California **Veterinarian**

The official publication of the California Veterinary Medical Association

Media Kit

California Veterinarian - the largest circulation of any state veterinary publication

- A bi-monthly publication of the California Veterinary Medical Association (CVMA).
- A professional journal that combines association news with informative articles of value to our members and their profession.
- Featuring articles on issues of importance to California veterinary professionals, including:
  - Continuing education programs
  - Regulatory issues
  - Insurance
  - Legislation
  - RVT news
  - Science and public health concerns
  - UC Davis news
  - Western University news

Mission Statement

The CVMA is committed to serving its membership and community through innovative leadership and to improving animal and human health in an ethically and socially responsible manner. *California Veterinarian* reflects the issues and concerns of the veterinary medical profession and the needs of its readers.

Readership Over 10,000

California Veterinarian is mailed to:

- All CVMA members
- All non-member licensed veterinary practitioners in California

Veterinarians practicing in:

- Small-animal
- Food-animal
- Mixed-animal
- Zoo animal
- Avian/exotic
- Laboratory animal
- Equine

Veterinary faculty
Researchers
Veterinarians in public service and industry
Veterinary students
Registered veterinary technicians
Veterinary staff

Contact: Phil Boerner, Communications & Public Relations Manager | pboerner@cvma.net
1400 River Park Dr., Ste. 100 | Sacramento, CA 95815 | 916.649.0599 | www.cvma.net

CVMA CALIFORNIA® VETERINARY MEDICAL ASSOCIATION

Pursuing Excellence in the Veterinary Profession

California **Veterinarian**

The official publication of the California Veterinary Medical Association

Details & Deadlines

Publisher reserves the right to determine position. All space requests accommodated at the discretion of the publisher and space available. Please provide your ad and full color proof to Phil Boerner at the CVMA.

B&W Rates

	1x	3x	6x
Full Page	$1,540	$1,385	$1,310
1/2 Island	$1,100	$990	$935
1/2 Page	$990	$890	$840
1/3 Page	$825	$745	$700
1/4 Page	$660	$595	$560
1/6 Page	$525	$470	$445
Spread	$2,640	$2375	$2,245
Process Color	**$550**		

Discounts do not apply to covers

Mechanical Requirements

Image Area	8″ x 9 7/8″
Bleed Size	9 1/4″ x 11 1/8″
Trim Size	9″ x 10 7/8″
Line Screen	175 lines
Photo & Illustration	350 dpi
Line Art/Bitmap	600 dpi

Cover Rates

	1x	3x	6x
Process Color	$2,310	$2,080	$1,965

Ad Dimensions

Full Bleed Page	9 1/4″ x 11 1/8″
Full Non-Bleed Page	8″ x 9 7/8″
1/2 Page Vertical	3 7/8″ x 9 7/8″
1/2 Page Horizontal	7 1/2″ x 4 13/16″
1/2 Page Island	4 13/16″ x 7 1/2″
1/3 Page Vertical	2 1/2″ x 9 7/8″
1/3 Page Horizontal	7 1/2″ x 3″
1/4 Page Vertical	3 7/8″ x 4 13/16″
1/4 Page Horizontal	8″ x 2 1/4″
1/6 Page Vertical	2 1/4″ x 4 13/16″
Spread Bleed	18 1/4x11 1/8
Spread Non-Bleed	17″ x 9 7/8″

Art/Material Deadlines

Jan/Feb Issue	December 1
Mar/Apr Issue	February 1
May/Jun Issue	April 1
Jul/Aug Issue	June 1
Sep/Oct Issue	August 1
Nov/Dec Issue	October 1

California Veterinarian uses computer-to-plate technology for all printed material. Advertisers should supply digital files using the standardized file formats as listed below. All fonts and graphics must be included in the file.

Preferred File Format: Files are preferred as PDF with all links and fonts embedded. Default resolution is 2400 dpi. All images are subsampled to 350 dpi with automatic compression set to jpeg high.

Files Formats Accepted: ai, eps, .psd, .indd

Fonts: Please provide all fonts used in the file. Postscript fonts are preferred.

Graphics: Color images need to be in CMYK format. Images should be saved in either TIFF or EPS format. All linked graphics need to be included in file. Convert text to paths whenever possible in artwork created in an illustration application.

Color: Send all files in CMYK mode. RGB files must be converted to CMYK.

Color Proofs: Must be sent with the file. Kodak Approvals, matchprints and color laser proofs are acceptable.

