

Rates Effective – October 22, 2007

Total Qualified Circulation: 55,208

Source: BPA Statement June 2007

VETERINARY MEDICINE serves the veterinary field.

Qualified recipients are private practice veterinarians, DVM's whose specialty is unknown, students in veterinary colleges, teachers and researchers in veterinary educational and research institutions.

Also qualified are veterinary drug and equipment manufacturers, government agencies including the armed forces, universities and libraries, veterinary technician students.

MARKETPLACE AD

Per Column Inch (1 Column = 2-1/8")

Frequency	Black & White	2-Color	4-Color
12X	\$164	\$206	\$224
9X	\$170	\$212	\$230
6X	\$178	\$220	\$238
3X	\$185	\$227	\$245
1X	\$193	\$235	\$253
The Below Per Word Rates Apply to Practice for Sale Only			
Private Practitioners, First 25 words	\$87	Each add'l word	\$1.00
Commercial Advertiser, First 25 words	\$160	Each add'l word	\$2.00
		Blind Box	\$44

Actual ad cost determined by number of columns multiplied by number of inches at applicable frequency rate and color choice. For the best rate, frequency schedules must start with first insertion. Prepayment is required for all contracts under \$1,000 and must be paid by the issue closing date. We accept check or VISA, MC & AMEX. Terms and conditions on advertising contract apply.

Actual ad cost determined by number of columns multiplied by number of inches at applicable frequency rate and color choice.

**Tentative dates*

<u>Mail Dates</u>	<u>Closing Dates*</u>	<u>Mail Dates</u>	<u>Closing Dates*</u>
January	12/04	July	06/04
February	01/04	August	07/03
March	02/04	September	08/04
April	03/03	October	09/04
May	04/04	November	10/06
June	05/05	December	11/03

DIGITAL AD SPECS: For Specifications and File Instructions please go to: <http://www.advanstar.com/adspec/> (If you don't have access to the Internet, please ask your Account Rep to send/fax the specifications and File Instructions.)

TERMS & CONDITIONS: Special production charges will be charged separately to the advertiser. Rates are effective for current calendar year and are subject to change. **If any insertions carry over into a subsequent year, new rates will be in effect. Cancellations can ONLY be accepted, in writing directed to the account executive listed on the advertising contract. Cancellation requests must be received prior to the issue closing date.** If contract and materials are not received by closing date, we cannot secure advertising placement. Space costs will be adjusted to the appropriate rate if less space is used during calendar year. Advanstar may reject or cancel any advertising at any time. All advertising accepted subject to credit approval. *For complete Terms & Conditions, please call your account representative, see the publications media kit or look to the bottom of your advertising contract.*

Sharon Volcansek

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