ABVMA MEMBERS'MAGAZINE



2024 MEDIA PACKAGE

Exciting changes are coming to the ABVMA *Members' Magazine* in 2024. Most notably, the magazine will move to a quarterly production schedule featuring four issues per year (versus the six issues previously produced).

Issue frequency is as follows:

- Winter Issue: Jan/Feb/March (released in January)
- Spring Issue: April/May/June (released in April)
- Summer Issue: July/Aug/Sept (released in July)
- Fall Issue: Oct/Nov/Dec (released in October)

The other major change is that the Continuing Professional Development and Classified Ads section will no longer be published in the magazine and will only be available online.

ABVMA is excited that these changes present opportunities to create a robust, sustainable publication for members.

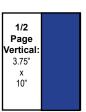
The Members' Magazine offers articles of a non-scientific nature, focusing on issues and topics relevant to the veterinary profession in Alberta.

It features regular articles from the current ABVMA President and Registrar, membership updates, discipline articles and other regulatory news to inform members. It also features articles of interest from government, education, industry and partnering organizations.

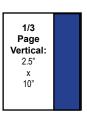
Considered by the association as a preferred communication tool for ABVMA members, it is well read by the membership and has a regular distribution of over 5,000, including veterinarians, registered veterinary technologists and more. An online PDF version is also available at abyma.ca.

Artwork Specifications:

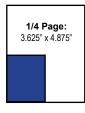














- press-ready PDF file saved with trim marks and 1/8" bleed
- all fonts embedded or convert all type to curves and embed all photos
- emailed or placed on an FTP site for retrieval

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.
- 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.

2024 ABVMA MEDIA PACKAGE

Colour

2024 ADVERTISING BOOKING FORM

booking on behalf of a client)

(Please indicate if the agency or company is being billed) Insertion/Purchase Order #: Product Material Information:

Please bill to:

Contact Information (Phone & Email):

Ad Size



Inside Front Cover		\$3,010 \$3,010					\$		20% surcharge for guaranteed placement of material. Regular placement at the discretion of the		
Outside Back Cover		\$3,240	240			\$			publisher.		
Full Page		\$2,960		_		\$				DISCOUNTS count will be applied on the	
1/2 Page Horizontal		\$1,970	\$930				\$		net price when one ad (minimum) is booked in each issue (six issues/six ad minimum).		
1/2 Page Vertical		\$1,970		\$930			\$				
1/3 Page Horizontal		\$1,515		\$780		\$			25% surcharge on the original net		
1/3 Page Vertical		\$1,515		\$780			\$		price of the ad will be applied and invoiced for cancellations received after the space-booking deadline		
1/4 Page		\$1,470		\$615	;		\$		or for material not received by the deadline for receipt of artwork.		
Business Card		\$510		\$240			\$		ueau	INSERTS	
☐ Insert		p in only - no polybag option. 8.5x11" - sample required)						Advertiser is responsible for ensuring 5,400 copies of the material are			
Subtotal (NET - does not inc		es. Will be added on invoicing):				\$		received by the deadline for receipt of artwork or other deadline agreed			
										n writing with the publisher.	
Issue	Booking Deadline		Artwork Deadline		Issue			Booking Deadline		Artwork Deadline	
☐ Jan/Feb/March	Nov. 10		Nov. 17		July/Aug/Sept			May 17		May 24	
April/May/June	Feb. 16		Feb. 23		Oct/Nov/Dec			Aug. 16		Aug. 23	
			Co	mpany/Co	ntact Info	ormation					
Company Name & F	Represei	ntative:									
Contact Information (Phone & Email):											
Advertising Agency: (Please complete if you are an agency											

Black & White

of Ads

Subtotal/Issue

TO CONFIRM YOUR SPACE RESERVATION