Contact: Phil Boerner, Communications & Public Relations Manager | pboerner@cvma.net
1400 River Park Dr., Ste. 100 | Sacramento, CA 95815 | 916.649.0599 | www.cvma.net

CVMA CALIFORNIA® VETERINARY MEDICAL ASSOCIATION

Pursuing Excellence in the Veterinary Profession

California **Veterinarian**

The official publication of the California Veterinary Medical Association

Advertising Contract

Advertiser (name of company or product being advertised): _____

Agency (if applicable): _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail Address: _____ Website: _____

Product Marketing Contact: _____ Phone: _____

Number of Insertions: _____

Base Rate: $_____

Discount: $(_____)
- ❍ CVMA Member (20%)
- ❍ Agency (15%)

Subtotal: $_____

Color Charges: $ _____

Net Rate Per Insertion: $ _____

Total Contract Cost: $ _____

Year	Issue	Size	Shape	Color
	Jan/Feb			
	Mar/Apr			
	May/Jun			
	Jul/Aug			
	Sep/Oct			
	Nov/Dec			

Discounts off the base rate:
CVMA Member = 20% Ad Agency = 15%

Discounts do not apply to covers

Authorizing Signature: _____ Date: _____

Name and Title (please print): _____

Publishers/Sales Associates Signature: _____ Date: _____

Contact: Phil Boerner, Communications & Public Relations Manager | pboerner@cvma.net
1400 River Park Dr., Ste. 100 | Sacramento, CA 95815 | 916.649.0599 | www.cvma.net

California **Veterinarian**
The official publication of the California Veterinary Medical Association

Advertising Contract

COPY AND CONTRACTS REGULATIONS AND POLICY

a) All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising which it feels is not in keeping with the publication's standard. **b)** 15% commission shall be paid to recognized agencies on space, position and color charges, provided, however, that said commission may be forfeited on invoices remaining unpaid 35 days following date of invoice. **c)** All advertising orders are accepted subject to the terms and provisions of the current rate card. **d)** A contract year, or twelve month period, starts from the date of the first insertion. Twelve month periods do not overlap; in other words, space counted in one contract period to determine the rate for the subsequent or past periods. **e)** If more or fewer insertions are used within one year than specified in the order, charges will be adjusted in accordance with established rates. However credits earned will apply to billings - no cash rebates will be made. **f)** Advertiser and advertising agency agree to indemnify, defend, and save harmless the publisher from any and all liability for content (including text, illustrations, representations, sketches, maps, trademarks, labels or other copyrighted matter) of advertisements pursuant to the advertiser's or agency's order. **g)** The publisher reserves the right to reject, discontinue or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter. The publisher's liability for any error will not exceed the charge for the advertisement in question. **h)** Publisher is not liable for delays in delivery and/or non delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of publisher affecting production or delivery in any manner. **i)** Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice. **j)** Rates are subject to change during the publishing year. However, rates will hold for signed contracts/ insertion orders received prior to published rate change. **k)** Any deliberate attempt to simulate the publication format is not permitted, and the publisher reserves the right to place the word "advertisement" on any advertisement. **l)** No guarantee for specified position is made unless the position premium has been provided for in the contract. **m)** Advertisements ordered set will be charged for composition. **n)** Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. **o)** Closing dates for insertion orders and camera ready materials are listed in the editorial calendar. **p)** Cancellations are not accepted after the space close date. Advertisers who do not provide materials by the deadline will be required to rerun an existing advertisement. If an ad rerun is not possible, a 65% cancellation fee will be charged. **MATERIALS:** Advertiser or authorized agency must forward all materials, in accordance with deadline schedule, to: California Veterinarian, 1400 River Park Dr., Ste. 100, Sacramento, CA 95815. Digital art may be emailed to: pboerner@cvma.net. **PAYMENT:** Advertiser or authorized agency may pay by credit card using the enclosed contract or be invoiced. First payment is due and payable to the California Veterinary Medical Association prior to publication. Agencies requiring tear sheets must pay for first placed advertisement to establish credit. Once credit is established, payment is due within 15 days of receipt of tear sheet.

This is a legally binding contract. In signing, the advertiser and the agency agree to abide by the contract regulations stated in this contract.

☐ VISA ☐ M/C #: _____

Expiration Date: _____ CVV Code: _____

Authorizing Signature: _____

Print Name: _____

Address on Account: _____