



Pursuing Excellence in the Veterinary Profession

MEDIA KIT



Print & Digital Advertising Opportunities

RATES | DEADLINES | SPECS | INSERTION ORDER

Advertise with the CVMA to Reach California's Veterinary Professionals

The California Veterinary Medical Association (CVMA), the nation's largest state veterinary medical association, provides both print and digital media advertising opportunities, allowing you to optimize your reach through a variety of communication mediums.

PRINT ADVERTISING

The *California Veterinarian* Publication

The CVMA's *California Veterinarian* publication boasts the largest circulation of any state veterinary publication with a circulation of 13,500. It is mailed bi-monthly to all 7,800 CVMA members as well as all licensed California veterinary practitioners, reaching veterinarians of all practice types. Additionally, it is sent to veterinary academia, such as veterinary school faculty, researchers, and veterinary students.

The *California Veterinarian* presents a combination of association news and informative articles. It features regular articles about continuing education programs, regulatory compliance, legislative updates, practice safety, RVT news, student news, science, public health concerns, and news from the veterinary schools at UC Davis and Western University.

Ad space is offered in a variety of sizes and options to fit your budget. To place an insertion order, see page 9.



DIGITAL ADVERTISING

The CVMA's *Weekly E-Newsletter*

The CVMA's *Weekly* e-newsletter, sent out every Wednesday to all 7,800 CVMA members, includes the most up-to-date information about issues relevant to the veterinary profession, member benefits, and "Upcoming CE" opportunities. Advertisements are a banner ad, which are hyperlinked to the company website.

Space is limited to two advertisements per *Weekly*, ensuring that your ad will be seen. For full information and to place an insertion order, see page 10.

The CVMA's "Upcoming CE" E-blast

This monthly email, which details all "Upcoming CE" events, is sent to over 12,500 recipients each month. Advertisements can include a logo and text (up to 70 words), which may include contact information and a link (hyperlinked) to the company website.

Space is limited to two advertisements per e-blast. For full information and to place an insertion order, see page 10.

Contact: Taryn DeOilers | tdeoilers@cvma.net | 916.649.0599 ext. 16
1400 River Park Dr., Ste. 100 | Sacramento, CA 95815 | cvma.net

AD RATES | PRINT

Advertising	1x	3x	6x
Full Spread 18.00" x 10.50"	\$3,505 b/w: \$2,905	\$3,215 b/w: \$2,615	\$3,070 b/w: \$2,470
Full Page Premium Position* 9.00" x 10.50"	\$2,545	\$2,290	\$2,165
Full Page 9.00" x 10.50"	\$2,295 b/w: \$1,695	\$2,125 b/w: \$1,525	\$2,045 b/w: \$1,445
1/2 Page Island 4.3125" x 8.00"	\$1,810 b/w: \$1,210	\$1,690 b/w: \$1,090	\$1,630 b/w: \$1,030
1/2 Page Vertical 3.50" x 9.25"	\$1,690 b/w: \$1,090	\$1,580 b/w: \$980	\$1,525 b/w: \$925
1/2 Page Horizontal 7.50" x 4.3125"	\$1,690 b/w: \$1,090	\$1,580 b/w: \$980	\$1,525 b/w: \$925
1/3 Page Vertical 2.50" x 9.25"	\$1,510 b/w: \$910	\$1,420 b/w: \$820	\$1,370 b/w: \$770
1/3 Page Square 4.375" x 4.3125"	\$1,510 b/w: \$910	\$1,420 b/w: \$820	\$1,370 b/w: \$770
1/4 Page Horizontal 7.50" x 2.50"	\$1,330 b/w: \$730	\$1,260 b/w: \$660	\$1,220 b/w: \$620
1/4 Page Vertical 3.50" x 4.3125"	\$1,330 b/w: \$730	\$1,260 b/w: \$660	\$1,220 b/w: \$620
1/6 Page Vertical 2.50" x 4.3125"	\$1,180 b/w: \$580	\$1,120 b/w: \$520	\$1,090 b/w: \$490

