

# 2008 Rates

Effective January 1, 2008

## VETERINARY MEDICINE®

### 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	\$6,625	\$5,635	\$4,320	\$3,790	\$2,660	\$2,130
6x	6,500	5,525	4,230	3,710	2,610	2,095
12x	6,290	5,365	4,105	3,595	2,535	2,035
18x	6,100	5,190	3,965	3,490	2,450	1,970
24x	5,900	5,010	3,835	3,370	2,370	1,910
36x	5,635	4,790	3,665	3,215	2,260	1,820
48x	5,375	4,565	3,500	3,060	2,155	1,730
60x	5,175	4,400	3,370	2,955	2,075	1,665
72x	5,050	4,290	3,290	2,890	2,030	1,625
96x	4,860	4,135	3,170	2,775	1,950	1,560
120x	4,755	4,040	3,095	2,715	1,910	1,525

<b>POSITION RATES</b>	Cover 2	+25%	Cover 4	+30%
	Cover 3	+10%	Other special positions	+15%

### COLOR RATES

<b>Standard Second Color (yellow, red, blue)</b>	
Page	\$855
Spread	\$1,365
<b>Matched Color</b>	
Page	\$1,130
Spread	\$1,740
<b>Process Color</b>	
Page	\$1,980
Spread	\$2,980
<b>Metallic Color</b>	
Page	\$1,350
Spread	\$2,520

### 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	\$4,740	\$3,805	\$2,835	\$2,140	\$1,805	\$1,215
6x	4,605	3,685	2,755	2,060	1,740	1,180
12x	4,415	3,535	2,630	1,980	1,675	1,135
18x	4,190	3,350	2,490	1,870	1,580	1,080
24x	4,080	3,270	2,440	1,830	1,560	1,045
36x	3,965	3,200	2,380	1,785	1,510	1,020

### COLOR RATES

<b>Standard Second Color (yellow, red, blue)</b>		\$545
<b>Matched Color</b>		\$850
<b>Process Color</b>		\$1,460
<b>Metallic Color</b>		\$855

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

# 2008 Ad Planning Calendar

Effective January 1, 2008

## VETERINARY MEDICINE SUPPLEMENTS

Issue Date	Ad Closing	Materials Due
<b>MARCH</b> Parasitology	2/21/08	3/5/08
<b>JUNE</b> 10 Things	5/2/08	5/14/08

# VETERINARY MEDICINE®

## EDITORIAL\*

## SUPPLEMENTS & VALUE-ADDED\*

<b>JANUARY</b>	Ad Closing 12/10/07 Materials Due 12/20/07	An overview of the azoles Case report & review: Glucagonoma-associated superficial necrolytic dermatitis in dogs Holter monitoring in dogs: Indications, technique & interpretation Parasite Q&A <i>Focus: Parasites, Dermatology, Diagnostics</i>	<b>Bonus circulation:</b> Western Veterinary Conference (WVC), Las Vegas
<b>FEBRUARY</b>	Ad Closing 1/10/08 Materials Due 1/22/08	New treatment and imaging modalities for lung cancer A challenging case: Palpebral reconstruction after entropion surgery Screening and management of feline renal transplant candidates Dental Corner <i>Focus: Dentistry, Diagnostics, Imaging</i>	Free <i>Readex On-Target</i> Ad Readership Study for qualified advertisers
<b>MARCH</b>	Ad Closing 2/8/08 Materials Due 2/21/08	Canine hypoadrenocorticism Cyclosporine Emergency medicine: Hit by car  <i>Focus: Parasitology</i>	<i>Also in March:</i> A supplement to <i>Veterinary Medicine</i> : Commonly Used Parasiticides
<b>APRIL</b>	Ad Closing 3/7/08 Materials Due 3/19/08	Owners who encourage aggression in their dogs Using fluid therapy for short-term, low-risk procedures Canine anaplasmosis: An emerging tick-borne disease <i>Focus: Behavior, Parasites, Diagnostics</i>	<b>Bonus circulation:</b> CVC East, Baltimore
<b>MAY</b>	Ad Closing 4/10/08 Materials Due 4/22/08	Canine oral tumors with an emphasis on melanoma Chronic object licking Dental Corner <i>Focus: Behavior, Dentistry, Dermatology</i>	
<b>JUNE</b>	Ad Closing 5/9/08 Materials Due 5/21/08	Urolithiasis in dogs and cats Diagnosing and treating the causes of hematuria Parasite Q&A  <i>Focus: Parasites, Nutrition, Diagnostics</i>	<i>Also in June:</i> Supplement to <i>Veterinary Medicine</i> : The 10 things every veterinarian should be doing
<b>JULY</b>	Ad Closing 6/10/08 Materials Due 6/20/08	Dermatologic emergencies Feline hypercalcemia  <i>Focus: Diagnostics, Dermatology</i>	
<b>AUGUST</b>	Ad Closing 7/10/08 Materials Due 7/22/08	Chronic renal failure Soft tissue or orthopedic surgical procedures <i>Focus: Nutrition, Diagnostics</i>	<b>Bonus circulation:</b> CVC Central, Kansas City
<b>SEPTEMBER</b>	Ad Closing 8/8/08 Materials Due 8/20/08	Immunocompromised people and pets <i>Focus: Parasites</i>	
<b>OCTOBER</b>	Ad Closing 9/10/08 Materials Due 9/22/08	Obtaining a urine sample: Cystocentesis and urinary catheterization Excretory urography, contrast urothrocystogram, double-contrast cystography, vaginography in dogs and cats <i>Focus: Diagnostics, Imaging</i>	<b>Bonus circulation:</b> CVC West, San Diego
<b>NOVEMBER</b>	Ad Closing 10/10/08 Materials Due 10/22/08	Selected papers and highlights from the 2008 CVCs	
<b>DECEMBER</b>	Ad Closing 11/7/08 Materials Due 11/10/08	TBA	<b>Bonus circulation:</b> North American Veterinary Conference (NAVC) 2009, Orlando

