

2008 Rates

Effective January 1, 2008

VETERINARY ECONOMICS®

RATES

Frequency	Full Page	$\frac{2}{3}$ Page	$\frac{1}{2}$ Page	$\frac{1}{3}$ Page	$\frac{1}{4}$ Page	$\frac{1}{6}$ Page
1x	\$7,110	\$6,045	\$4,620	\$4,055	\$2,495	\$2,415
6x	7,020	5,970	4,565	4,010	2,470	2,390
12x	6,785	5,770	4,425	3,875	2,380	2,295
18x	6,465	5,500	4,215	3,695	2,270	2,185
24x	6,320	5,375	4,115	3,610	2,225	2,135
36x	6,130	5,210	3,990	3,510	2,155	2,060
48x	5,930	5,070	3,880	3,405	2,095	1,995
60x	5,795	4,920	3,770	3,305	2,035	1,925
72x	5,540	4,710	3,605	3,165	1,945	1,840
96x	5,415	4,605	3,525	3,100	1,910	1,800
120x	5,270	4,485	3,435	3,010	1,845	1,740

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

COLOR RATES

Standard Second Color (yellow, red, blue)	
Page	\$805
Spread	\$1,325
Matched Color	
Page	\$1,140
Spread	\$1,730
Process Color	
Page	\$1,970
Spread	\$2,965
Metallic Color	
Page	\$1,365
Spread	\$2,470

DEMOGRAPHIC RATES: FOOD ANIMAL OR EQUINE

Frequency	Full Page	$\frac{2}{3}$ Page	$\frac{1}{2}$ Page	$\frac{1}{3}$ Page	$\frac{1}{4}$ Page	$\frac{1}{6}$ Page
1x	\$4,610	\$3,460	\$2,400	\$1,995	\$1,620	\$1,180
6x	4,560	3,415	2,375	1,970	1,610	1,165
12x	4,395	3,300	2,290	1,895	1,545	1,140
18x	4,175	3,135	2,175	1,815	1,475	1,065
24x	4,070	3,045	2,080	1,760	1,435	1,050
36x	3,920	2,930	2,040	1,705	1,375	1,010
48x	3,800	2,830	1,970	1,640	1,340	965
60x	3,655	2,745	1,895	1,570	1,290	935
72x	3,505	2,625	1,825	1,510	1,240	905
96x	3,410	2,560	1,780	1,475	1,190	875
120x	3,335	2,495	1,730	1,435	1,165	850

COLOR RATES

Standard Second Color (yellow, red, blue)	
Page	\$530
Spread	\$925
Matched Color	
Page	\$805
Spread	\$1,190
Process Color	
Page	\$1,380
Spread	\$1,985
Metallic Color	
Page	\$915
Spread	\$1,655

PRODUCT PREVIEW RATES

Frequency	Full Page	$\frac{2}{3}$ Page	$\frac{1}{2}$ Page	$\frac{1}{3}$ Page	$\frac{1}{4}$ Page	$\frac{1}{6}$ Page
1x	\$4,955	\$3,365	\$2,595	\$2,240	\$1,890	\$1,350
6x	4,810	3,255	2,515	2,170	1,840	1,305
12x	4,465	3,135	2,410	2,085	1,755	1,245
18x	4,370	2,950	2,280	1,955	1,670	1,190
24x	4,260	2,870	2,220	1,910	1,615	1,155
36x	4,125	2,795	2,160	1,855	1,580	1,125

COLOR RATES

Standard Second Color (yellow, red, blue)	\$675
Matched Color	\$970
Process Color	\$1,720
Metallic Color	\$980

2008 Ad Planning Calendar

Effective January 1, 2008

SPRING AND FALL VETGUIDE

Issue Date	Ad Closing	Materials Due
MARCH	1/28/08	2/7/08
SEPTEMBER	7/28/08	8/8/08

HOSPITAL DESIGN

Issue Date	Ad Closing	Materials Due
JUNE	4/25/08	5/7/08

CVC INSIDER'S GUIDE

Issue Date	Ad Closing	Materials Due
JULY	5/28/08	6/6/08

VETERINARY ECONOMICS[®]

