

2021

ADVERTISING RATE CARD

Your Direct Line to Canadian Veterinarians



The Canadian Veterinary Journal
La Revue vétérinaire canadienne

March 02, 2021 | Volume 92, No. 02

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SPACE RATES

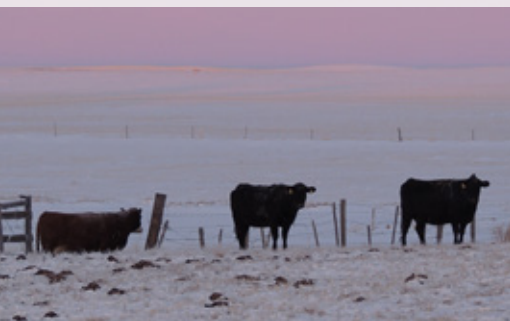
B&W Space	1x	3x	6x	12x
1 page	\$1,805	\$1,710	\$1,625	\$1,430
2/3	\$1,545	\$1,470	\$1,390	\$1,240
1/2	\$1,190	\$1,125	\$1,070	\$955
1/3	\$905	\$855	\$810	\$720
1/4	\$720	\$685	\$645	\$575
DPS	\$3,270	\$3,105	\$2,940	\$2,615

Mechanical Requirements








	Full page	Double page spread
Type page	7" × 10"	15 1/8" × 10"
Trim page	8 1/8" × 10 7/8"	16 1/4" × 10 7/8"
Bleed page	8 3/8" × 11 1/8"	16 1/2" × 11 1/8"

PDF VERSION OF *THE CVJ*

A pdf version of the journal is posted online for members to access as the issue is mailed, allowing for faster delivery of the latest issue! All ads are include in the pdf version. You may link your ad to your website for an additional \$25!



UNIT SIZES

						
1 page 8 1/8" × 10 7/8"	2/3 page horizontal 7" × 6 7/8"	2/3 page vertical 4 5/8" × 10"	1/2 page horizontal 7" × 4 7/8"	1/2 page vertical 3 3/8" × 10"	1/3 page 7" × 3 1/2"	1/4 page 3 3/8" × 4 7/8"

Covers Non-cancellable (includes 4 colour charge)

Inside front cover	\$3,095
Inside back cover	\$3,015
Outside back cover	\$3,305

Colour Charges

1 standard	\$430
1 matched	\$540
4 colour	\$1,090
Bleed	no charge

Guaranteed Positions (Non-cancellable)

Opposite table of contents	30% over space rate
Other preferred positions*	25% over space rate

*Some restrictions apply

Agency Commission

15% to recognized agencies.

Inserts

Can be incorporated into publication or can be mailed in the polybag with *The CVJ*. Flat rates for inserts apply as follows:

Single sheet (8 1/2" × 11")	\$1,685
2 panels (11" × 17" when flat)	\$2,400
3 panels (11" × 25" when flat or 3 single)	\$3,390
Business reply cards	\$1,070
Other sizes	Request quotation

Additional weight charges may apply. Splitting of list is an additional \$350. Sample of insert or photostat should accompany insertion order.

Copy and Contract Regulations

Please refer to regulations printed on reverse side of page.

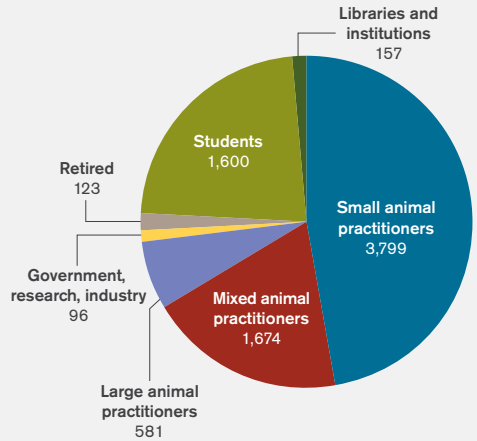
CWJ Circulation by Province

(total: 8,029)

Alberta	1,881*
Ontario	1,608*
Saskatchewan	976*
Quebec	827*
British Columbia	801
Prince Edward Island	480*
Manitoba	451
Nova Scotia	367
New Brunswick	282
Newfoundland and Labrador	113
Northwest Territories/Nunavut/Yukon	26
Foreign	218

*includes students

CWJ Readership by Type (approx.)



