

# 2021 JAVMA

# MEDIA KIT

Advancing the profession. Growing your reach.



# LOOKING FORWARD to 2021

2020 wasn't the year any of us expected. For so many companies, budgets, campaign timelines, and conference plans changed dramatically.

We've all been overwhelmed. Your target audience of veterinary professionals still face challenges in providing essential care and advancing science while balancing their responsibility to keep colleagues, employees, clients, and families safe.

**For 143 years, veterinarians have trusted JAVMA to provide the most trusted and useful information—especially in turbulent times.**

JAVMA's unparalleled authority and credibility help your message cut through the noise in a chaotic season.

And with one of the lowest print CPMs and the largest audience of veterinary professionals, JAVMA offers unbeatable value for your 2021 advertising plans.

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## MISSION

The mission of the JAVMA is to promote the science and art of veterinary medicine and to provide a forum for discussion and dissemination of ideas important to the profession.

## ABOUT JAVMA

**Established:** 1877.

**Organizational affiliation:** Official publication of the American Veterinary Medical Association.

**Market served:** Veterinarians, including veterinarians in clinical practice, academia, government work, and regulatory medicine; veterinary students; research workers; and other allied medical personnel.

## DISPLAY ADVERTISING SALES

For contracts, insertion orders, and other information:

**Alter Insights LLC**

**Danna Vitt**

Phone: 918-316-7355

Email: [javma\\_sales@avma.org](mailto:javma_sales@avma.org)





# THE MOST-TRUSTED VOICE in veterinary medicine

## Authoritative

After 143 years of service to AVMA members and the profession, JAVMA remains the leading journal for the veterinary industry.

## Credible

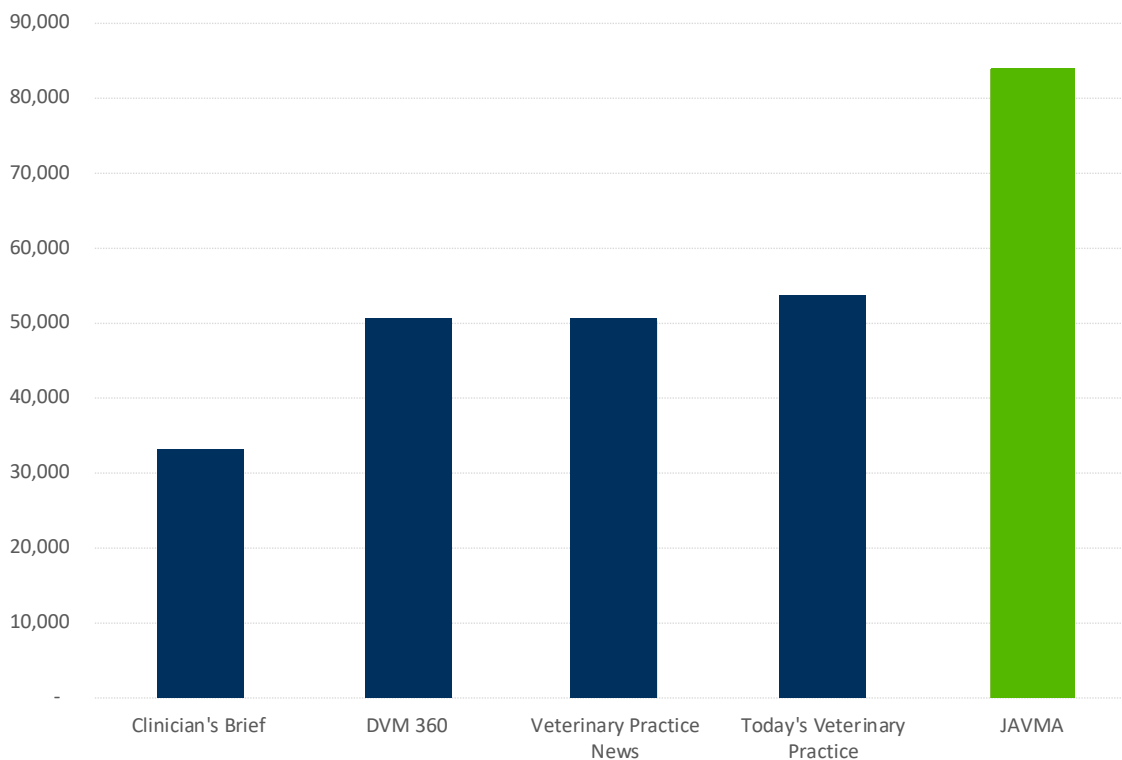
JAVMA's editorial integrity and quality continue to set the standard by which other publications are measured. The journal equips veterinarians with objective, credible, and relevant information on the diagnosis, prognosis, and treatment of diseases of concern to the veterinary profession. JAVMA provides news and information relevant to veterinarians across all practice sectors.

## Scientific

Scientific reports are published only after passing a rigorous peer review process.

Veterinarians regard JAVMA as the most credible, authoritative, and objective veterinary publication.

