

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 abvma.ca.

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" |
|--|---|---|--|--|-------------------------------------|--------------------------------------|

- 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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2024 ADVERTISING BOOKING FORM



| Ad Size | + | Colour | or | Black & White | # of Ads | Subtotal/Issue |
|---|--|---------|--------------------------|---------------|----------|----------------|
| <input type="checkbox"/> Inside Front Cover | <input type="checkbox"/> | \$3,010 | <input type="checkbox"/> | - | | \$ |
| <input type="checkbox"/> Inside Back Cover | <input type="checkbox"/> | \$3,010 | <input type="checkbox"/> | - | | \$ |
| <input type="checkbox"/> Outside Back Cover | <input type="checkbox"/> | \$3,240 | <input type="checkbox"/> | - | | \$ |
| <input type="checkbox"/> Full Page | <input type="checkbox"/> | \$2,960 | <input type="checkbox"/> | - | | \$ |
| <input type="checkbox"/> 1/2 Page Horizontal | <input type="checkbox"/> | \$1,970 | <input type="checkbox"/> | \$930 | | \$ |
| <input type="checkbox"/> 1/2 Page Vertical | <input type="checkbox"/> | \$1,970 | <input type="checkbox"/> | \$930 | | \$ |
| <input type="checkbox"/> 1/3 Page Horizontal | <input type="checkbox"/> | \$1,515 | <input type="checkbox"/> | \$780 | | \$ |
| <input type="checkbox"/> 1/3 Page Vertical | <input type="checkbox"/> | \$1,515 | <input type="checkbox"/> | \$780 | | \$ |
| <input type="checkbox"/> 1/4 Page | <input type="checkbox"/> | \$1,470 | <input type="checkbox"/> | \$615 | | \$ |
| <input type="checkbox"/> Business Card | <input type="checkbox"/> | \$510 | <input type="checkbox"/> | \$240 | | \$ |
| <input type="checkbox"/> Insert | \$1,500 (tip in only - no polybag option. Max size 8.5x11" - sample required) | | | | | \$ |
| 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 | Booking Deadline | Artwork Deadline | Issue | Booking Deadline | Artwork Deadline |
|---|------------------|------------------|--|------------------|------------------|
| <input type="checkbox"/> Jan/Feb/March | Nov. 10 | Nov. 17 | <input type="checkbox"/> July/Aug/Sept | May 17 | May 24 |
| <input type="checkbox"/> April/May/June | Feb. 16 | Feb. 23 | <input type="checkbox"/> Oct/Nov/Dec | Aug. 16 | Aug. 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 to: sarah.munn@abvma.ca

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

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