Industry Statistics

Average annual income for:

PRACTICE OWNERS: \$197,300 ASSOCIATES: \$95,700
GOVERNMENT, INDUSTRY, ACADEME: \$125,800

Gender breakdown:

FEMALE: 58.4% MALE: 41.6%

BUSINESS DIRECTORY SECTION ADS (B&W rate/colour rate)

Ad Size	1x rate	3x rate	6x rate	12x rate
Business card (3.5" × 2")	\$175/225	\$160/210	\$140/190	\$118/158
1/4 page vertical (3.5" × 4.18") or 1/4 page horizontal (7.22" × 2")	\$300/400	\$285/385	\$270/370	\$230/330
1/3 page vertical (3.5" × 6.38")	\$445/595	\$425/575	\$405/555	\$350/500
1/2 page vertical (3.5" × 8.57") or 1/2 page horizontal (7.22" × 4.18")	\$575/775	\$545/745	\$520/720	\$460/660

Website Advertising

www.canadianveterinarians.net

Rates per month based on a minimum three month run.

	300 × 250 pixels (block) on <i>The CWJ</i> home page (no rotations) 4 spots available	440 × 160 pixels (CVMA home page – no rotations) 2 spots available
3 × rate	\$440	\$1,000
6 × rate	\$400	\$875
12 × rate	\$325	N/A

The CWJ E-notice/CVMA Member E-newsletters

The CWJ e-notice is sent the last week of each month when the new issue is posted online.

The CVMA e-newsletters are sent around the 1st and the 15th of each month.

Ad space is available at the top and at the bottom of each newsletter (6 total per month).

Leaderboard banner ads:

Top of page 728 × 150 pixels	Bottom of page 750 × 200 pixels
\$550	\$500
For both ads in same issue	
\$950	

PRODUCTION REQUIREMENTS

Digital: Digital data is required for all display advertisements.

Files can be accepted in Adobe Photoshop (Tiff or eps), Adobe Illustrator (eps), or InDesign. All support files and fonts must be included. Support files must be saved as Tiff or eps files at 300 DPI resolution.

Media: CD-Rom, DVD. FTP site available for uploading files.

The *CVJ* is perfect bound. Any additional production (photographs, negatives, positives, and artwork) will be invoiced to the client.

Production material should be sent to:

The Canadian Veterinary Journal, 339 Booth Street, Ottawa, Ontario K1R 7K1

E-MAIL: advertising@cvma-acmv.org VOICEMAIL: 1-800-567-2862 ext. 131

Inquires: Laima Laffitte, Advertising and Sponsorship Consultant

TELEPHONE: (613) 673-2659 CELL: (613) 296-4624 E-MAIL: laffitte.on@sympatico.ca

COPY AND CONTRACT REGULATIONS

- i) Advertisers and advertising agencies assume liability for all content of advertising printed or placed online and also assume responsibility for any claims arising therefrom made against the publisher.
- ii) Advertisers and advertising agencies agree that the publisher shall be under no liability for failure for any cause to insert any advertisement or for any errors and potential damages resulting from errors caused by the publisher or any of its agents, suppliers or consultants in advertising published.
- iii) Advertisers and advertising agencies are jointly responsible for payment of advertising published. Terms of payment: Net 30 days from date of invoice. Past due accounts are subject to a late payment charge of 1.5% monthly.
- iv) All advertising material is subject to approval of the publisher and can be refused at the sole discretion of the publisher.
- v) All inserts must be confirmed with an insertion order signed by the advertiser or the advertising agency and received by the publication, accompanied by a photocopy of the material to be published, no later than the first day of the month preceding the month of publication.
- vi) Electronic files must be sent no later than the 8th of the month preceding the month of publication.
- vii) All insertions will be invoiced at the one time rate unless a written contract has been received by the publisher stipulating the number of insertions planned in a 12-month period.
- viii) Cancellations cannot be accepted after the closing date which is the first of the month preceding the month of publication.
- ix) The appearance of advertising in the *CVJ* or online with the CVMA does not constitute a guarantee or endorsement of the quality or the value of such products or the claims made for it by its manufacturers.
- x) Editorial decisions are not influenced by advertising and are made without consideration of the advertising scheduled to appear in any issue.
- xi) Advertising must be clearly distinguished from editorial material. Advertising that is primarily text, i.e. advertorial, should not appear as if it is a scientific report and should not imitate the style of the journal. The acceptance of advertising and its appearance is at the sole discretion of the publisher.
- xii) Advertising materials may be destroyed by the publisher if not used within one year. Advertisers assume the shipping costs if materials are returned.
- xiii) It is the responsibility of the advertiser and advertising agency that all advertisements for veterinary biologicals conform with the Health of Animals regulations. For further information see www.inspection.gc.ca, "Veterinary Biologics Guidelines".

LATE FEE: Advertising material received after the material deadline date will be subject to a **\$200 late fee** charge before plates made, or **\$500** after plates made.