2019 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 Washington, D.C., August 2 – 6

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 Dec 2017)
Qualified paid 1,045
Qualified non-paid 81,370
Total 82,415

BLACK AND WHITE ADVERTISING RATES

<table>
<thead>
<tr>
<th>Ad size</th>
<th>width</th>
<th>height</th>
<th>1X</th>
<th>6X</th>
<th>12X</th>
<th>18X</th>
<th>24X</th>
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<td>8-1/8&quot;</td>
<td>10-7/8&quot;</td>
<td>$9,300</td>
<td>$9,100</td>
<td>$8,800</td>
<td>$8,425</td>
<td>$8,225</td>
<td>$7,700</td>
<td>$7,550</td>
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<tr>
<td>2/3 page</td>
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<td>9-1/2&quot;</td>
<td>7,525</td>
<td>7,325</td>
<td>7,100</td>
<td>6,875</td>
<td>6,650</td>
<td>6,550</td>
<td>6,450</td>
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<td>3-1/8&quot;</td>
<td>9-1/2&quot;</td>
<td>6,000</td>
<td>5,825</td>
<td>5,675</td>
<td>5,475</td>
<td>5,300</td>
<td>5,175</td>
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<td>4,650</td>
<td>4,575</td>
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<td>3,600</td>
<td>3,400</td>
<td>3,225</td>
<td>3,200</td>
</tr>
</tbody>
</table>

*For frequencies beyond 48 times, contact Mark Reynolds.

COLOR
Matched from process color: $1,600 extra per color.
Four-color: $2,400 per page plus space; $3,350 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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Deadline/ Material due</th>
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<tbody>
<tr>
<td>Jan 1</td>
<td>July 1 .................. May 17</td>
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<tr>
<td>Jan 15</td>
<td>July 15 .................. June 3</td>
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<tr>
<td>Feb 1</td>
<td>Aug 1 .................... June 14</td>
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<tr>
<td>Feb 15</td>
<td>Aug 15 ................... June 28</td>
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<tr>
<td>Mar 1</td>
<td>Sept 1 ................... July 19</td>
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<tr>
<td>Mar 15</td>
<td>Sept 15 .................. Aug 5</td>
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<tr>
<td>Apr 1</td>
<td>Oct 1 ................... Aug 16</td>
</tr>
<tr>
<td>Apr 15</td>
<td>Oct 15 ................... Aug 30</td>
</tr>
<tr>
<td>May 1</td>
<td>Nov 1 .................... Sept 13</td>
</tr>
<tr>
<td>May 15</td>
<td>Nov 15 .................. Oct 7</td>
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<tr>
<td>June 1</td>
<td>Dec 1 ................... Oct 21</td>
</tr>
<tr>
<td>June 15</td>
<td>Dec 15 .................. Nov 1</td>
</tr>
</tbody>
</table>

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 Washington, D.C.
• Convention Newspaper: Printed in Washington, D.C., 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 toTechnical Services, or Web site address where substantiating information will be found.
• Complete ad material 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
Cover-tip/Bellyband—earned space rate plus 20%.
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: 40.5# UPM Ultra Plus Gloss.

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 e-mail required.

**Platform:** PC preferred.

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

**Instructions for submission of ad material**

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 cannot be guaranteed unless a proof is sent in the mail. Please e-mail all files to display@avma.org. For other submission options please contact Christina Banks (cbanks@avma.org).

**Closing dates—mechanical**

Material 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.
- Advertisements will be charged earned space rate plus 10%.

**COVER-TIPS/BELLYBANDS**

A maximum of 8 per calendar year will be allowed. All cover-tips and bellybands are to be printed by JAVMA. Mechanical specifications will be provided at the time of space reservation. All cover-tips and bellybands will be subject to a 20% premium position charge.

**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:**


4-page (double leaf) or larger units: 70-lb. book weight and must be folded.

**Quantity:**

82,000 (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: Lisa George/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.
## 2019 DISPLAY CLASSIFIED ADVERTISING RATE CARD

### BLACK AND WHITE ADVERTISING RATES

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<td>4,250 4,150 3,800 3,600 3,400 3,225 3,200</td>
</tr>
<tr>
<td>1/6 page</td>
<td>2-1/8&quot;</td>
<td>4-1/2&quot;</td>
<td>2,925 2,625 2,450 2,375 1,975 1,600 1,550</td>
</tr>
<tr>
<td>1/12 page</td>
<td>2-1/8&quot;</td>
<td>2-1/2&quot;</td>
<td>1,375 1,325 1,200 1,075 1,025 1,000 850</td>
</tr>
<tr>
<td>2-inch ad</td>
<td>2-1/8&quot;</td>
<td>2&quot;</td>
<td>1,325 1,175 1,075 1,000 950 825 750</td>
</tr>
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*For frequencies beyond 48 times, contact Mark Reynolds.

### DIGITAL ARTWORK

Refer to production requirements on preceding page.

### 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.

### UPCOMING AVMA CONVENTIONS

- **2019** Washington, DC Aug 2–6
- **2020** San Diego July 31–Aug 4
- **2021** Minneapolis July 30–Aug 3
- **2022** Philadelphia July 29–Aug 2