

2012

ADVERTISING RATE CARD



Your Direct Line to Canadian Veterinarians

PDF VERSION OF THE CWJ

NEW FOR 2012!

A pdf version of the journal will be posted on-line for members as the issue is mailed, allowing for faster delivery of the latest issue! In order to include all advertisements in the pdf version, there will be a nominal charge for including your ad along with a web site link for each issue. Net rates per issue are as follows:

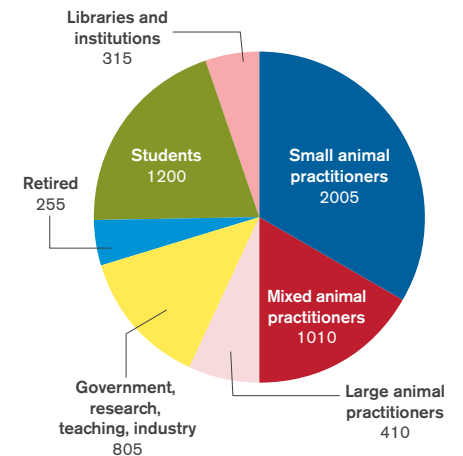
	1-2 ads	3 or more ads
Full page	\$100	\$150
2/3 or 1/2 page	\$75	\$100
1/3 or 1/4 page	\$50	\$75
Business cards	\$20	\$30

CWJ Circulation by Province
(approximately 6,500)

Ontario	1,592*
Alberta	1,406
Saskatchewan	790*
Quebec	501*
British Columbia	484
Prince Edward Island	441*
Manitoba	359
Nova Scotia	283
New Brunswick	210
Newfoundland	73
Northwest Territories/Nunavet/Yukon	9
Foreign	312

*Includes students

CWJ Readership by Type (approx.)





The Canadian Veterinary Journal

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SPACE RATES

B&W Space	1X	3X	6X	12X
1 page	\$1,665	\$1,585	\$1,500	\$1,335
2/3	\$1,425	\$1,345	\$1,280	\$1,135
1/2	\$1,100	\$1,045	\$995	\$880
1/3	\$835	\$795	\$755	\$670
1/4	\$665	\$635	\$595	\$535
1/6	\$510	\$485	\$460	\$420
DPS	\$3,025	\$2,865	\$2,720	\$2,420
CPS	\$1,665	\$1,585	\$1,500	\$1,335

BUSINESS DIRECTORY SECTION ADS (B&W rate/colour rate)

Ad Size	1X rate	3X rate	6X rate	12X rate
Business card (3.5" × 2")	\$160/\$210	\$144/\$194	\$123/\$173	\$103/\$143
1/4 page vertical (3.5" × 4.18") or 1/4 page horizontal (7.22" × 2")	\$370/\$520	\$350/\$475	\$325/\$425	\$300/\$380
1/3 page vertical (3.5" × 6.38")	\$480/\$680	\$455/\$630	\$430/\$580	\$400/\$520
1/2 page vertical (3.5" × 8.57") or 1/2 page horizontal (7.22" × 4.18")	\$555/\$805	\$525/\$750	\$490/\$690	\$450/\$630

UNIT SIZES



1 page 8 1/8" × 10 7/8"	2/3 page horizontal 7" × 6 7/8"	2/3 page vertical 4 5/8" × 10"	1/2 page horizontal 7" × 4 7/8"	1/2 page vertical 3 3/8" × 10"	1/3 page 7" × 3 1/2"	1/4 page 3 3/8" × 4 7/8"	1/6 page 2 3/8" × 4 7/8"
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Covers Non-cancellable (includes 4 colour charge)

Inside front cover	\$3,045
Inside back cover	\$2,970
Outside back cover	\$3,280

Colour Charges

1 standard	\$400
1 matched	\$500
4 colour	\$1,050
Bleed	no charge

Guaranteed Positions (Non-cancellable)

Opposite table of contents	30% over space rate
Other preferred positions*	25% over space rate

*Some restrictions apply

Agency Commission

15% to recognized agencies.

Web Site Advertising

www.canadianveterinarians.net

Banner advertising is available on the journals web site on the Current Issue page.

