

# 2024 Advertising Rate Card

Your Direct Line to Canadian Veterinarians

## AD RATES

2024 Ad Rates (as of July 2024 issue)

	1X	3X	6X	12X
1 page	\$2,184	\$2,070	\$1,968	\$1,734
2/3	\$1,872	\$1,782	\$1,686	\$1,500
1/2	\$1,440	\$1,362	\$1,296	\$1,158
1/3	\$1,098	\$1,038	\$978	\$870
1/4	\$870	\$828	\$780	\$696
DPS	\$3,960	\$3,762	\$3,564	\$3,168

## COVERS

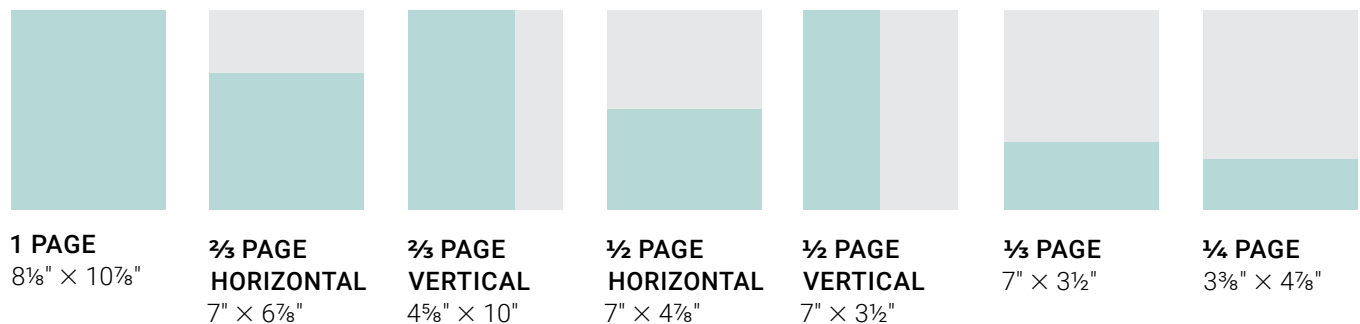
Premium Spots Non-cancellable

Inside Front Cover	\$2380
Inside Back Cover	\$2280
Opposite Table of Contents	\$2480
Outside Back Cover	\$2680

## COPY AND CONTRACT REGULATIONS

Click [here](#) for details.

## UNIT SIZES



## CVJ CIRCULATION BY PROVINCE

(total: 8,887)

Alberta:	2,233*
Ontario:	1,682*
Saskatchewan:	1,030*
Quebec:	857*
British Columbia:	805
Prince Edward Island:	565*
Manitoba:	439
Nova Scotia:	413
New Brunswick:	291
Newfoundland and Labrador:	121
Northwest Territories/Nunavet/Yukon:	27
Foreign:	424

\* includes students

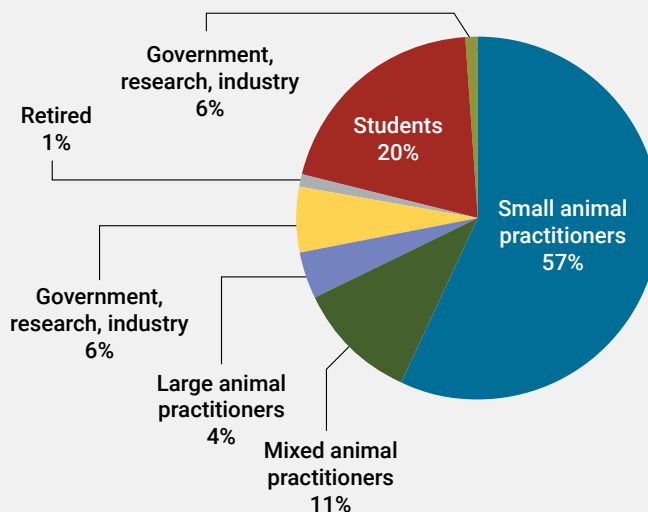
## INDUSTRY STATISTICS

Average annual income for:

Practice Owners: \$260,480 Associates: \$114,600

Government, Industry, Academe: \$132,500

## CVJ READERSHIP BY TYPE (APPROX.)



Gender breakdown:

Female: 62% Male: 37%

Undisclosed or unknown gender identity: 1%

## BUSINESS DIRECTORY SECTION ADS

AD SIZE	1X RATE	3X RATE	6X RATE	12X RATE
Business card (3.5" × 2")	\$216	\$198	\$174	\$144
¼ page vertical (3.5" × 4. or ¼ page horizontal (7.22" × 2")	\$366	\$348	\$330	\$282
½ page vertical (3.5" × 6.38")	\$546	\$516	\$492	\$426
¾ page vertical (3.5" × 8. or ¾ page horizontal (7.22" × 4.18")	\$702	\$666	\$630	\$564

## WEBSITE ADVERTISING

[www.canadianveterinarians.net](http://www.canadianveterinarians.net)

Rates per month based on a minimum three month run.

	376 × 188 pixels (blon The CVJ home page (no rotations) 3 spots available	510 × 255 pixels (CVMA home page – no rotations) 3 spots available
3 × rate	\$440	\$1,000
6 × rate	\$400	\$875
12 × rate	\$325	N/A

### The CVJ E-notice/CVMA Member E-newsletters

The CVJ e-notice is sent the last week of each month when the new issue is posted online. The CVMA e-newsletters are sent around the 1st and the 15th of each month. Ad space is available at the top and at the mid-point of each newsletter (6 total per

Leaderboard banner ads:

Top of page 728 × 150 pixels	Middle of page 750 × 200 pixels
\$550	\$500
For both ads in same issue	
\$950	

## PRODUCTION MATERIAL SHOULD BE SENT TO:

The Canadian Veterinary Journal,  
339 Booth Street, Ottawa, Ontario K1R 7K1

E-MAIL: [advertising@cvma-acmv.org](mailto:advertising@cvma-acmv.org)

VOICEMAIL: 1-800-567-2862 ext. 131

Inquires: Edward Byers  
Advertising and Sponsorship Consultant

TELEPHONE: (416) 737-7424

E-MAIL: [advertising@cvma-acmv.org](mailto:advertising@cvma-acmv.org)