

2012 RATE CARD



Journal of the American Veterinary Medical Association
www.avma.org/javma

DISPLAY ADVERTISING SALES

For contracts, insertion orders, or other information:

Media Communications, Inc

Mark Reynolds

Phone: 913.541.9995 Fax: 913.541.9996

E-mail: mreynolds@avma.org

CONVENTION OPPORTUNITIES

Contact Mark Reynolds to enhance your company's visibility in San Diego, Aug 4-7.



AVMA ADVERTISING DEPARTMENT

Christina Banks, Display Advertising Associate
AVMA

1931 N Meacham Rd, Ste 100

Schaumburg, IL 60173-4360

Phone: 847.285.6759 Fax: 847.925.9329

E-mail: cbanks@avma.org

CIRCULATION

(Six-month average ending June 2011)

Qualified paid 69,894

Qualified non-paid 6,719

Total 76,613



BLACK AND WHITE ADVERTISING RATES

Ad size	width	depth	Frequency*						
			1X	6X	12X	18X	24X	36X	48X
1 page	6-1/2"	9-1/2"	\$7,820	\$7,420	\$6,825	\$6,610	\$6,510	\$6,275	\$5,825
2/3 page	4"	9-1/2"	7,100	6,950	6,500	6,300	5,950	5,600	5,625
1/2 page (V)	3-1/8"	9-1/2"	4,875	4,850	4,600	4,515	4,225	4,075	3,975
1/2 page (H)	6-1/2"	4-1/2"	4,875	4,850	4,600	4,515	4,225	4,075	3,975
1/3 page	2"	9-1/2"	4,475	4,050	4,225	3,710	3,650	3,575	3,500
1/4 page	3-1/8"	4-1/2"	4,100	3,975	3,775	3,510	3,300	2,910	2,900

*For frequencies beyond 48 times, contact Mark Reynolds.

COLOR

Matched from process color: \$975 extra per color.

Four-color: \$2,100 per page plus space; \$3,050 for spread plus space. Color charges are commissionable.

FREQUENCY

Published twice monthly (24 times/year) on the 1st and 15th and mailed one week before date on issue; mailed USPS Periodicals Class.

CLOSING DATES

Issue Space Deadline/ Material due

Jan 1	Nov 23	July 1	May 25
Jan 15	Dec 9	July 15	June 8
Feb 1	Dec 30	Aug 1	June 22
Feb 15	Jan 13	Aug 15	July 11
Mar 1	Jan 27	Sept 1	July 27
Mar 15	Feb 8	Sept 15	Aug 15
Apr 1	Feb 29	Oct 1	Aug 31
Apr 15	Mar 16	Oct 15	Sept 12
May 1	Mar 28	Nov 1	Sept 26
May 15	Apr 11	Nov 15	Oct 10
June 1	Apr 27	Dec 1	Oct 26
June 15	May 9	Dec 15	Nov 9

Cancellations: not accepted after above deadlines.

JAVMA GENERAL INFORMATION

Established: 1877.

Organizational affiliation: Official publication of the American Veterinary Medical Association.

Market served: Practicing veterinarians; also veterinarians who are in academia or regulatory medicine, veterinary students, research workers, and other allied medical personnel.

MISSION

The mission of the *JAVMA* is to promote the science and art of veterinary medicine and to provide a forum for discussion and dissemination of ideas important to the profession.

AVMA MARKETING OPPORTUNITIES

- **Exhibit Booth space**
available at annual convention.
- **Convention Program:**
Published for the annual meeting in San Diego, CA.
- **Convention Newspaper:**
Printed in San Diego, CA, each day during convention.

Marketing Services

- **Mailing Lists:**
Available in ZIP code or alphabetical sequence; Cheshire or pressure sensitive labels.

Editorial Reprints

Prices furnished on request.

Contact Beth Ann Rocheleau at Rockwater Inc. (phone, 803.359.4578; fax, 803-753-9430; e-mail, brocheleau@rockwaterinc.com).

POLICY

New professional products

- First-time advertisers must prepay before ad is placed.
- Advertising for a new product will not be considered by the AVMA until a license has been obtained from the USDA (for biological products) or until an FDA new drug application (for drugs) has become effective.
- For FDA-approved drugs, information contained in the proposed advertisements must conform to labeling that has been cleared by the FDA.