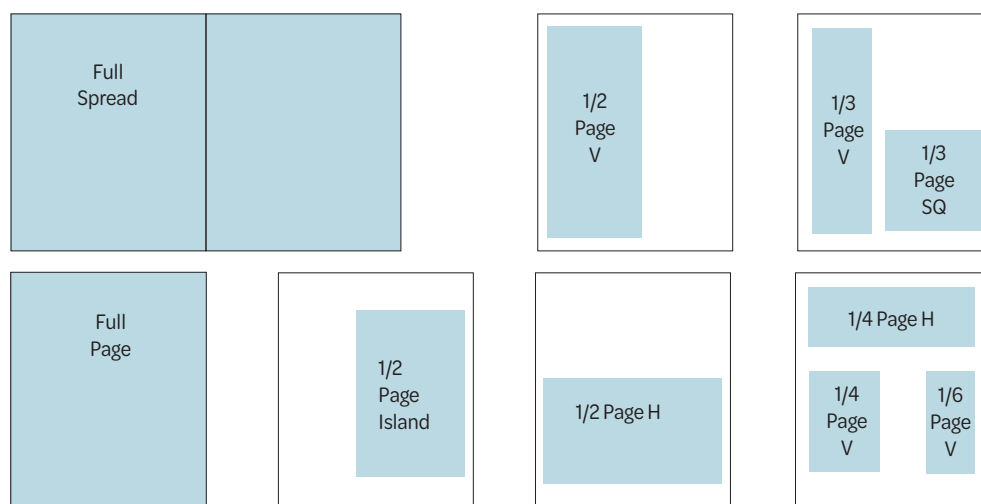
All sizes are width by height. H-Horizontal, I-Island, SQ-Square, V-Vertical

*Premium position includes inside front cover, inside back cover, or back cover full-page full bleed ad.

Discounts	CVMA Members	Ad Agencies
	20% off base rate*	15% off base rate*
*Premium positions are not subject to discounts.		

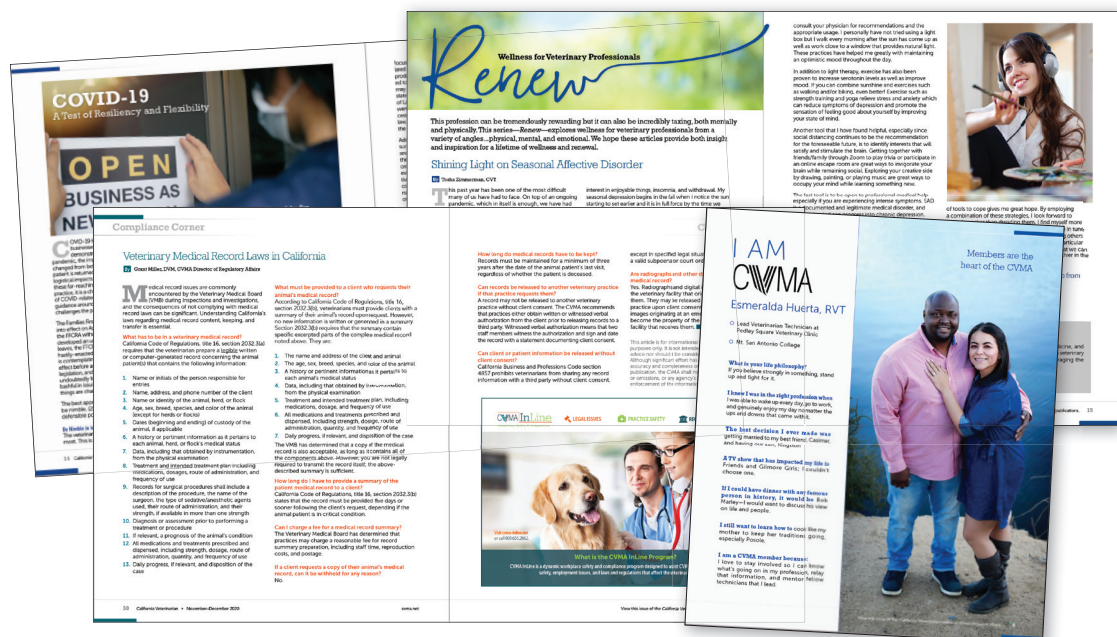
Questions?

Contact
Taryn DeOilers
Publications Manager
tdeoilers@cvma.net
916.649.0599 ext. 16



Issue	Insertion Order Deadline	Artwork Deadline
January February	November 15	December 1
March April	January 14	February 1
May June	March 15	April 1
July August	May 13	June 1
September October	July 15	August 1
November December	September 15	September 30

- Publisher reserves the right to determine position. All space requests accommodated at the discretion of the publisher and space available.
- The CVMA assumes no responsibility for the quality or accuracy of print-ready advertisements or ad components that do not comply with published specifications.
- The CVMA reserves the right to add a .25 point key-line to any non-bleed advertisement.
- The CVMA reserves the right to add the word "ADVERTISEMENT" to any advertisement.
- Submit your ad by email to Taryn DeOilers, Publications Manager at tdeoilers@cvma.net.



