

ABVMA



MEMBERS' MAGAZINE

2022 MEDIA PACKAGE

The ABVMA *Members' Magazine* is a bi-monthly magazine, with six issues released per calendar year. The magazine is a full-colour, 48-60 page publication that offers articles of a non-scientific nature, focusing on issues and topics relevant to the veterinary profession in Alberta.

The magazine features regular articles from the current ABVMA President and Registrar, membership updates, discipline articles and other regulatory news pertinent to members. It also features articles of interest from government, education, industry and partnering organizations, and a regular continuing education and classified advertising section.

Considered by the association as the preferred communication tool for ABVMA members, it is well read by the membership and has a regular distribution of over 5,000, including veterinarians, registered veterinary technologists and more. An online PDF version is also available at www.abvma.ca.

The ABVMA provides several advertising opportunities throughout the year. These include:

Display Advertising

Display advertising is available in various sizes in every issue of the magazine. Please see the pricing details and booking form on the following pages.

Classified Advertising

Classified advertising is readily accessible and placed online at www.abvma.ca. See website for pricing. Classified ads appear online for two months from the date posted and are also published in the current upcoming issue of the ABVMA *Members' Magazine*.

For other distribution opportunities through the ABVMA not included in this package, please contact Sarah Munn at the ABVMA Office.



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ADVERTISING TERMS & CONDITIONS

RATE CARD AND SPECIFICATIONS



Rates (rates are per issue and do not include GST or agency fees):

	Colour	B & W
Full Page	\$2,678	n/a
Double Page Spread	\$6,278	n/a
Half Page Vert/Hor	\$1,782	\$840
One third Page Vert/Hor	\$1,372	\$705
Quarter Page	\$1,331	\$555
Business Card	\$461	\$212

Premium Positions:

Inside Front Cover	\$2,720	n/a
Inside Back Cover	\$2,720	n/a
Outside Back Cover	\$2,932	n/a

Inserts:

\$795

Inserts may be up to 8 1/2" by 11" in dimensions. Additional weight charges may apply. 5,400 copies (or amount required at time of issue) required by the artwork receipt deadline. **Sample of insert to accompany space-booking form.**

Guaranteed Placement:

20% surcharge on regular rate

Discounts:

10% discount if all six issues are booked by space-booking deadline for January issue

Cancellation Penalty:

25% surcharge on rate applied for cancellations received after the space-booking deadline or artwork not received by material deadline (artwork no shows)

Artwork Specifications:

Full Page Trim: 8.5" x 11" Bleed: 0.125" Full Size 8.75" w x 11.25" h	1/2 Page Vertical: 3.75" x 10"	1/2 Page Horizontal: 7.5" x 4.875"	1/3 Page Vertical: 2.5" x 10"	1/3 Page Horizontal: 7.5" x 3.25"	1/4 Page: 3.625" x 4.875"	Business Card: 3.625" x 2"
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- press-ready PDF file saved with trim marks and 1/8" bleed
- all fonts embedded or convert all type to curves and embed all photos
- emailed or placed on an FTP site for retrieval
- extra set-up charges will apply for ads not received in the above-noted format/layout

TERMS AND CONDITIONS

1. Advertisers and their representative agencies assume liability for all content of advertising printed and also assume responsibility for any claims arising therefrom made against the publisher.
2. Advertisers and their representative 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.
3. Advertisers and their representative agencies are jointly responsible for payment of advertising published. Terms of payment: net 30 days. Past due accounts are subject to a late payment penalty of 1.5%/month.
4. All advertising material is subject to the approval of the publisher and can be refused at the sole discretion of the publisher.
5. The appearance of advertising in the ABVMA *Members' Magazine* does not constitute a guarantee or endorsement of the quality or the value of the products or claims made for it by its manufacturers.
6. Editorial decisions are not influenced by advertising and are made without consideration of the advertising scheduled to appear in any issue.
7. Advertising materials may be destroyed by the publisher if not used within one year. Advertisers assume the shipping cost if materials are returned.
8. The ABVMA encourages diversity in advertising and encourages advertisers to consider including BIPOC in their creative.
9. The ABVMA retains the right to refuse advertisements that feature brachycephalic breeds or animals appearing to have undergone unnecessary medical procedures.