REQUIREMENTS FOR PROFESSIONAL PRODUCTS

- All advertising copy, including inserts, is subject to approval by the AVMA editor-in-chief. Products and services must be germane to veterinary medicine. The publisher reserves the right to reject advertising that is not in keeping with *JAVMA* standards.
- Comparison advertisements must include one of the following: the statement "Substantiating data available on readers' request," toll-free number to Technical Services, or Web site address where substantiating information will be found.
- Complete ad material (FTP or disk) must be received at space deadline.
- The product and the advertiser must be identified. For drugs, the full generic or chemical name of the principal active ingredients must be shown in 6 pt. or larger type. For biological products, the true name must be shown in 6 pt. or larger type.
- Advertisements shall not be misleading or deceptive. Advertising copy containing statements or inferences that the advertiser is unable to substantiate will be rejected.
- Quotations or excerpts from a published paper submitted as a statement of evaluation of the product cannot be used by the advertiser or the agency without permission of the copyright holder. Evidence of permissions must accompany copy.
- Any deliberate attempt to simulate a publication's format is not permitted. AVMA reserves the right to place the word "advertisement" on copy that, in the publisher's opinion, resembles editorial matter.

Nonprofessional products or services

Subject to the approval of the editor-in-chief. Products and services must be germane to veterinary medicine.

AGENCY COMMISSIONS

15% (not applicable to mechanical charges, such as insert tip-in).
Allowed only on invoices paid within 30 days.

EARNED RATES

Rates are based on the number of insertions contracted for and used within a 12-month period from the first insertion. Each page or fractional page counts as an insertion. A spread is counted as 2 insertions. No space under 1/4 page unit may be included to earn the frequency discount on larger units. Combined rates between the *JAVMA*, the *American Journal of Veterinary Research*, and the Official AVMA Convention Program apply.

PLACEMENT OF ADVERTISING

Advertising pages are placed preceding, between sections, and following the scientific section.

Premium Positions

- 2nd cover—earned space rate plus 15%.
- 3rd cover—earned space rate plus 10%.
- 4th cover—earned space rate plus 20% (must be 4 color).
- Guaranteed or special request positions—earned space rate plus 10%.
- Consecutive right-hand page ads—earned space rate plus 10%.
- Placement within first 16 pages—earned space rate plus 10%.

MECHANICAL INFORMATION/REQUIREMENTS

Paper stock: *Text pages:* 40# Flo Gloss (recycled).
Covers: 100# Somerset.

Type of binding: Perfect.

Halftone screen: *Covers:* 133-line screen.
Inside: 133-line screen.

Bleed ad sizes

Image size: 8-3/8" x 11-1/8".

Trim size of publication: 8-1/8" x 10-7/8". Type matter should be at least 1/4" within trim edge and 1/2" from gutter.

2-page spread: 16-3/4" x 11-1/4".

1/2-page spread: 16-3/4" x 5-1/2".

Reproduction requirements: Submission via FTP or disk required.

Platform: PC preferred.

File types: High resolution PDF (fonts must be embedded).

Media types and transport methods: CD-ROM, e-mail: (display@avma.org; under 4 MB required), or FTP.

Instructions for submission of ad material using our FTP site

Digital ad material is required for all ad submissions. We will only accept a PDF format. Please make sure all color ads are in CMYK format, fonts and images are embedded, and the resolution is at least 300 dpi. Accurate color representation can not be guaranteed unless a proof is sent in the mail.

Login procedure:

URL: ftp://ftp.avma.org
Host name: ftp://ftp.avma.org
User ID: ads
Password: ads
Account: leave this field blank
Upload files to folder

Files will be deleted

1 week after submission. Please let Christina Banks (cbanks@avma.org) know the name of the files immediately upon placing them onto the site.

Closing dates—mechanical

Material (FTP or disk) and proofs must be received by closing date of issue. Inserts must be delivered to printer 20 days preceding closing date of issue. Material is held for 6 months from date last used and then destroyed, unless otherwise instructed.

MISCELLANEOUS

- Space reservations, cancellations, or changes in reservations not accepted later than closing date of issue.
- A guarantee of uniform rates and discounts to all advertisers using the same amount and type of space is understood.
- Advertorials will be charged earned space rate plus 10%.

