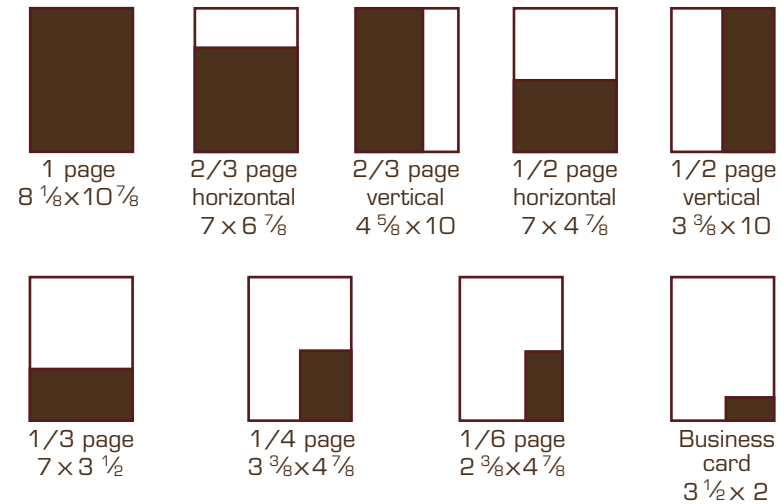


Unit Sizes: (width x height)



Mechanical Requirements

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

Production Requirements:

Digital:

- Digital data is required for all display advertisements.
- Files can be accepted in Macintosh QuarkXpress, Adobe Photoshop (Tiff or eps), Adobe Illustrator (eps), InDesign, or Macromedia Freehand (eps). All support files and fonts must be included. Support files must be saved as Tiff or eps files @ 300 DPI resolution. Files must be accompanied by a calibrated proof that matches the digital ad. Acceptable colour proofs are Kodak Approval, Fuji Pictro, and Dupont Waterproof.
- Media: 100 MB Zip, CD-Rom, 88 MB Syquest, Jaz2GB. 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.

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 by 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, or negatives, and colour keys must be sent no later than the 8th of the month preceding the month of publication.
- 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 manufacturer.
- 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 journals. 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 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

ADVERTISING RATE CARD

**The Canadian Veterinary Journal
La Revue vétérinaire canadienne**

2010 | Volume 50, No. 09 |



Complex cardiac congenital defects in an adult dog: An ultrasonographic and magnetic resonance imaging study

Repair of extensive perineal hypospadias in a Boston terrier using tubularized incised plate urethroplasty

Factors associated with veterinarians' career path choices in the early postgraduate period

The demand for veterinary services in western Canada

Coagulase positive staphylococcal colonization of people and their household pets

Central nervous system blastomycosis in a dog

Lafora disease as a cause of visually exacerbated myoclonic attacks in a dog

Survival of *Streptococcus equi* on surfaces in an outdoor environment

Pyometra and complete vaginal adhesion in a miniature horse



2010

The Canadian Veterinary Journal

Published: Monthly

Circulation: 6600

The Canadian Veterinary Journal (CVJ), serves as the voice of veterinary medicine in Canada. This monthly, Bilingual publication is known for its peer-reviewed, original, scientific articles, as well as regular columns, intended for the veterinary practitioner

The CVJ features refereed scientific articles, brief communications, feature articles, business management, news, letters, coming events, book reviews, cross-Canada disease reports, veterinary medical ethics, new product information, classified and career display ads.

Any marketer with the need to reach Canadian veterinarians should consider *The Canadian Veterinary Journal* as the medium of choice. Products and services advertised also benefit from enhanced credibility with Association members; readers recognize products and companies as sponsors of their Association journal.

CVJ Circulation by province (approx.)

Ontario	1505*
British Columbia	1085
Alberta	1195
Quebec	540*
Saskatchewan	740*
Prince Edward Island	415*
Manitoba	320
Nova Scotia	255
New Brunswick	175
Newfoundland	58
Northwest Territories/Yukon	12
Foreign	380

*Includes students

CVJ Readership by type (approx.)

Small animal practitioners	2315
Mixed animal practitioners	1220
Large animal practitioners	450
Government, research, teaching, industry	840
Retired	260
Students	1200
Libraries and institutions	315

B & W SPACE	1X	3X	6X	12X
1 page	\$1,635	\$1,555	\$1,475	\$1,310
2/3	\$1,400	\$1,320	\$1,255	\$1,115
1/2	\$1,080	\$1,025	\$975	\$865
1/3	\$820	\$780	\$740	\$660
1/4	\$655	\$625	\$585	\$525
1/6	\$500	\$475	\$450	\$410
DPS	\$2,965	\$2,810	\$2,665	\$2,375
CPS	\$4,510	\$4,280	\$4,070	\$3,675

(All rates are in Canadian dollars)

Covers: Non-cancellable (includes 4 colour charge)

Inside front	\$3,005
Inside back	\$2,930
Outside back	\$3,235

(Must book minimum 4 times)

Colour Charges:

1 standard	400
1 matched	500
4 colour	1050
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

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 x 11)	\$1630
2 panels(11 x 17 when flat)	\$2300
3 panels(11 x 25 1/2 when flat or 3 single)	\$3260
Business reply cards	\$1020
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.

Business Directory Section Ads (B&W rate / colour rate)

Ad Size	1x	3x	6x	12x
Business Card (3.5" x 2")	\$160/\$200	\$144/\$194	\$123/\$173	\$103/\$143
1/4 page vertical (3.5"x4.18") or 1/4 page horizontal (7.22"x2")	\$370/\$520	\$350/\$475	\$325/\$425	\$300/\$380
1/3 page vertical (3.5"x6.38")	\$480/\$680	\$455/\$630	\$430/\$580	\$400/\$520
1/2 page vertical (3.5" x 8.57") or 1/2 page horizontal (7.22"x4.18")	\$555/\$805	\$525/\$750	\$490/\$690	\$450/\$630

Website Advertising - www.canadianveterinarians.net

Banner advertising is available on the journals website on the table of contents page or on the classified advertising page. Prices per month based on a three month minimum run:

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