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2022 ADVERTISING BOOKING FORM



	Select Your Ad Size	+	Select Colour	or	Select Black and White	# of Ads	Subtotal Per Issue
<input type="checkbox"/>	Inside Front Cover	<input type="checkbox"/>	\$2,720	<input type="checkbox"/>	not available		\$
<input type="checkbox"/>	Inside Back Cover	<input type="checkbox"/>	\$2,720	<input type="checkbox"/>	not available		\$
<input type="checkbox"/>	Outside Back Cover	<input type="checkbox"/>	\$2,932	<input type="checkbox"/>	not available		\$
<input type="checkbox"/>	Full Page	<input type="checkbox"/>	\$2,678	<input type="checkbox"/>	not available		\$
<input type="checkbox"/>	1/2 Page Horizontal	<input type="checkbox"/>	\$1,782	<input type="checkbox"/>	\$840		\$
<input type="checkbox"/>	1/2 Page Vertical	<input type="checkbox"/>	\$1,782	<input type="checkbox"/>	\$840		\$
<input type="checkbox"/>	1/3 Page Horizontal	<input type="checkbox"/>	\$1,372	<input type="checkbox"/>	\$705		\$
<input type="checkbox"/>	1/3 Page Vertical	<input type="checkbox"/>	\$1,372	<input type="checkbox"/>	\$705		\$
<input type="checkbox"/>	1/4 Page	<input type="checkbox"/>	\$1,331	<input type="checkbox"/>	\$555		\$
<input type="checkbox"/>	Business Card	<input type="checkbox"/>	\$461	<input type="checkbox"/>	\$212		\$
<input type="checkbox"/>	Insert	\$795					\$
Subtotal (NET - does not include GST or ad fees. Will be added on invoicing):							\$

GUARANTEED PLACEMENT

20% surcharge for guaranteed placement of material. Regular placement at the discretion of the publisher.

DISCOUNTS

10% discount will be applied on the net price when one ad (minimum) is booked in each issue (six issues/six ad minimum).

CANCELLATION POLICY

25% surcharge on the original net price of the ad will be applied and invoiced for cancellations received after the space-booking deadline or for material not received by the deadline for receipt of artwork.

INSERTS

Advertiser is responsible for ensuring 5,400 copies of the material are received by the deadline for receipt of artwork or other deadline agreed upon in writing with the publisher.

	Issue	Space-Booking Deadline	Deadline for Receipt of Artwork		Issue	Space-Booking Deadline	Deadline for Receipt of Artwork
<input type="checkbox"/>	January/February	Nov. 12	Nov. 19	<input type="checkbox"/>	July/August	May 20	May 27
<input type="checkbox"/>	March/April	Jan. 14	Jan. 21	<input type="checkbox"/>	September/October	July 15	July 22
<input type="checkbox"/>	May/June	March 18	March 25	<input type="checkbox"/>	November/December	Sept. 16	Sept. 23

Company/Contact Information

Company Name & Representative:	
Contact Information (Phone & Email):	
Advertising Agency Please complete if you are an agency booking on behalf of a client	
Contact Information (Phone & Email):	
Please bill to: (Please indicate if the agency or company is being billed)	
Insertion/Purchase Order #:	
Product Material Information:	

TO CONFIRM YOUR SPACE RESERVATION

Complete this form and return it by fax or email to:

Sarah Munn, 780-784-5231, or toll-free: 1-800-404-2862, ext. 5231

Email: sarah.munn@abvma.ca

Fax: 780-484-8311

Space reservations received after the space-booking deadline will be accepted at the discretion of the publisher.