Banner Ad	100 × 385 pixels (jpg or gif)
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Prices per month based on a three month minimum run:

3X rate	6X rate	9X rate	12X rate
\$325/ month	\$300/ month	\$275/ month	\$250/ month

Inserts

Can be incorporated into publication or can be mailed in the polybag with the CVJ. Flat rates for inserts apply as follows:

Single sheet (8 1/2" × 11")	\$1,630
2 panels (11" × 17" when flat)	\$2,300
3 panels (11" × 25" when flat or 3 single)	\$3,260
Business reply cards	\$1,020
Other sizes	Request quotation

Additional weight charges may apply. Splitting of list is an additional \$350. Sample of insert or photostat should accompany insertion order.

Copy and Contract Regulations

Please refer to regulations printed on reverse side of page.

Mechanical Requirements

	Full page	Double page spread
Type page	7" × 10"	15 1/8" × 10"
Trim page	8 1/8" × 10 7/8"	16 1/4" × 10 7/8"
Bleed page	8 3/8" × 11 1/8"	16 1/2" × 11 1/2"



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COPY AND CONTRACT REGULATIONS

- i) Advertisers and advertising agencies assume liability for all content of advertising printed and also assume responsibility for any claims arising therefrom made against the publisher.
- ii) Advertisers and advertising agencies agree that the publisher shall be under no liability for failure for any cause to insert any advertisement or for any errors and potential damages resulting from errors caused by the publisher or any of its agents, suppliers or consultants in advertising published.
- iii) Advertisers and advertising agencies are jointly responsible for payment of advertising published. Terms of payment: Net 30 days from date of invoice. Past due accounts are subject to a late payment charge of 1.5% monthly.
- iv) All advertising material is subject to approval of the publisher and can be refused at the sole discretion of the publisher.
- v) All inserts must be confirmed with an insertion order signed the advertiser or the advertising agency and received by the publication, accompanied by a photocopy of the material to be published, no later than the first day of the month preceding the month of publication.
- vi) Electronic files must be sent no later than the 8th of the month preceding the month of publication.
LATE FEE: Advertising material received after the material deadline date will be subject to a **\$200 late fee** charge.
- vii) All insertions will be invoiced at the one time rate unless a written contract has been received by the publisher stipulating the number of insertions planned in a 12-month period.
- viii) Cancellations cannot be accepted after the closing date which is the first of the month preceding the month of publication.
- ix) The appearance of advertising in the *CVJ* does not constitute a guarantee or endorsement of the quality or the value of such products or the claims made for it by its manufacturers.
- x) Editorial decisions are not influenced by advertising and are made without consideration of the advertising scheduled to appear in any issue.
- xi) Advertising must be clearly distinguished from editorial material. Advertising that is primarily text, i.e. advertorial, should not appear as if it is a scientific report and should not imitate the style of the journal. The acceptance of advertising and its appearance is at the sole discretion of the publisher.
- xii) Advertising materials may be destroyed by the publisher if not used within one year. Advertisers assume the shipping costs if materials are returned.
- xiii) It is the responsibility of the advertiser and advertising agency that all advertisements for veterinary biologicals conform with the Health of Animals regulations. For further information see www.inspection.gc.ca, "Veterinary Biologics Guidelines".



PRODUCTION REQUIREMENTS

Digital: Digital data is required for all display advertisements.

Files can be accepted in Adobe Photoshop (Tiff or eps), Adobe Illustrator (eps), or InDesign. All support files and fonts must be included. Support files must be saved as Tiff or eps files at 300 DPI resolution.

Media: CD-Rom, DVD. FTP site available for uploading files.

The *CVJ* is perfect bound. Any additional production (photographs, negatives, positives, and artwork) will be invoiced to the client.

Production material should be sent to:

The Canadian Veterinary Journal 339 Booth Street, Ottawa, Ontario K1R 7K1
Laima Laffitte, Manager, Advertising & Sponsorships

TELEPHONE: (613) 673-2659 FAX: (613) 673-2462 E-MAIL: llaffitte@cvma-acmv.org