

2008 Rates

Effective January 1, 2008

dvm

Newsmagazine

RATES

Frequency	Tab. Pg.	½Tab. Pg.	Jr. Pg.	¼Jr. Pg.	⅓Jr. Pg.	⅔Jr. Pg.	¾Jr. Pg.	1Jr. Pg.
1x	\$8,780	\$7,155	\$7,225	\$5,425	\$4,910	\$3,820	\$3,025	\$2,380
6x	8,420	6,865	6,930	5,205	4,715	3,670	2,905	2,260
12x	8,065	6,585	6,650	4,990	4,515	3,510	2,780	2,145
18x	7,715	6,285	6,355	4,770	4,325	3,360	2,680	2,050
24x	7,555	6,155	6,225	4,665	4,235	3,275	2,595	1,980
36x	7,325	5,975	6,030	4,515	4,110	3,175	2,575	1,930
48x	7,130	5,810	5,870	4,395	3,990	3,100	2,575	1,930
60x	6,995	5,700	5,760	4,320	3,920	3,030	2,575	1,930
72x	6,780	5,525	5,580	4,180	3,795	2,965	2,575	1,930
96x	6,585	5,370	5,425	4,065	3,690	2,900	2,575	1,930
120x	6,425	5,245	5,305	3,970	3,605	2,795	2,575	1,930

POSITION RATES	Cover 2	+25%	Cover 4	+30%
	Cover 3	+10%	Other special positions	+15%

COLOR RATES

Standard Second Color (yellow, red, blue)	
Page	\$900
Spread	\$1,390
Matched Color	
Page	\$1,165
Spread	\$1,695
Process Color	
Page	\$1,985
Spread	\$3,025
Metallic Color	
Page	\$1,305
Spread	\$2,420

DEMOGRAPHIC RATES: FOOD ANIMAL OR EQUINE

Frequency	Tab. Pg.	½Tab. Pg.	Jr. Pg.	¼Jr. Pg.	⅓Jr. Pg.	⅔Jr. Pg.	¾Jr. Pg.	1Jr. Pg.
1x	\$5,710	\$4,655	\$4,700	\$3,530	\$3,195	\$2,485	\$1,970	\$1,550
6x	5,475	4,465	4,505	3,385	3,065	2,390	1,890	1,470
12x	5,245	4,285	4,325	3,245	2,935	2,285	1,810	1,395
18x	5,015	4,090	4,135	3,105	2,815	2,185	1,745	1,335
24x	4,915	4,005	4,050	3,035	2,755	2,130	1,690	1,290
36x	4,765	3,885	3,920	2,935	2,675	2,065	1,675	1,255
48x	4,635	3,780	3,820	2,860	2,595	2,015	1,675	1,255
60x	4,550	3,705	3,745	2,810	2,550	1,970	1,675	1,255
72x	4,410	3,595	3,630	2,720	2,470	1,930	1,675	1,255
96x	4,285	3,495	3,530	2,645	2,400	1,885	1,675	1,255
120x	4,180	3,410	3,450	2,585	2,345	1,820	1,675	1,255

COLOR RATES

Standard Second Color (yellow, red, blue)	
Page	\$585
Spread	\$905
Matched Color	
Page	\$760
Spread	\$1,170
Process Color	
Page	\$1,295
Spread	\$1,970
Metallic Color	
Page	\$885
Spread	\$1,670

NEW PRODUCT REVIEW RATES

Frequency	Tab. Pg.	½Tab. Pg.	Jr. Pg.	¼Jr. Pg.	⅓Jr. Pg.	⅔Jr. Pg.	¾Jr. Pg.	1Jr. Pg.
1x	\$5,710	\$4,660	\$4,770	\$3,705	\$3,230	\$2,490	\$1,950	\$1,570
4x	5,595	4,570	4,670	3,635	3,165	2,430	1,910	1,520
6x	5,480	4,470	4,575	3,490	3,105	2,345	1,840	1,480
12x	5,285	4,300	4,400	3,280	2,990	2,200	1,725	1,390
18x	5,050	4,120	4,220	3,065	2,860	2,130	1,675	1,345
24x	4,820	3,930	4,030	2,965	2,745	2,055	1,665	1,295
36x	4,590	3,740	3,835	2,870	2,600	1,930	1,600	1,250