ADSPECS | PRINT

Specifications	Trim	Bleed	Live Area
Full Spread	18.00" x 10.50"	18.25" x 10.75"	16.00" x 9.50"
Full Page Premium Position*	9.00" x 10.50"	9.25" x 10.75"	8.00" x 9.50"
Full Page	9.00" x 10.50"	9.25" x 10.75"	8.00" x 9.50"
1/2 Page Island	4.375" x 8.00"	4.625" x 8.25"	3.875" x 7.50"
1/2 Page Vertical	3.50" x 9.25"	3.75" x 9.50"	3.00" x 8.75"
1/2 Page Horizontal	7.50" x 4.3125"		7.25" x 3.8125"
1/3 Page Vertical	2.50" x 9.25"	2.75" x 9.50"	2.00" x 8.75"
1/3 Page Square	4.375" x 4.3125"		3.875" x 3.8125"
1/4 Page Horizontal	7.50" x 2.50"		7.25" x 2.00"
1/4 Page Vertical	3.50" x 4.3125"		3.00" x 3.8125"
1/6 Page Vertical	2.50" x 4.3125"		2.00" x 3.8125"

All sizes are width by height.

*Premium position includes inside front cover, inside back cover, or back cover full-page, full bleed ad, if available.

Mechanical Requirements

Trim Size	9.00" x 10.50"
Live Safety Area	.25 from trim
Bleed	.125 extended beyond trim
Gutter Loss	.125
Line Width Minimum	.25 point thick
File Format	PDF with bleed and crop marks; transparency flattened Other acceptable formats include Adobe InDesign , EPS [†] , TIF
Color Mode	CMYK or grayscale; SWOP standards apply; do not embed ICC
Image Resolution	350 dpi (minimum) Line Screen 175 (Minimum)
Fonts	OpenType only
Total Coverage Area	Do not exceed 320% for the darkest area of an image

‡Package with fonts and images and compress to zip file.

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1400 River Park Dr., Ste. 100 | Sacramento, CA 95815 | cvma.net



Pursuing Excellence in the Veterinary Profession

Half Page V | 3.50" x 9.25"

Third Page | 2.50" x 9.25"

Half Page H | 7.50" x 4.3125"

Half Page Island | 4.3125" x 8.00"

Third Page SQ | 4.375" x 4.3125"

Quarter Page V | 3.50" x 4.3125"

Sixth Page V | 2.50" x 4.3125"

Quarter Page H | 7.50" x 2.50"

AD DEADLINES | DIGITAL

Email Month	Insertion Order/Artwork Due CVMA Weekly E-Newsletter	Insertion Order/Artwork Due "Upcoming CE" E-blast
January	December 27	January 7
February	January 24	February 4
March	February 21	March 4
April	March 28	April 1
May	April 25	May 6
June	May 23	June 3
July	June 27	July 1
August	July 25	August 5
September	August 29	September 2
October	September 26	October 7
November	October 24	November 4
December	November 28	December 2



Pursuing Excellence in the Veterinary Profession

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1400 River Park Dr., Ste. 100 | Sacramento, CA 95815 | cvma.net

Advertise in the CVMA Weekly E-Newsletter

Advertisement will be a digital banner ad (650 px x 80 px) in the *Weekly* e-newsletter sent each Wednesday. Space is limited to two advertisements per *Weekly*. Advertisers must sign up for at least one full month of advertisements. The contract period begins with the insertion on the first Wednesday of the month and submission of digital materials is due two weeks before the first monthly insertion date. Only one advertisement design per advertiser will be run per month per contract period. Digital art should be emailed to tdeoilers@cvma.net.

Commit to six months and receive 10% off in addition to discounts offered to CVMA members and ad agencies.

Member type	1x	6x
CVMA member	\$800*	\$4,320*
Non-member	\$1,000	\$5,400
Ad agency	\$850*	\$4,590*

*Price reflects discounts.

Sample Weekly Ad Space (650 px x 80 px)

Advertise in the CVMA "Upcoming CE" E-blast

The CVMA sends the "Upcoming CE" e-blast once a month to all CVMA contacts. Space is limited to two advertisements per e-blast. Competing vendors' ads will not be run in the same "Upcoming CE" e-blast. The advertisement includes a logo and text (up to 70 words), which may include contact information and a link to the company website. E-blasts are sent the third week of the month. The logo and text will be due on the first Friday of each month.