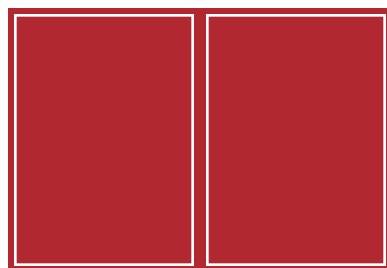
\*Editorial, Supplements & Value-Added  
are tentative and subject to change.

# 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.

## VETERINARY MEDICINE®



TWO-PAGE SPREAD

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

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

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

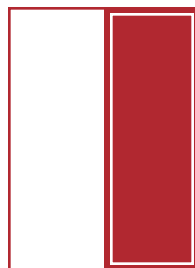


FULL PAGE

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

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

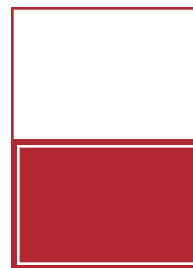
Nonbleed  
 $6\frac{3}{4}" \times 9\frac{1}{2}"$



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

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

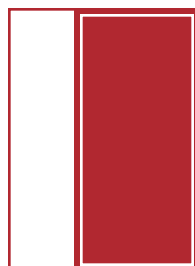
Nonbleed  
 $3\frac{3}{8}" \times 9\frac{1}{2}"$



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

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

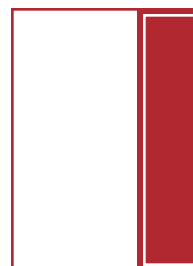
Nonbleed  
 $6\frac{3}{4}" \times 4\frac{5}{8}"$



$\frac{1}{4}$  PAGE

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

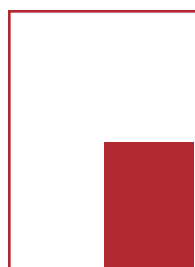
Nonbleed  
 $4\frac{1}{8}" \times 9\frac{1}{2}"$



$\frac{1}{8}$  PAGE VERTICAL

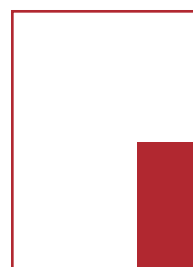
Bleed  
 $2\frac{7}{8}" \times 10\frac{3}{4}"$

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



$\frac{1}{4}$  PAGE

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



$\frac{1}{8}$  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](http://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](http://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 Medicine* is a registered trademark used herein under license.

## Insert Specifications

Two-page insert 8" x 10<sup>3/4</sup>" • Trim size 7<sup>3/4</sup>" x 10<sup>1/2</sup>"  
(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 10<sup>3/4</sup>" • Trim size 7<sup>3/4</sup>" x 10<sup>1/2</sup>"  
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 Medicine*  
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 Medicine's* circulation. Go to BPA's searchable website at [www.bpaww.com](http://www.bpaww.com) to utilize the following resources—and much more:

- View and print *Veterinary Medicine'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](http://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 MEDICINE®

## VETERINARY MEDICINE STAFF

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