POSITION RATES	Cover 2	+25%	Cover 3	+10%	Cover 4	+30%
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COLOR RATES

Standard Second Color (yellow, red, blue)	
Page	\$645
Spread	\$990
Matched Color	
Page	\$910
Spread	\$1,410
Process Color	
Page	\$1,640
Spread	\$2,540
Metallic Color	
Page	\$1,115
Spread	\$2,160

YOUR DVM CAREER RATES

Frequency	Tab. Pg.	½Tab. Pg.	Jr. Pg.	¼Jr. Pg.	⅓Jr. Pg.	⅔Jr. Pg.	¾Jr. Pg.	1Jr. Pg.
1x	\$4,055	\$3,310	\$2,900	\$2,505	\$2,275	\$1,565	\$1,220	\$930
2x	3,450	2,815	2,465	2,465	1,935	1,330	1,040	790

POSITION RATES	Cover 2	+25%	Cover 3	+10%	Cover 4	+30%
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COLOR RATES

Standard second Color (yellow, red, blue)	
½Jr. Page or less	\$360
Page	\$610
Spread	\$870
Process Color	
½Jr. Page or less	\$610
Page	\$1,015
Spread	\$1,450

For more information, contact your AVHC account manager at (800) 255-6864 or (800) 225-4569.

2008 Ad Planning Calendar

Effective January 1, 2008

NEW PRODUCT REVIEW

Issue Date	Ad Closing	Materials Due
JANUARY	11/30/07	12/13/07
APRIL	2/20/08	2/27/08
JULY	5/21/08	5/26/08
OCTOBER	8/21/08	8/28/08

DVM IN FOCUS

Issue Date	Ad Closing	Materials Due
MAY	3/19/08	3/24/08
SEPTEMBER	7/21/08	7/28/08
NOVEMBER	9/19/08	9/26/08

YOUR DVM CAREER

Issue Date	Ad Closing	Materials Due
FEBRUARY	12/19/07	12/28/07
APRIL	2/20/08	2/27/08
SEPTEMBER	7/21/08	7/28/08
NOVEMBER	9/22/08	9/29/08