Commit to six months and receive 10% off in addition to discounts offered to CVMA members and ad agencies.

Member type	1x	6x
CVMA member	\$400*	\$2,160*
Non-member	\$500	\$2,700
Ad agency	\$450*	\$2,295*

*Price reflects discounts.

Questions?

Contact
Taryn DeOilers
Publications Manager
tdeoilers@cvma.net
916.649.0599 ext. 16

Advertising Contract | Insertion Order

Select ad size/color, frequency, and issue.

Color advertising	1x	3x	6x
Full Spread	<input type="radio"/> \$3,505	<input type="radio"/> \$3,215	<input type="radio"/> \$3,070
FP Premium Position*	<input type="radio"/> \$2,545	<input type="radio"/> \$2,290	<input type="radio"/> \$2,165
Full Page	<input type="radio"/> \$2,295	<input type="radio"/> \$2,125	<input type="radio"/> \$2,045
1/2 Page Island	<input type="radio"/> \$1,810	<input type="radio"/> \$1,690	<input type="radio"/> \$1,630
1/2 Page Vertical	<input type="radio"/> \$1,690	<input type="radio"/> \$1,580	<input type="radio"/> \$1,525
1/2 Page Horizontal	<input type="radio"/> \$1,690	<input type="radio"/> \$1,580	<input type="radio"/> \$1,525
1/3 Page Vertical	<input type="radio"/> \$1,510	<input type="radio"/> \$1,420	<input type="radio"/> \$1,370
1/3 Page Square	<input type="radio"/> \$1,510	<input type="radio"/> \$1,420	<input type="radio"/> \$1,370
1/4 Page Horizontal	<input type="radio"/> \$1,330	<input type="radio"/> \$1,260	<input type="radio"/> \$1,220
1/4 Page Vertical	<input type="radio"/> \$1,330	<input type="radio"/> \$1,260	<input type="radio"/> \$1,220
1/6 Page Vertical	<input type="radio"/> \$1,180	<input type="radio"/> \$1,120	<input type="radio"/> \$1,090

Desired Premium Position:

*Premium position includes inside front cover, inside back cover, or back cover full-page, full bleed ad, if available.

Black and White	1x	3x	6x
Full Spread	<input type="radio"/> \$2,905	<input type="radio"/> \$2,615	<input type="radio"/> \$2,470
Full Page	<input type="radio"/> \$1,695	<input type="radio"/> \$1,525	<input type="radio"/> \$1,445
1/2 Page Island	<input type="radio"/> \$1,210	<input type="radio"/> \$1,090	<input type="radio"/> \$1,030
1/2 Page Vertical	<input type="radio"/> \$1,090	<input type="radio"/> \$980	<input type="radio"/> \$925
1/2 Page Horizontal	<input type="radio"/> \$1,090	<input type="radio"/> \$980	<input type="radio"/> \$925
1/3 Page Vertical	<input type="radio"/> \$910	<input type="radio"/> \$820	<input type="radio"/> \$770
1/3 Page Square	<input type="radio"/> \$910	<input type="radio"/> \$820	<input type="radio"/> \$770
1/4 Page Horizontal	<input type="radio"/> \$730	<input type="radio"/> \$660	<input type="radio"/> \$620
1/4 Page Vertical	<input type="radio"/> \$730	<input type="radio"/> \$660	<input type="radio"/> \$620
1/6 Page Vertical	<input type="radio"/> \$580	<input type="radio"/> \$520	<input type="radio"/> \$490

Issues

- ☐ Jan | Feb 202__ ☐ Mar | Apr 202__ ☐ May | Jun 202__
☐ Jul | Aug 202__ ☐ Sep | Oct 202__ ☐ Nov | Dec 202__

- Publisher reserves the right to determine position. All space requests accommodated at the discretion of the publisher and space available.
- The CVMA assumes no responsibility for the quality or accuracy of print-ready advertisements or ad components that do not comply with published specifications.
- The CVMA reserves the right to add a .25 point key-line to any non-bleed advertisement.
- The CVMA reserves the right to add the word "ADVERTISEMENT" to any advertisement.

Date _____

Insertion authorized by _____

Advertiser (Name of company) _____

Address _____

City _____

State _____

Zip _____

Phone _____

Fax _____

Email _____

Website _____

☐ If agency insertion, mark this circle.

