your ad be the first thing members see when visiting VetScope. Please contact us for a quote (US - \$0.10 per view)

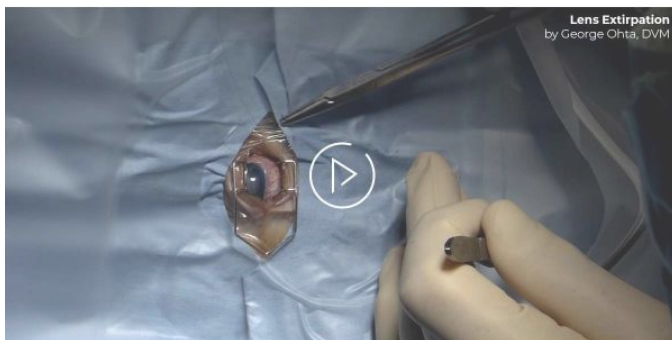


Ad - Sponsored

Sponsored content lets you explain/demonstrate your product in a practical way. Please contact us for a quote (US - \$10.00 per view)



Ad - Email



We upload new lectures and procedural videos every week. You can find videos on **anesthesia, cancer, nutrition, orthopedics, ophthalmology, pain management, rehabilitation, soft tissue, transfusions** and many more

We send weekly emails to our members informing them of new videos and discussions in the lounge. This is a great way of showcasing your products to a big audience.

We have an average open rate of **19%**

Contact us for a quote (US - \$0.10 per view)

Ad - Retargeting

Let us help you reach the audience you're looking for. We can tailor a retargeting plan for you where we make use of Facebook, Instagram & GoogleAds to market your products or services. Please contact us for a quote (US - \$0.01 per view)



Primary Research

Let us help you to gather data. You can specify the type of work (veterinarian, vet tech, tec.) and the location. Sit back and relax, we'll do all the heavy lifting of gathering and compiling the data.

This is a highly customizable option we're offering. Please contact us for a quote (US - \$3,000.00 ~)

For more information please contact:

Gaku Hiruta
hiruta@zpeer.info

Our family is big and always expanding, we provide the same services in Japan (Vetpeer) and China (宠医界). Please contact us for more information

