

DR. ANDY ROARK

WWW.DRANDYROARK.COM

info@drandyroark.com

2022



**PLEASE, KEEP YOUR HUMANS
ON A LEASH. THANK YOU.**

DR. ANDY ROARK

THE OPPORTUNITY

Drandyroark.com was launched because no one was talking about what it's really like to be a veterinary professional. Pet owners often don't see those of us in scrubs or white coats as real people. They don't understand the pressure we put on ourselves to serve them and their pets. They don't realize that the people working in their veterinarian's office are there for all the right reasons. They just don't. On the veterinary side, feelings of isolation and exhaustion are more rampant than ever. So many of us are laboring away in our own little clinics and believing we are the only ones struggling with feelings of uncertainty, insecurity, inadequacy, stress or burnout. Drandyroark.com allows us to laugh together, share experiences and know that when it comes to pet healthcare, we are all in this together.

IN THE FIRST MONTH, the site got 200,000 page views. Unsolicited submissions of articles from veterinarians and technicians poured in. Two articles were posted in their entirety on the comment section of my Facebook page (one of those articles has been viewed over 55,000 times).

PURPOSE

My team and I are building something special. The site continues to grow and evolve. We have published over 900 articles, quizzes and videos, and DrAndyRoark.com has become the center of a movement and a community. I continue to receive emails about how the site is helping veterinarians struggling with depression and how it lifts the spirits of entire vet teams. I have had more than one veterinarian stop me to tell me one of our articles saved her life. **WHAT WE ARE DOING MATTERS.**

THE GOAL

I am dedicated to growing this community and expanding its reach and influence. **I AM SEEKING PROGRESSIVE PARTNERS** who will help me advance this initiative and grow our community by creating more content, building better resources and reaching more people. I believe sponsors who embrace this challenge will be associated with a young, progressive, positive force in veterinary medicine, and that their contribution will be recognized and appreciated.



THE STATS

842,624

Average Monthly Facebook Reach

23,653

Weekly email subscribers

ABOUT

Conversational

If the Internet were a city, Dr. Andy Roark would own the bar where vet teams go after work to unwind and have “real talk” with friends.

Authentic

This is content created by people in the vet medicine trenches for people in the vet medicine trenches (and for those who want to know what it’s like there).

Captivating

The engagement Dr. Roark gets on social media from the vet medicine community is amazing. Seriously. It’s ridiculous. The Dr. Andy Roark Facebook page and website average over 13,000 engaged users and 8,000 page views per day, respectively.

Actionable

Dr. Roark’s Facebook Live presentations average 26,000 views, 157 shares, and 617 comments. His formal webinars average over 700 registration with over 220 poll-taking, chat using veterinary professionals attending LIVE. This is not a passive audience.

SOCIAL MEDIA

DrAndyRoark.com is the landing pad and focal point for what is arguably the largest and most engaged veterinary social media audience in the world:



266,195+

@DrAndyRoark



48,100+

@DrAndyRoark



18,200

@ConeofShame



AUDIENCE

Here's a depiction of a typical member of our current audience.

LET'S CALL HER AMELIA.



AMELIA IS:

- + Female
- + Young (26-34)**
- + Educated
- + Veterinary professional
like 3/4 of our audience
- + Dedicated pet owner
like the other 1/4 of our audience

**OUR CURRENT AUDIENCE
CONSISTS OF MOSTLY WOMEN.****



83% Women



17% Men

THE BREAK-DOWN*



- ◆ 25% Pet Owners
- ◆ 24% Vets
- ◆ 22% Techs
- ◆ 22% Other Vet Profs
(Front Desk, Industry, Kennel, Etc)
- ◆ 7% Managers

*Audience demographics are based on self-identification during registration for the Dr. Andy Roark newsletter.

**Age and gender are based on Facebook demographics.

WEBINARS & LIVE VIDEO

All the benefits of a fantastic lecture without anyone having to leave their home or clinic. Dr. Roark's webinars consistently draw large, engaged crowds of veterinary professionals and are a cost-effective way to deliver information and make a big audience impression.

If you would like a less formal online event with greater public visibility, Dr. Roark's Facebook Live sessions are hugely popular as well. They utilize questions from the audience, are highly interactive for attendees, and often reach over 100,000 people through his massive Facebook platform.