		EDITORIAL*	SUPPLEMENTS & VALUE-ADDED*
JANUARY	Ad Closing 12/3/07 Materials Due 12/13/07	Growth Center: Boosting pet food sales Practice Tips: Talking to clients about your vaccine protocols Client Communication: Delivering bad news (obesity, long-term health issues, euthanasia)	Bonus circulation: North American Veterinary Conference (NAVC), Orlando
FEBRUARY	Ad Closing 1/4/08 Materials Due 1/16/08	Growth Center: Using your software to boost efficiency Click & Copy: Pet weight loss Practice Tips: Encouraging dental visits all year	Bonus circulation: Western Veterinary Conference (WVC), Las Vegas
MARCH	Ad Closing 2/4/08 Materials Due 2/14/08	Hospital Design: The 2008 Hospital of the Year Practice Efficiency: Moving to paperless practice Practice Finances: Reminders for parasite control, blood testing, and pain control products	<i>Spring Vetguide 2008</i> Bonus circulation: CVC East, Baltimore
APRIL	Ad Closing 3/3/08 Materials Due 3/13/08	Growth Center: Pet insurance Click & Copy: Educating clients about feline heartworm disease Practice Tips: Talking to clients about separation anxiety	
MAY	Ad Closing 4/3/08 Materials Due 4/15/08	Growth Center: Building a strategic deworming program Click & Copy: Making sure new equipment pays off Law & Ethics: "I've been sued. Now what?!"	
JUNE	Ad Closing 5/2/08 Materials Due 5/14/08	Growth Center: Targeting dental compliance "I Survived!": An outbreak of virulent calicivirus Click & Copy: Streamline prescription renewal requests	Hospital Design Supplement <i>Free Readex On Target Readership Study</i>
JULY	Ad Closing 6/3/08 Materials Due 6/13/08	Practice Tips: Talking to clients about preanesthetic testing Click & Copy: What to buy for a new practice	<i>CVC Guide 2008</i> Bonus circulation: American Veterinary Medical Association (AVMA) Conference, New Orleans
AUGUST	Ad Closing 7/8/08 Materials Due 7/18/08	Annual State of the Industry Report	Bonus circulation: CVC Central, Kansas City <i>Free capital equipment leads for qualified advertisers</i>
SEPTEMBER	Ad Closing 8/4/08 Materials Due 8/14/08	Benchmarks Study: Exclusive industry data: Measuring compliance Practice Tips: Tailor your team's communication for older pets Click & Copy: Educating clients about nutritional supplements	<i>Fall Vetguide 2008</i>
OCTOBER	Ad Closing 9/3/08 Materials Due 9/15/08	Benchmarks Study: Exclusive industry data: Developing strong service recommendations Practice Tips: Prepare your team to talk about behavior	Bonus circulation: CVC West, San Diego
NOVEMBER	Ad Closing 10/3/08 Materials Due 10/15/08	Benchmarks Study: Exclusive industry data: Strategies that improve client compliance Click & Copy: Client education form on arthritis pain	Bonus circulation: AAEP, San Diego
DECEMBER	Ad Closing 11/3/08 Materials Due 11/13/08	Click & Copy: Medical record evaluation form Managing Smart: How to make the most of time with sales reps	

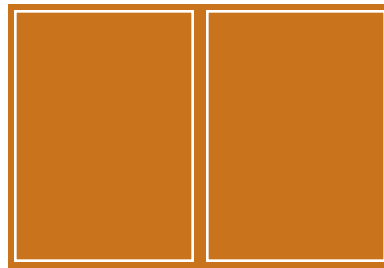
*Editorial, Supplements & Value-Added are tentative and subject to change.

Advertising Unit Sizes

Bleed dimensions include allowance for loss of $\frac{1}{8}$ " at head, foot, gutter, and face during binding. Leave at least $\frac{3}{8}$ " between gutter and live matter and all trim edges.

Nonbleed dimensions include allowance for loss of $\frac{1}{8}$ " at face, head, foot, and gutter during binding. Leave at least $\frac{3}{8}$ " between gutter and live matter and $\frac{3}{8}$ " between live matter and all trim edges.