2008 EQUINE CALENDAR

Issue Date	Ad Closing	Materials Due
NOVEMBER	9/22/08	10/3/08

2008 COMPANION ANIMAL CALENDAR

Issue Date	Ad Closing	Materials Due
DECEMBER	10/24/08	11/5/08

dvm Newsmagazine

EDITORIAL*

SUPPLEMENTS & VALUE-ADDED*

Month	Ad Closing / Materials Due	News, Business, Medicine, Products	Small animal:	Equine:	Supplements & Value-Added
JANUARY	Ad Closing 11/30/07 Materials Due 12/12/07	News, Business, Medicine	Dentistry Pediatric/Geriatric protocol Emergency medicine	Diagnote Radiology ACVIM Abstracts	Equine: Reproduction <i>New Product Review</i> Bonus circulation: North American Veterinary Conference (NAVC), Orlando
FEBRUARY	Ad Closing 12/28/07 Materials Due 1/11/08	News, Business, Medicine, Products	Surgery Dentistry Pediatric/Geriatric protocol	Oncology Diagnote Physical rehabilitation ACVIM Abstracts	<i>Your DVM Career</i> Bonus circulation: Western Veterinary Conference (WVC), Las Vegas
MARCH	Ad Closing 1/30/08 Materials Due 2/11/08	News, Business, Medicine, Products	Parasitology Emergency medicine Dentistry Dermatology	Pediatric/Geriatric protocol Diagnote ACVIM Abstracts	Equine: Emergencies
APRIL	Ad Closing 2/29/08 Materials Due 3/12/08	News, Business, Medicine	Nutrition Dentistry Pediatric/Geriatric protocol	Avian medicine Diagnote Dermatology ACVIM Abstracts	<i>Your DVM Career</i> <i>New Product Review</i> Bonus circulation: CVC East, Baltimore
MAY	Ad Closing 3/28/08 Materials Due 4/9/08	News, Business, Medicine, Products	Radiology Dermatology Pediatric/Geriatric protocol	Surgery Diagnote Oncology ACVIM Abstracts Physical rehabilitation	Equine: Surgery Business analysis <i>InFocus – Parasitology</i>
JUNE	Ad Closing 4/30/08 Materials Due 5/12/08	News, Business, Medicine, Products	Cardiology Dentistry Pediatric/Geriatric protocol	Emergency Medicine Diagnote Avian medicine ACVIM Abstracts Ophthalmology	Equine Food Animal
JULY	Ad Closing 5/30/08 Materials Due 6/11/08	News, Business, Medicine	Diagnostics Dermatology Pediatric/Geriatric protocol	Arthritis Diagnote Dentistry ACVIM Abstracts Behavior	<i>New Product Review</i> Bonus circulation: American Veterinary Medical Association (AVMA) Conference, New Orleans
AUGUST	Ad Closing 6/27/08 Materials Due 7/11/08	News, Business, Medicine, Products	Pain management Dentistry Pediatric/Geriatric protocol	Oncology Diagnote Neurology Physical rehabilitation ACVIM Abstracts	Equine Food Animal Bonus circulation: CVC Central, Kansas City
SEPTEMBER	Ad Closing 7/31/08 Materials Due 8/12/08	News, Business, Medicine, Products	Wellness Nutrition Diagnostics Dentistry	Pediatric/Geriatric protocol Diagnote Behavior ACVIM Abstracts	Equine: Gastroenterology Business analysis <i>InFocus – Dermatology</i> <i>Your DVM Career</i>
OCTOBER	Ad Closing 8/29/08 Materials Due 9/11/08	News, Business, Medicine	Pain management Pediatric/Geriatric protocol Infectious Disease	Diagnote Exotics ACVIM Abstracts Dentistry	<i>New Product Review</i> Bonus circulation: CVC West, San Diego
NOVEMBER	Ad Closing 9/29/08 Materials Due 10/9/08	News, Business, Medicine, Products	Radiology Oncology Pediatric/Geriatric protocol	Surgery Diagnote Physical rehabilitation ACVIM Abstracts Dermatology	Equine: AAEP package Food animal: <i>InFocus – Equine</i> 2008 Equine Calendar of Meetings & Events Bonus circulation: AAEP
DECEMBER	Ad Closing 10/31/08 Materials Due 11/12/08	News, Business, Medicine, Products	Dentistry Pediatric/Geriatric protocol Diagnote	Behavior ACVIM Abstracts Anesthesia	2008 Companion Animal Calendar of Meetings & Events

*Editorial, Supplements & Value-Added are tentative and subject to change.

Advertising Unit Sizes

Bleed dimensions include allowance for loss of $\frac{1}{8}$ " at gutter, and $\frac{1}{4}$ " for a spread ($\frac{1}{8}$ " per page).

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Newsmagazine



TAB SPREAD

Bleed
21 $\frac{1}{4}$ " x 14 $\frac{1}{4}$ "

Nonbleed
20" x 13"

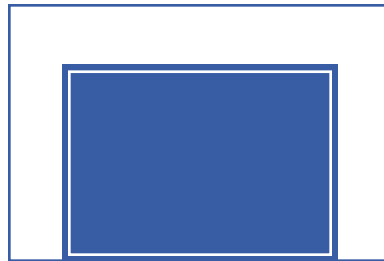


TAB PAGE

Bleed
10 $\frac{3}{4}$ " x 14 $\frac{1}{8}$ "

Nonbleed
9 $\frac{1}{2}$ " x 13"

Trim
10 $\frac{1}{2}$ " x 14"



JUNIOR SPREAD

Bleed
15" x 10 $\frac{1}{4}$ "