# JAVMA reaches up to **TWICE AS MANY VETERINARY PROFESSIONALS** as other trade publications



## **THE MOST COST-EFFECTIVE CPM** for reaching print readers

With a print run of 86,000, JAVMA is the only vehicle that reaches the entire veterinary profession. JAVMA delivers a highly-engaged readership at one of the lowest print CPMs in the industry.

For advertising reach and readership efficiency, JAVMA is the leading journal in the veterinary market.

### **Better Reach, Better Value**

All JAVMA print buys also include the JAVMA Mobile App at no additional cost.





## support the profession **AND EXPAND YOUR REACH**

JAVMA's credibility and unparalleled audience make it the perfect vehicle for positioning your product or company as a leader in veterinary medicine.

### **Reach decision makers**

JAVMA's 24 issues provide quick access to decision makers at veterinary clinics nationwide.

### **Engage the next generation of veterinarians**

Over 93% of all veterinary school graduates joined the AVMA in 2019. Build brand awareness and engage young veterinarians with a consistent presence in JAVMA.

### **Become a thought leader**

To be an industry leader, partner your company's advertising dollars in the world's most-trusted veterinary journal read by the leading clinicians, researchers, and educators.

### **Give back to the profession**

Advertising in JAVMA supports the ongoing work of the AVMA to advance the veterinary profession and the science of veterinary medicine. Show your customers you support the work they do everyday.

# NEW IN 2021

Start your new year and a new normal with these creative opportunities to reach the profession and keep veterinarians updated.

## Product Launch Package

Make your launch a success with JAVMA's extensive reach and high level of trust with veterinarians.

- 1 Cover Tip
- 2 Full Page Ads
- 1 Advertorial
- 1 Custom Deployment of the JAVMA News Bulletin

**Bundle Discount Price: \$53,680**

## 2021 Kickoff Deal

Start the new year off strong with the proven effectiveness and reach of JAVMA.

- 4 Full Page Ads
- 1 Advertorial
- 1 Custom Deployment of the JAVMA News Bulletin

**Bundle Discount Price: \$52,360**

## New Advertiser Program

Expand your reach with these special discounted rates for new advertising partners.

- 6 Half Page Ads

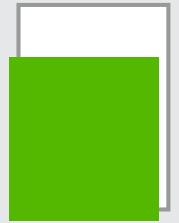
**Bundle Discount Price: \$35,820**

## Creative solutions for making a splash

Take advantage of these new premium print production options:



BELLYBAND



COVER TIP



DIE CUTS



INSERT

## AUDIENCE SEGMENTATION for focused campaigns

Leverage our custom production and audience segmentation capabilities to deliver high-impact ads to the professionals that matter most to you. Targeting options include:

- Location
- Title
- Specialty
- Practice type
- Years in Practice

**JAVMA**  
JOURNAL OF THE AMERICAN VETERINARY MEDICAL ASSOCIATION  
May 11, 2021 • Volume 146 • Number 10



Ask how you can leverage JAVMA's scientific authority with a custom advertorial.

# 2021 JAVMA RATES AND SPECS

## DISPLAY ADVERTISING SALES

For contracts, insertion orders, or other information:

**Alter Insights LLC**

**Danna Vitt**

Phone: 918-316-7355

Email: javma\_sales@avma.org

## AVMA ADVERTISING DEPARTMENT

Christina Banks, Display Advertising Associate

AVMA

1931 N Meacham Rd, Ste 100

Schaumburg, IL 60173-4360

Phone: 847-285-6759

Fax: 847-925-9329

Email: cbanks@avma.org

## AVMA PARTNERSHIP OPPORTUNITIES

**Organization partnerships:**

Jodie Taggett

Director, Partnerships &

Program Development

Phone: 847-285-6700

Email: jtaggett@avma.org

**Convention exhibits and sponsorship:**

Colette Apke

Assistant Director, Exhibits &

Sponsorship

Phone: 847-285-6620

Email: capke@avma.org

## EDITORIAL REPRINTS

Prices furnished on request.

Contact Beth Ann Rocheleau at Rockwater Inc.

Phone: 803-359-4578

Fax: 803-753-9430

Email: brocheleau@rockwaterinc.com

## Black and white advertising rates

Ad size	width	height	1X	6X	12X	18X	24X	36X	48X
1 page	8-1/8"	10-7/8"	\$9,300	\$9,100	\$8,800	\$8,425	\$8,225	\$7,700	\$7,550
2/3 page	4"	9-1/2"	7,525	7,325	7,100	6,875	6,650	6,550	6,450
1/2 page (V)	3-1/8"	9-1/2"	6,000	5,825	5,675	5,475	5,300	5,175	5,025
1/2 page (H)	6-1/2"	4-1/2"	6,000	5,825	5,675	5,475	5,300	5,175	5,025
1/3 page	2"	9-1/2"	4,925	4,800	4,650	4,575	4,450	4,350	4,250
1/4 page	3-1/8"	4-1/2"	4,250	4,150	3,800	3,600	3,400	3,225	3,200

## COLOR

Matched from process color: \$1,600 extra per color.

Four-color: \$2,400 per page plus space; \$3,350 for spread plus space. Color charges are commissionable.