Firm (Advertising Agency) _____

Address _____

City _____

State _____

Zip _____

Phone _____

Fax _____

Insertion Cost

\$ _____

(Select only one)

☐ Member Discount 20%

(_____)

☐ Agency Discount 15%

CONTRACT TOTAL

\$ _____

Check or CC # _____

CV# _____ Exp. Date _____

Billing Address _____

This is a legally binding contract. In signing, the advertiser and the agency agree to abide by the contract regulations in accordance with this agreement.

☐ I have read the contract regulations on pages 11-12.

X

Authorizing Signature _____

Date Accepted _____

Advertising Contract | Insertion Order

Select below which month(s) and digital publication(s), you would like to advertise in:

CVMA Weekly E-newsletter

<input type="radio"/> Base Rates		<input type="radio"/> Discounted Member Rates		<input type="radio"/> Discounted Agency Rates	
1x	6x	1x	6x	1x	6x
\$1000	\$5400	\$800	\$4,320	\$850	\$4,590

Select desired issues:

- ☐ Jan 202__
- ☐ Feb 202__
- ☐ Mar 202__
- ☐ Apr 202__
- ☐ May 202__
- ☐ Jun 202__
- ☐ Jul 202__
- ☐ Aug 202__
- ☐ Sep 202__
- ☐ Oct 202__
- ☐ Nov 202__
- ☐ Dec 202__

"Upcoming CE" Monthly E-blast

<input type="radio"/> Base Rates		<input type="radio"/> Discounted Member Rates		<input type="radio"/> Discounted Agency Rates	
1x	6x	1x	6x	1x	6x
\$500	\$2700	\$400	\$2,160	\$425	\$2,295

Select desired issues:

- ☐ Jan 202__
- ☐ Feb 202__
- ☐ Mar 202__
- ☐ Apr 202__
- ☐ May 202__
- ☐ Jun 202__
- ☐ Jul 202__
- ☐ Aug 202__
- ☐ Sep 202__
- ☐ Oct 202__
- ☐ Nov 202__
- ☐ Dec 202__

Date

Insertion authorized by

Advertiser (Name of company)

Address

CityStateZip

PhoneFax

Email

Website

☐ If agency insertion, mark this circle.

Firm (Advertising Agency)

Address

CityStateZip

PhoneFax

CVMA Weekly Insertion Cost \$

"Upcoming CE" Insertion Cost \$

CONTRACT TOTAL \$

Check or CC #

CVV Exp. Date

Billing Address

This is a legally binding contract. In signing, the advertiser and the agency agree to abide by the contract regulations in accordance with this agreement.

☒ I have read the contract regulations on pages 11-12.

X

Authorizing Signature

Date Accepted

Contract Terms and Conditions

Print Advertising in *California Veterinarian Magazine*

- a. All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising which it feels is not in keeping with the publication's standard.
- b. Advertisers must comply with all laws and regulations applicable to the manufacture, distribution, and sale of a product or service. If it is the CVMA's belief that an advertiser has not complied, then it shall be sufficient grounds for rejection of an advertisement. Advertisements must not be deceptive or misleading. Advertisements must clearly identify the advertiser and the product or service being advertised. All claims of fact must be fully supported and meaningful in terms of performance or any other benefit. The CVMA may require a sample copy of any advertised product or a full description of any advertised service, and proof of efficacy or reliability of any products.
- c. Advertisements will not be accepted if they conflict with or appear to violate CVMA policy, the CVMA Code of Ethics, or its Bylaws, or if the advertisements are deemed offensive or contain attacks of a personal, racial, or religious nature.
- d. A 15% commission shall be paid to recognized agencies on space, position, and color charges, provided, however, that said commission may be forfeited on invoices remaining unpaid 35 days following date of invoice.
- e. All advertising orders are accepted subject to the terms and provisions of the current rate card.
- f. A contract year, or twelve month period, starts from the date of the first insertion. Twelve month periods do not overlap.
- g. If more or fewer insertions are used within one year than specified in the order, charges will be adjusted in accordance with established rates. However, credits earned will apply to billings—no refunds will be made.
- h. Advertiser and advertising agency agree to indemnify, defend, and save harmless the publisher from any and all liability for content (including text, illustrations, representations, sketches, maps, trademarks, labels, or other copyrighted matter) of advertisements pursuant to the advertiser's or agency's order.
- i. The publisher reserves the right to reject, discontinue, or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter. The publisher's liability for any error will not exceed the charge for the advertisement in question.
- j. Publisher is not liable for delays in delivery and/or non delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, public health emergency (epedemic, pandemic, or similar), strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner.
- k. Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice.
- l. Rates are subject to change during the publishing year. However, rates will hold for signed contracts/insertion orders received prior to published rate change.
- m. Any deliberate attempt to simulate the publication format is not permitted, and the publisher reserves the right to place the word "advertisement" on any advertisement.
- n. No guarantee for specified position is made unless the position premium has been provided for in the contract.
- o. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for payments due to the publisher.
- p. Closing dates for insertion orders and camera ready materials are listed in the editorial calendar.
- q. Cancellations are not accepted after the insertion order deadline. Advertisers who do not provide materials by the deadline will be required to rerun an existing advertisement. If an ad rerun is not possible, a 65% cancellation fee will be charged.
- r. Advertiser or authorized agency must forward all materials, in accordance with deadline schedule, to: California Veterinary Medical Association, 1400 River Park Dr., Ste. 100, Sacramento, CA 95815. Digital art should be emailed to: tdeoilers@cvma.net.
- s. Advertiser or authorized agency may pay by credit card using the enclosed contract or be invoiced. First payment is due and payable to the California Veterinary Medical Association prior to publication. Agencies requiring tear sheets must pay for first placed advertisement to establish credit. Once credit is established, payment is due within 15 days of receipt of tear sheet.

