Your Direct Line to Canadian Veterinarians

“The CVJ has features exceptionally relevant/practical articles and case studies! I can speak for myself and my colleagues when saying what we learn from your resources is improving outcomes for our patients.”

— Dr. E. Ramsay, St. John’s, NL
**Space Rates**

<table>
<thead>
<tr>
<th>B&amp;W Space</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$1,785</td>
<td>$1,695</td>
<td>$1,605</td>
<td>$1,425</td>
</tr>
<tr>
<td>2/3</td>
<td>$1,530</td>
<td>$1,455</td>
<td>$1,375</td>
<td>$1,225</td>
</tr>
<tr>
<td>1/2</td>
<td>$1,175</td>
<td>$1,115</td>
<td>$1,060</td>
<td>$945</td>
</tr>
<tr>
<td>1/3</td>
<td>$895</td>
<td>$845</td>
<td>$800</td>
<td>$715</td>
</tr>
<tr>
<td>1/4</td>
<td>$715</td>
<td>$680</td>
<td>$640</td>
<td>$570</td>
</tr>
<tr>
<td>DPS</td>
<td>$3,240</td>
<td>$3,075</td>
<td>$2,910</td>
<td>$2,590</td>
</tr>
</tbody>
</table>

**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 (8½” × 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.

**Mechanical Requirements**

<table>
<thead>
<tr>
<th></th>
<th>Full page</th>
<th>Double page spread</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type page</td>
<td>7” × 10”</td>
<td>15½” × 10”</td>
</tr>
<tr>
<td>Trim page</td>
<td>8½” × 10½”</td>
<td>16½” × 10½”</td>
</tr>
<tr>
<td>Bleed page</td>
<td>8½” × 11½”</td>
<td>16½” × 11½”</td>
</tr>
</tbody>
</table>

**PDF Version of The CVJ**

A pdf version of the journal will be posted on-line for members as the issue is mailed, allowing for faster delivery of the latest issue! Your ad will also be included in the pdf version for no additional cost. If you would like to include a web address with your ad so that it links to your website, there will be an additional $25 charge for any ad size.
CVJ Circulation by Province
(approximately 6,807)

<table>
<thead>
<tr>
<th>Province</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alberta</td>
<td>1,750</td>
</tr>
<tr>
<td>Ontario</td>
<td>1,206</td>
</tr>
<tr>
<td>Saskatchewan</td>
<td>941*</td>
</tr>
<tr>
<td>Quebec</td>
<td>675*</td>
</tr>
<tr>
<td>British Columbia</td>
<td>599</td>
</tr>
<tr>
<td>Prince Edward Island</td>
<td>439*</td>
</tr>
<tr>
<td>Manitoba</td>
<td>394</td>
</tr>
<tr>
<td>Nova Scotia</td>
<td>328</td>
</tr>
<tr>
<td>New Brunswick</td>
<td>242</td>
</tr>
<tr>
<td>Newfoundland and Labrador</td>
<td>99</td>
</tr>
<tr>
<td>Northwest Territories/Nunavet/Yukon</td>
<td>19</td>
</tr>
<tr>
<td>Foreign</td>
<td>115</td>
</tr>
</tbody>
</table>

*includes students

CVJ Readership by Type (approx.)

Libraries and institutions
- 112

Small animal practitioners
- 3,199

Students
- 1,340

Retired
- 130

Large animal practitioners
- 507

Government, research, industry
- 80

Mixed animal practitioners
- 1,431

Business Directory Section Ads (B&W rate/colour rate)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1× rate</th>
<th>3× rate</th>
<th>6× rate</th>
<th>12× rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business card (3.5” × 2”)</td>
<td>$172/222</td>
<td>$158/208</td>
<td>$138/188</td>
<td>$115/155</td>
</tr>
<tr>
<td>¼ page vertical (3.5” × 4.18”) or ¼ page horizontal (7.22” × 2”)</td>
<td>$295/395</td>
<td>$280/380</td>
<td>$265/365</td>
<td>$225/325</td>
</tr>
<tr>
<td>⅓ page vertical (3.5” × 6.38”)</td>
<td>$438/588</td>
<td>$418/568</td>
<td>$398/548</td>
<td>$340/490</td>
</tr>
<tr>
<td>½ page vertical (3.5” × 8.57”) or ½ page horizontal (7.22” × 4.18”)</td>
<td>$565/760</td>
<td>$538/733</td>
<td>$510/705</td>
<td>$452/652</td>
</tr>
</tbody>
</table>

Website Advertising
www.canadianveterinarians.net

Rates per month based on a minimum three month run.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>300 × 250 pixels (block) on The CVJ home page</th>
<th>728 × 90 pixels (CVMA home page) exclusive ad</th>
<th>4 spots available</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 × rate</td>
<td>$440</td>
<td>$1,360</td>
<td></td>
</tr>
<tr>
<td>6 × rate</td>
<td>$400</td>
<td>$1,250</td>
<td></td>
</tr>
<tr>
<td>12 × rate</td>
<td>$325</td>
<td>$1,000</td>
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The CVJ E-notice/CVMA Member E-newsletters

The CVJ e-notice is sent the last week of each month when the new issue is posted online.
The CVMA e-newsletters are sent 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:

<table>
<thead>
<tr>
<th>Top of page</th>
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<tbody>
<tr>
<td>728 × 150 pixels</td>
<td>750 × 200 pixels</td>
</tr>
<tr>
<td>$550</td>
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</tbody>
</table>

For both ads in same issue

$950

Unit Sizes

- 1 page 8½“ × 10¾“
- ⅝ page horizontal 7“ × 6¾“
- ⅜ page vertical 4¾“ × 10“
- ½ page horizontal 7“ × 4¾“
- ½ page vertical 3¾“ × 10“
- ⅞ page 7“ × 3⅛“
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**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.

**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.

**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.

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”.

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**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  FAX: (613) 673-2462  E-MAIL: laffitte.on@sympatico.ca