JUNIOR PAGE

Bleed
7 $\frac{1}{2}$ " x 10 $\frac{1}{4}$ "

Nonbleed
6 $\frac{3}{4}$ " x 9 $\frac{1}{2}$ "



$\frac{1}{2}$ TAB SPREAD

Bleed
21 $\frac{1}{4}$ " x 7 $\frac{1}{8}$ "

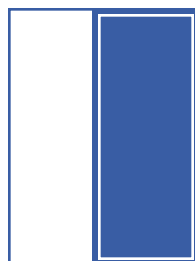
Nonbleed
20" x 6 $\frac{3}{8}$ "



$\frac{1}{2}$ TAB HORIZONTAL

Bleed
10 $\frac{3}{4}$ " x 7 $\frac{1}{8}$ "

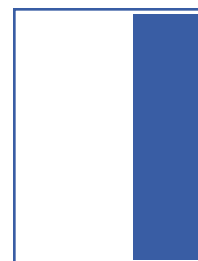
Nonbleed
9 $\frac{1}{2}$ " x 6 $\frac{3}{8}$ "



$\frac{1}{2}$ TAB VERTICAL

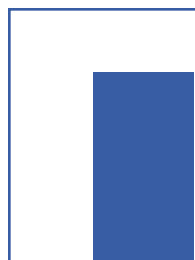
Bleed
5 $\frac{1}{4}$ " x 14 $\frac{1}{4}$ "

Nonbleed
4 $\frac{1}{4}$ " x 13"



$\frac{1}{4}$ JUNIOR VERTICAL

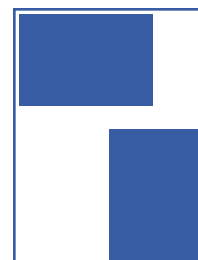
Nonbleed
3 $\frac{3}{8}$ " x 13"



$\frac{1}{2}$ PAGE

Bleed
5 $\frac{1}{4}$ " x 10 $\frac{1}{4}$ "

Nonbleed
4 $\frac{1}{4}$ " x 9 $\frac{1}{2}$ "



$\frac{1}{2}$ JUNIOR HORIZONTAL

Nonbleed
6 $\frac{3}{4}$ " x 4 $\frac{5}{8}$ "

$\frac{1}{2}$ JUNIOR ISLAND

Nonbleed
4 $\frac{1}{2}$ " x 6 $\frac{3}{8}$ "



$\frac{1}{2}$ JUNIOR VERTICAL

Nonbleed
2 $\frac{1}{8}$ " x 9 $\frac{1}{2}$ "

$\frac{1}{2}$ JUNIOR SQUARE

Nonbleed
4 $\frac{1}{2}$ " x 4 $\frac{5}{8}$ "



$\frac{1}{4}$ JUNIOR

Nonbleed
4 $\frac{1}{2}$ " x 3"

Magazine Specifications

Trim size: 10 1/2" x 14"

Binding: Perfect binding

Line screens: all ads 150-line screen recommended, B/W or 2/color ads, 110- to 120-line screen acceptable

Color proofs: one set of progressive proofs, a chromalin or a matchprint are acceptable, if prepared according to SWOP standards.

Reproduction Requirements

1. Digital data is required for all ad submissions. Preferred format is **PDF/X-1a**. Acceptable format is PDF which must contain high resolution images, CMYK image and color mode only (exception: unless additional PMS color is purchased), all fonts embedded, all transparency attributes flattened, maximum total ink density 320%, 1/8" bleed for bleed ads, all trim marks offset minimum of 1/8", ICC profile is "U.S. Web Coated (SWOP) v2", or none should be applied. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than our preferred or acceptable formats. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. All files should be built to exact ad space dimensions purchased. For detailed instructions on preparing and submitting ad files to the correct size, download digital ad specifications from www.AdsAtAdvanstar.com or contact the production manager.