Continued ➞

Digital Advertising

- a. **RATES:** Rates are subject to change during the publishing year without notice. However, rates will hold for signed contracts/insertion orders received before the published rate change.
- b. **PAYMENT:** Advertiser or authorized agency may pay by credit card using the enclosed contract. Payment is due and payable to the California Veterinary Medical Association before the first insertion date. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for payments due to the publisher.
- c. **CANCELLATIONS:** Cancellations must be made in writing and must be received before 30 days of the first insertion date subject to a 10% administrative fee. No refunds will be given for cancellations received within less than 30 days of the first insertion date or thereafter. Cancellation of a six-month contract will be refunded on a pro-rata basis if cancelled prior to 20 days before the first insertion date and is subject to the 10% administrative fee.
- d. All advertising orders are accepted subject to the terms and provisions of the current rate card. All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising which it feels is not in keeping with the advertising standard. The publisher reserves the right to reject, discontinue, or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter. The publisher's liability for any error will not exceed the charge for the advertisement in question.
- e. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, public health emergency, fire, flood insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner.
- f. Advertiser and/or advertising agency agree to indemnify, defend, and hold harmless the publisher, its officers, directors, employees, and associates from any and all liability for content (including text, illustrations, representations, sketches, maps, trademarks, labels, or other copyrighted matter) of advertisements pursuant to the advertiser's or agency's order.

CVMA "Upcoming CE" E-blast

- 1. **MATERIALS REQUIREMENT:** Advertisement will consist of a vector logo (or 300 dpi logo that is 847 px X 355 px) and up to 70 words of text including website and contact information. No guarantee for a specified advertising position is made.
- 2. The "Upcoming CE" E-blast is generally sent on the third Thursday or Friday of each month. Publisher has discretion to change the date of publication and will notify the advertiser in the event of a date change.
- 3. **MATERIALS DEADLINE:** Submission of digital materials is due by the first Friday of the month of the insertion contract period unless otherwise requested. Six-month advertisers who do not provide new digital material the second Thursday before that month's insertion date will be required to rerun an existing advertisement. Digital materials should be emailed to: tdeoilers@cvma.net.

CVMA Weekly E-blast

- 1. **MATERIALS REQUIREMENTS:** Advertisement will be a digital banner ad (650 px X 80 px). Submission of digital materials is due two weeks before the first monthly insertion date. Only one advertisement design will be run per month per contract period.
- 2. Contract period begins with the insertion on the first Wednesday of the month. No guarantee for a specified advertising position is made. Contracts are accepted on a first come-first paid basis.
- 3. **MATERIALS DEADLINE:** Submission of digital materials is due two weeks before the first monthly insertion date. Six-month advertisers who do not provide materials two weeks before the first insertion date of the following month will be required to rerun an existing advertisement. Digital art should be emailed to: tdeoilers@cvma.net.



1400 River Park Dr., Ste. 100 | Sacramento, CA 95815
tdeoilers@cvma.net | 800.655.2862