INSERTS

Rates:

2-page (single-leaf) inserts printed both sides—earned B&W page rates apply for first 2 pages; 25% off earned rates on additional pages.

No bind-in charge. Tip-in charge—\$4,000 (not commissionable).

Postcard inserts:

A page ad must accompany a postcard insert. Postcard inserts are charged at half page of earned rate.

Requirements

Single sheet:

Untrimmed size to printer 8-3/8" x 11-1/2". Copy area should be within 1/2" from final trim size of 8-1/8" x 10-7/8".

Spread:

16-3/4 x 11-1/4"—allow 1/4" gutter loss. Type should be 1/2" from gutter.

Stock weights:

2-page (single leaf): 70-lb. book weight minimum/maximum.

4-page (double leaf) or larger units:

70-lb. book weight and must be folded.

Quantity:

80,000 (includes bindery spoilage). All inserts in cartons must be same direction. Inserts jog to the head.

Closing date for receiving inserts:

20 days preceding closing date of issue.

Shipping address for inserts:

Dartmouth Printing Company,
69 Lyme Rd, Hanover, NH 03755.
Attn: Kim Blay/JAVMA.

Important: Inserts must be submitted in sample form to the editor-in-chief in advance of the space reservation closing. Provide AVMA advertising associate with shipping address for surplus inserts. Mark each carton with quantity. Shipping papers should show number of cartons and total quantity of inserts.

Furnished inserts involving detachable business reply cards, coupons, and/or all other detachable portions of advertising matter must comply with all current postal regulations governing periodicals mail. With respect to size, the detachable portion cannot be less than 3" in width or 4-1/4" in height. Paper thickness must be between 0.007 and 0.095 of an inch or card is considered nonmailable per post office regulations. It must be designed in a manner allowing at least 1/4" of the insert piece to remain permanently bound into the publication after the card, coupon, etc., is detached.

Belly Bands: Contact Mark Reynolds for rates.

2012 DISPLAY CLASSIFIED ADVERTISING RATE CARD

BLACK AND WHITE ADVERTISING RATES

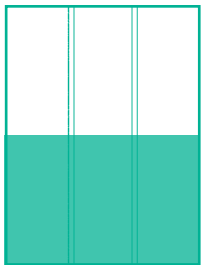
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1/6 page	2-1/8"	4-1/2"	2,775	2,475	2,275	2,225	1810	1,475	1,425
1/12 page	2-1/8"	2-1/2"	1,260	1,225	1,050	975	945	900	725
2-inch ad	2-1/8"	2"	1,210	1,125	975	900	850	725	650

*For frequencies beyond 48 times, contact Mark Reynolds.

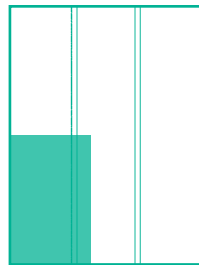
DIGITAL ARTWORK

Refer to production requirements on preceding page.

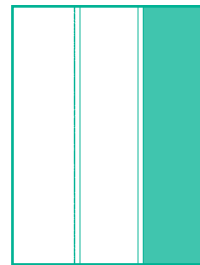
1/2 page
6-3/4" x 4-1/2"



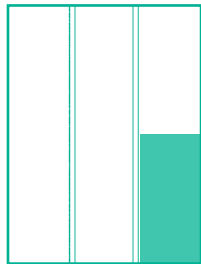
1/4 page
3-1/4" x 4-1/2"



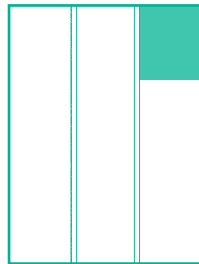
1/3 page
2-1/8" x 9-1/2"



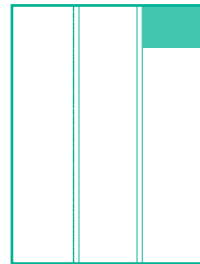
1/6 page
2-1/8" x 4 1/2"



1/12 page
2-1/8" x 2-1/2"



2-inch ad
2-1/8" x 2"



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UPCOMING AVMA CONVENTIONS

2012	San Diego	Aug 4-7
2013	Chicago	July 20-23
2014	Denver	July 26-29
2015	Boston	July 11-14

AVMAconventi^on
san diego | 2012