2. Publisher will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser's file before publication.

3. Accepted Method of Delivery: The preferred method of delivering ad files to Advanstar is via a web based ad uploader, www.AdsAtAdvanstar.com. Files can also be submitted on CD-R or DVD-R disc format.

4. Ad Proofs: To insure that Advertiser's ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must also be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof. Please send SWOP proofs to:

Advanstar Communications
ATTN: René Fall
131 West First Street
Duluth, MN 55802

Issuance:

- Monthly
- Mailed at periodical rate, first day of month

Closing Dates:

- Reservations and copy: 30 days preceding month of issue
- Cancellations: 30 days preceding month of issue

Rate Protection:

2008 rates are protected through December 31, 2008.

Commission

Accredited advertising agencies receive a 15% 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 publication's standards. *DVM Newsmagazine* is a registered trademark used herein under license.

Insert Specifications

Insert size overall should not exceed - 10 3/4" x 14 1/4"
Spread insert size overall should not exceed - 21 1/2" x 14 1/4"
Junior insert size - 7 7/8" x 10 3/8"
Publication trim size - 10 1/2" x 14"

Stock: Not to exceed the following limitations:

	Single Leaf/ 2 Pages	4 Pages	6 Pages	8 Pages or More
Coated	100# Text	100# Text	80# Text	70# Text

Submit samples to Production Manager for approval. Samples of insert stock should be submitted four weeks in advance of insert delivery date and prior to printing of insert.

Quantity: Verify before each insertion.

Shipping:

Inserts only should be shipped to:

DVM Newsmagazine
c/o RR Donnelley - Kansas City
3401 Heartland Drive
Liberty, MO 64068

Insert Rates: Contact your AVHC account manager for a specific quote based on insert size and desired circulation.

Please mark all cartons with publication name and month.

Circulation

BPA Worldwide audits *DVM Newsmagazine's* circulation. Go to BPA's searchable website at www.bpaww.com to utilize the following resources—and much more:

- View and print *DVM Newsmagazine's* current and archived BPA Circulation Statements.
- View and print other BPA-audited publications' Circulation Statements within this industry and many other industries Advertiser might be interested in.
- Sign up to receive automatic e-mail notifications when newly updated Circulation Statements or Audit Reports are available in BPA's on-line Reports Library.
- View the rigorous bylaws and rules that must be adhered to in order to become a BPA member and to pass a BPA audit.
- Use the invaluable search engine to perform keyword searches through dozens of media and publishing websites.

If you haven't already done so, you will need to create your user name and password to access BPA's library of circulation data. Go to www.bpaww.com, click on the appropriate boxes in the "Circulation Data Search" link, and follow the succeeding instructions to create your user name and password. You only have to create the user name and password once, and then you will have unlimited free access to BPA's Reports Library.

Questions?

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

Standard Terms and Conditions for Advertising

Effective January 1, 2008

The following terms and conditions (the "Standard terms") shall be incorporated by reference into all Insertion orders submitted to Advanstar Communications Inc. ("Publisher") by Advertiser or its advertising agency.

A – Invoices are rendered at date of publication.

B – Publisher holds the Advertiser and its advertising agency jointly responsible for paying all duly authorized advertising inserted or attached to Firstline magazine. All past due payments may be invoiced directly to the Advertiser, who will be held fully responsible for payment.

C – Terms: Invoices are rendered on the publication date of each issue and are due upon receipt. Agency commission will be disallowed on all past due invoices. In the event Advertiser's account is placed for collection, Advertiser and agency agree to pay Publisher for all reasonable collection costs and/or attorney's fees incurred. Advertiser and agency also agree to pay finance charges on unpaid account balance at the rate of 1-1/2% per month or the maximum permitted by law.

D – Publisher will not be bound by any terms, conditions, or provisions appearing on insertion orders or copy instructions which conflict with provisions of these Standard terms, including, without limitation, sequential liability statements from advertising agencies. In the event of any inconsistency between an insertion order and/or copy instructions and these Standard terms, the Standard terms shall control.

E – All advertisements are accepted and published by the Publisher on the representation that the agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof.