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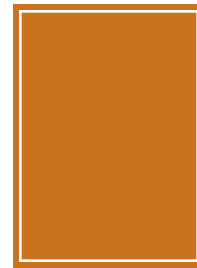


TWO-PAGE SPREAD

Trim
 $15\frac{1}{2}" \times 10\frac{1}{2}"$

Bleed
 $15\frac{3}{4}" \times 10\frac{3}{4}"$

Nonbleed
 $14\frac{1}{2}" \times 9\frac{1}{2}"$

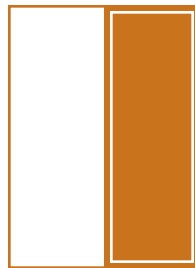


FULL PAGE

Trim
 $7\frac{3}{4}" \times 10\frac{1}{2}"$

Bleed
 $8" \times 10\frac{3}{4}"$

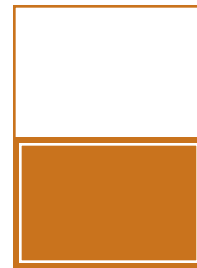
Nonbleed
 $6\frac{3}{4}" \times 9\frac{1}{2}"$



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

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

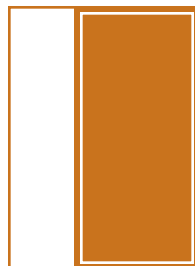
Nonbleed
 $3\frac{3}{8}" \times 9\frac{1}{2}"$



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

Bleed
 $8" \times 5\frac{3}{8}"$

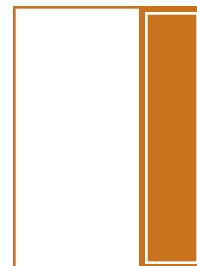
Nonbleed
 $6\frac{3}{4}" \times 4\frac{5}{8}"$



$\frac{2}{3}$ PAGE

Bleed
 $5\frac{1}{8}" \times 10\frac{3}{4}"$

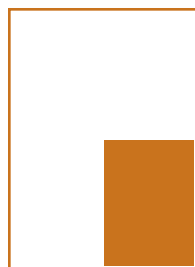
Nonbleed
 $4\frac{1}{8}" \times 9\frac{1}{2}"$



$\frac{1}{3}$ PAGE VERTICAL

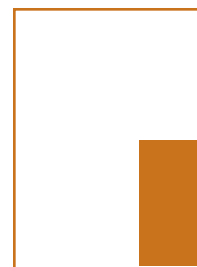
Bleed
 $2\frac{7}{8}" \times 10\frac{3}{4}"$

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



$\frac{1}{4}$ PAGE

Nonbleed
 $3\frac{3}{8}" \times 4\frac{5}{8}"$



$\frac{1}{6}$ PAGE

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

Magazine Specifications

Stock: Text pages: 36# stock
Cover: 80# stock

Binding: Perfect binding

Printing Process: Web offset

Halftones: 150-line screen
(Allow for 24% dot gain.)

Maximum ink density: 275%

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: Kim Johnson
131 West First Street
Duluth, MN 55802

Issuance:

- Monthly
- Mailed at periodical rate, 20th 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. *Veterinary Economics* is a registered trademark used herein under license.

Insert Specifications

Two-page insert 8" x 10³/₄" • Trim size 7³/₄" x 10¹/₂"
(Position ad to allow for 1/8" trim at head, foot, gutter, and face. Leave at least 3/8" between live matter and all trim edges. Bleed 1/8" on all sides of ad.)

Four-page insert 16" x 10³/₄" • Trim size 7³/₄" x 10¹/₂"
All inserts should be delivered folded and ready for binding. (Position ad to allow for 1/8" trim at head, foot, gutter, and face. Leave at least 3/8" between live matter and all trim edges. Bleed 1/8" on all sides of ad.)

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:

Veterinary Economics
RR Donnelley
100 Banta Road
Long Prairie, MN 56347

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

Product Preview

Product Preview is designed for companies that purchase fractional or full-page advertising space in black and white or color. Ads appear in the journal's Product Preview department and are surrounded by new-product information.

Circulation

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

- View and print *Veterinary Economics*' 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, that violates any person's right of publicity, privacy or personality, 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.

VETERINARY ECONOMICS®

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