

E-Media 2008 Rates

Effective January 1, 2008

RATES - DVMNEWSMAGAZINE.COM - VETECON.COM - VETMEDPUB.COM

Page Views	Banner	Sky	Button	Sq Button	Leader	Leader w/ drop
60,000	\$3,600	\$3,240	\$1,620	\$1,980	\$4,750	\$4,825
180,000	\$9,900	\$8,910	\$4,455	\$5,445	\$13,070	\$13,265
360,000	\$18,000	\$16,200	\$8,100	\$9,900	\$23,760	\$24,120
540,000	\$24,300	\$21,870	\$10,935	\$13,365	\$32,075	\$32,560



RATES - VETGUIDE.COM

Frequency	Button
3 months	\$200
6 months	\$190
9 months	\$180
12 months	\$170



RATES - HOSPITAL DESIGN.NET

Page Views	Banner	Sky	Button	Sq Button	Leader	Leader w/ drop
35,000	\$2,100	\$1,890	\$945	\$1,155	\$2,770	\$2,815
106,500	\$5,775	\$5,200	\$2,600	\$3,175	\$7,625	\$7,740
213,000	\$10,500	\$9,450	\$4,725	\$5,775	\$13,860	\$14,070
315,000	\$14,175	\$12,760	\$6,380	\$7,795	\$18,710	\$18,995

HospitalDesign.net

RATES - FIRSTLINEMAG.COM

Page Views	Banner	Sky	Button	Sq Button	Leader	Leader w/ drop
9,000	\$630	\$565	\$285	\$345	\$830	\$845
27,000	\$1,755	\$1,580	\$790	\$965	\$2,315	\$2,350
54,000	\$3,240	\$2,915	\$1,460	\$1,780	\$4,275	\$4,340
81,000	\$4,050	\$3,645	\$1,825	\$2,230	\$5,345	\$5,425



RATES¹ - VETERINARY MEDICINE DIGITAL ISSUE

Front Cover	Belly Band	Audio	Flash Animation	Video
\$2,140	\$2,355	\$300 ²	\$600 ²	\$700 ²



1. All rates are per monthly digital issue.

2. Audio and video rates are per file. Flash animation rates are per element and must be reviewed by account manager to determine exact rate.

Advertising Unit Sizes

All sizes are in proportionate ratios. Actual sizes vary slightly from monitor to monitor depending upon selected display resolution.



BANNER
468 x 60 pixels
(30k max. file size)



SQUARE BUTTON
120 x 120 pixels
(20k max. file size)



BUTTON
120 x 60 pixels
(20k max. file size)



LEADER BOARD
728 x 90 pixels
(30k max. file size)



SKYSCRAPER
160 x 600 pixels
(30k max. file size)



LEADER BOARD W/DROP DOWN ELEMENT
728 x 210 pixels
(40k max. file size)



POP-UNDER
300 x 250 pixels
(30k max. file size)

Veterinary Medicine Digital Issue Ad Specifications:

Ad page size: 7.75" wide x 10.5" tall

Belly band size: 7.75" wide x 6" tall

Digital ads must be set as Hi-Resolution PDFs.

Audio files may be added to any digital page. Audio will play automatically when page opens. Audio length is restricted to 30 seconds or less.

Video files may be added to any digital page. Video will play automatically when page opens. Video length is restricted to 30 seconds or less.

For examples of the digital issue go to: <http://www.vetmedpub.com/ebook>.

Web Specifications

Reproduction Requirements

Digital data is required for all ad submissions. Preferred formats are GIF , JPG , PNG , Flash, or Rich Media. All ads must be 72 dpi RGB images. Third-party tags accepted. Four animation loops max. is encouraged. For detailed instructions of preferred formats, contact the production manager.

Publisher will not supply a faxed or soft proof on client-supplied files. We assume due diligence has been taken by the client or by their agency to preflight and proof all advertisements prior to submission.

Submitting ads: Please e-mail all ad images along with click URLs to sherrington@advanstar.com.

Closing Dates:

- Reservations and ad images: 30 days preceding month of posting
- Cancellations: 30 days preceding month of posting

Rate Protection:

2008 rates are protected through December 31, 2008.

Staff

Vice President/General Manager

Rebecca Turner Chapman
bturner@advanstar.com

Group Sales Director

Doug Catt
dcatt@advanstar.com

National Sales Manager

Terry Reilly
treilly@advanstar.com

Web Production Manager

Scott Herrington
sherrington@advanstar.com

Commission

Accredited advertising agencies receive a 15 percent commission provided invoices are paid within 30 days.

Production charges are not subject to agency commission.

Publisher's Note

All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising not in keeping with the publisher's standards.

Questions?

Contact the publisher for contracts, insertion orders, proofs, instructions, shipping information, and all reproduction materials.

Account Managers

Todd Miller
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