F – Advertiser hereby grants Publisher the right and license to use, reproduce, transmit, and distribute all creative materials supplied by or on behalf of Advertiser, including, without limitation, all text, graphics, illustrations, and photographs (the "Creative"). Advertiser represents and warrants that: (i) it has all the necessary rights in the Creative; (ii) the Creative does not violate any applicable law or regulation; (iii) the Creative does not violate or infringe upon any third party right in any manner or contain any material or information that is defamatory, libelous, slanderous, or may otherwise result in any tort, injury, damage, or harm to any person. Advertiser acknowledges that Publisher is relying on the foregoing representations and warranties. Advertiser agrees to indemnify, defend, and hold Publisher and its affiliates, and their respective officers, directors, and employees, harmless from and against any and all expenses and losses of any kind (including reasonable attorney's fees and costs) incurred based upon a breach of any of the foregoing representations and warranties or in connection with any claim arising from or related to any advertisement supplied by Advertiser or its agents and run by Publisher.

G – Publisher reserves the right to reject any advertising that Publisher feels is not in keeping with the publication's standards or for any other reason, even if the advertising has been published previously by Publisher.

H – Publisher shall not be liable for any omitted, misplaced, or mis-positioned advertisements.

I – All orders are accepted by Publisher subject to change in rate upon notice from Publisher.

J – Orders may be cancelled within ten (10) business days of the effective date of a change of rates without incurring a shortrate adjustment, provided the Advertiser's contract rate has been earned as of the date of cancellation.

K – An order may be cancelled without liability up to thirty (30) days prior to the issue's ad close date. Publisher reserves the right to demand payment for orders cancelled less than thirty (30) days prior to ad close, regardless of the date of ad placement.

L – A 1/6 page ad is the minimum rate holder.

M – Advertiser will be shortrated if, within a 12-month period from the date of the first insertion, Advertiser does not use the amount of space upon which its billings has been based. Advertiser will be rebated if, within a 12-month period from the date of the first insertion, Advertiser has used sufficient additional space to warrant a lower rate than that at which it has been billed.

N – Costs incurred by Publisher for production work on advertisements will be charged to the Advertiser regardless of whether or not the ad runs. Advertiser will be charged for any artwork, separations, halftone, shipping, or typography provided by Publisher.

O – In the event a change of copy is not received by Publisher by the publication's ad closing date, the copy run in the previous issue of the publication will be inserted.

P – Publisher will hold Advertiser's materials for a maximum of one year from last issue date. It is the responsibility of the Advertiser to arrange for the disposition of artwork, proofs, or digital materials prior to that time, otherwise materials will be destroyed. All requests must be submitted in writing.

Q – Publisher will not be held responsible for consequential costs or other damages due to loss or damage of digital ad materials, art, proofs, or transparencies.

R – Reader response inquiries are provided as a service. Publisher disclaims all liability and responsibility for inaccuracies.

S – Under no circumstances shall Publisher be liable for any indirect, incidental, special, or consequential damages (including, without limitation, loss of profit or impairment of goodwill) of any Advertiser. Under no circumstances shall Publisher's direct or indirect liability to any advertising agency or Advertiser exceed the invoiced cost of the advertisement. Notwithstanding the foregoing, Publisher shall have no liability for (i) any failure or delay resulting from conditions beyond Publisher's control; or (ii) errors in content or omissions in any creative or advertising materials provided by Advertiser.

T – These Standard Terms, together with insertion orders submitted by Advertiser, (i) shall be governed by and construed in accordance with the laws of the State of New York and the United States, without giving effect to principles of conflicts law; (ii) may be amended only by written agreement executed by an authorized representative of each party; and (iii) constitute the complete and entire expression of the agreement between parties, and shall supercede any and all other agreements regarding the subject matter hereof, whether written or oral, between the parties. Failure by either party to enforce any provision of these Standard Terms shall not be deemed a waiver of future enforcement of that or any other provision. Advertiser may not resell, assign, or transfer any of its rights hereunder.

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Newsmagazine

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