We are always happy to discuss which platform might work best for your needs, and how they might be paired together or incorporated into larger media packages.



Facebook Live presentations average **26,000** views, **157** shares, and **617** comments.

PRICING:

FACEBOOK LIVE
SPONSORSHIP:

\$6,000

WEBINAR (INCLUDING
RACE CE CREDIT):

\$8,500

ONLINE EDUCATION
MODULES:

CONTRACT

Dr. Roark's formal webinars average **OVER 700 REGISTRATIONS** with **OVER 220 POLL-TAKING**, chat-using veterinary professionals attending **LIVE**.

For more information contact: info@drandyroark.com

GUEST APPEARANCES



PRICING:

TRADITIONAL
SPEAKING
PRICE:

\$10,000

+ expenses

*RATES REDUCED FOR 3+
ENGAGEMENTS*

DR. ROARK'S
SPEAKING PAGE:

drandyroark.com/speaking

GUEST APPEARANCES AND PRESENTATIONS BY DR. ANDY ROARK

Dr. Roark is a practicing veterinarian, international speaker and media personality. He has won the prestigious **Practice Management Speaker of the Year Award** from NAVC **three out of the last five years**.

He uses humor, storytelling and dynamic audience engagement to create memorable experiences that audience members retain.

He is well known and loved by veterinary audiences and attracts great interest from potential attendees.

For more information contact: info@drandyroark.com



CONE OF SHAME

PODCAST RATE CARD

The Cone of Shame Podcast is all about life in Veterinary Medicine. Dr. Andy Roark covers medical-related topics with help from experts in the veterinary industry.



5.1K

Average Listens Per Episode



268K

Total plays since launch



4.9

Rating on iTunes



266K

Followers



48.1K

Followers

PACKAGES

Interview Style Package 1

\$2000

A full-length interview-style podcast discussing an editorial-related topic to your product or service.

8 In-Episode Ads

\$5000

8x 1-minute educational message that provides brand awareness on each episode you sponsor.

6 In-Episode Ads

\$2500

6x 1-minute educational message that provides brand awareness on each episode you sponsor.

4 In-Episode Ads

\$1000

4x 1-minute educational message that provides brand awareness on each episode you sponsor.

2 rounds of audio approval are included in all packages.

**Discounted rates are available for duplicate In-episode ad runs (no changes).

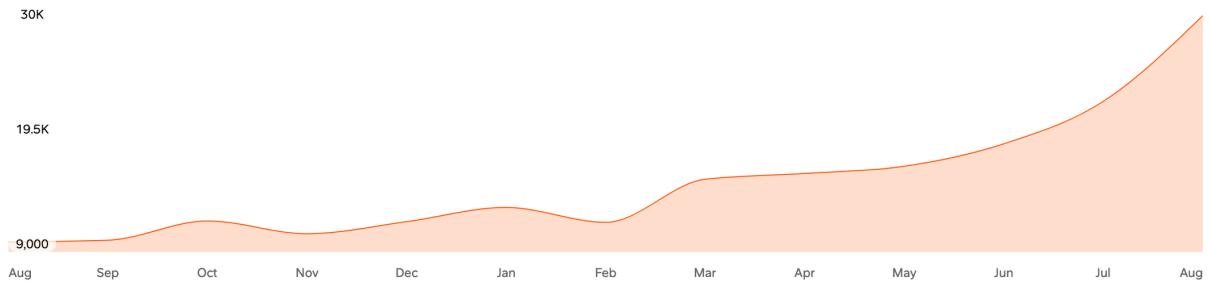
GROWTH OVER 1 YEAR

Overview

Aug 1, 2020 – Aug 31, 2021 | v

▶ 193K ♥ 52 ↕ 3 💬 1 ⬇️ 1

Switch to classic stats view



TOP 5 PERFORMING PODCASTS



COS 96 The Rise of VEG - Is This the Future of Emergency Practice?

9,334



COS 99 Are Vet Nurse Practitioners Coming to Vet Medicine?

7,944



COS 92 What Corporates Get Wrong

7,112



COS 93 Are We Bad People??

7,026



COS 90 The New Bad Blood Between GPs and ERs

6,014

FOR MORE INFORMATION CONTACT:

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