

ADVERTISING RATE SHEET FOR MVMA NEWS

PUBLISHED 6 TIMES A YEAR!

2010

AVERAGE CIRCULATION: 2,500

Display Advertising Single Issue Rates (Rates are based on camera-ready B/W only)

	1X	2X	3X	4X	5X	6X
Full Page	\$525	\$500	\$465	\$445	\$420	\$390
Half Page	\$385	\$360	\$325	\$305	\$280	\$250
Fourth Page	\$260	\$235	\$215	\$210	\$200	\$190
Eighth Page	\$160	\$135	\$130	\$125	\$120	\$115

Dimensions

	(w) x (h)
Page Trim Size	8-1/2 x 11
Full Page	7-1/2 x 9-1/2
1/2 Page Vertical	3-3/4 x 9-1/2
1/2 Page Horizontal	7-1/2 x 4-3/4
1/4 Page	3-3/4 x 4-3/4
1/8 Page	2 x 3-1/2

Artwork Requirements

Artwork must be:

- One of the following electronic formats: tiff, pdf, Illustrator
- Type & images must be Grayscale
- Photographic images should be 300 dpi minimum

Publication Deadlines

(The MVMA News is published 6 times/year)

Ad copy for an issue must be received in our office no later than:

Issue	Deadline
January/February	December 7, 2009
March/April	February 7, 2010
May/June	April 7, 2010
July/August	June 7, 2010
September/October	August 7, 2010
November/December	October 7, 2010

Display advertisements are accepted on a space availability basis and are subject to approval by the newsletter editor. Advertising materials should be sent to:

Minnesota Veterinary Medical Association

101 Bridgepoint Way, Suite 100

South St. Paul, MN 55075

Email: vickyw@mvma.org

For more information regarding advertising in the MVMA News, please contact the MVMA at 651-645-7533.

ADVERTISING CONTRACT FOR MVMA NEWS

2010

Interested in reaching Minnesota's veterinary professionals? Why not consider advertising in the **MVMA NEWS**? The MVMA newsletter is an informative report of the events and concerns of the MVMA membership and reaches an estimated audience of almost 2,500 readers - veterinarians, technicians and their family members.

Published bi-monthly, the **MVMA NEWS** includes news and feature stories, providing information affecting the lives, practices and professional knowledge of MVMA members and their associates. Regular features include columns from the MVMA president, committees, constituent groups, the Capitol Report, as well as Coming Events, Members in the News, CE Calendar and Classified ads. The **MVMA News** is distributed to Association members as a member benefit.

The **MVMA News**, published bi-monthly, is distributed the first week of the month of publication. Reservations for space in any specific issue should be made at least four weeks prior to the first day of the month of publication. Please fill out the contract below and fax or mail to the MVMA office.

Please complete and sign. Return to: **Minnesota Veterinary Medical Association**

**101 Bridgepoint Way, Suite 100
South Saint Paul, MN 55075-2475
Fax (651) 645-7539**

Advertiser

Company Name _____

Billing Address _____

City _____ State _____ Zip _____

Telephone (____) _____ Fax (____) _____

Email _____

Contact Person _____ Title _____

Insertion Schedule

Please reserve space in the following **MVMA News** issues:

___	January/February	___	July/August
___	March/April	___	September/October
___	May/June	___	November/December

Size: _____ Rate: _____

Special Instructions _____

We, the above named advertiser, authorize the Minnesota Veterinary Medical Association, publisher of the MVMA News, to publish our advertising under the terms stated. We agree to honor all terms and conditions on this contract and in the rate sheet. We agree to pay for all advertising in accordance with the contract terms.

Authorized signature _____ **Date** _____

I Prefer to Pay by Credit Card:

By signing below I accept the credit card payment option and my card should be automatically debited after each contracted advertisement.

___ Visa ___ Mastercard ___ Discover

Card Number _____ Exp. _____ CVV Code _____

Authorized Signature: _____