## FREQUENCY

Published twice monthly (24 times/year) on the 1st and 15th and mailed one week before date on issue; mailed USPS Periodicals Class.

## Closing dates

Issue	Closing date	Issue	Closing date
Jan. 1	Nov. 16	Jul. 1	May. 14
Jan. 15	Dec. 7	Jul. 15	May. 28
Feb. 1	Dec. 28	Aug. 1	Jun. 14
Feb. 15	Jan. 8	Aug. 15	Jul. 2
Mar. 1	Jan. 25	Sep. 1	Jul. 19
Mar. 15	Feb. 5	Sep. 15	Aug. 2
Apr. 1	Feb. 22	Oct. 1	Aug. 16
Apr. 15	Mar. 8	Oct. 15	Sep. 3
May. 1	Mar. 22	Nov. 1	Sep. 20
May. 15	Apr. 5	Nov. 15	Oct. 4
Jun. 1	Apr. 19	Dec. 1	Oct. 25
Jun. 15	May. 3	Dec. 15	Nov. 15

**Cancellations:** not accepted after above deadlines.

# Specs

## MECHANICAL INFORMATION/REQUIREMENTS

**Paper stock:** Text pages: 40.5# UPM Ultra Plus Gloss.  
Covers: 100# Somerset.

**Type of binding:** Perfect.

**Halftone screen:** Covers: 133-line screen.  
Inside: 133-line screen.

### Bleed ad sizes

**Image size:** 8-3/8" x 11-1/8".

**Trim size of publication:** 8-1/8" x 10-7/8". Type matter should be at least 1/4" within trim edge and 1/2" from gutter.

**2-page spread:** 16-3/4" x 11-1/4".

**1/2-page spread:** 16-3/4" x 5-1/2".

**Reproduction requirements:** Submission via email required.

**Platform:** PC preferred.

**File types:** High resolution PDF (fonts must be embedded).

### Instructions for submission of ad material

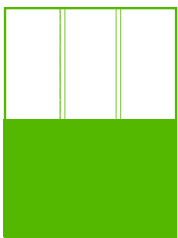
Digital ad material is required for all ad submissions. We will only accept a PDF format. Please make sure all color ads are in CMYK format, fonts and images are embedded, and the resolution is at least 300 dpi. Accurate color representation can not be guaranteed unless a proof is sent in the mail. Please email all files to [display@avma.org](mailto:display@avma.org). For other submission options please contact Christina Banks ([cbanks@avma.org](mailto:cbanks@avma.org)).

### Closing dates—mechanical

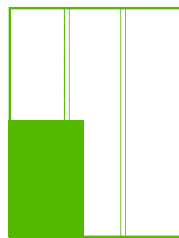
Material and proofs must be received by closing date of issue. Inserts must be delivered to printer 20 days preceding closing date of issue. Material is held for 6 months from date last used and then destroyed, unless otherwise instructed

## Ad sizes

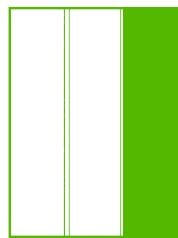
**1/2 page**  
6-3/4" x 4-1/2"



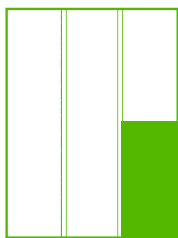
**1/4 page**  
3-1/8" x 4-1/2"



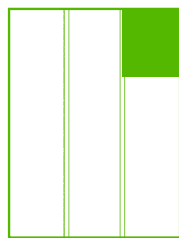
**1/3 page**  
2-1/8" x 9-1/2"



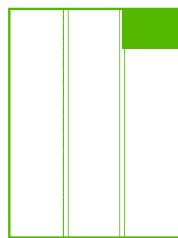
**1/6 page**  
2-1/8" x 4 1/2"



**1/12 page**  
2-1/8" x 2-1/2"



**2-inch ad**  
2-1/8" x 2"



## INSERTS

### Rates:

2-page (single-leaf) inserts printed both sides—earned B&W page rates apply for first 2 pages; 25% off earned rates on additional pages. No bind-in charge. Tip-in charge—\$4,000 (not commissionable).

### Postcard inserts:

A page ad must accompany a postcard insert. Postcard inserts are charged at half page of earned rate.

### REQUIREMENTS

#### Single sheet:

Untrimmed size to printer 8-3/8" x 11-1/2".

Copy area should be within 1/2" from final trim size of 8-1/8" x 10-7/8".

#### Spread:

16-3/4 x 11-1/4"—allow 1/4" gutter loss.  
Type should be 1/2" from gutter.

#### Stock weights:

2-page (single leaf): 70-lb. book weight minimum/maximum.

#### 4-page (double leaf) or larger units:

70-lb. book weight and must be folded.

#### Quantity:

90,000 (includes bindery spoilage). All inserts in cartons must be same direction. Inserts jog to the head.

#### Closing date for receiving inserts:

20 days preceding closing date of issue.

#### Shipping address for inserts:

Dartmouth Printing Company,  
69 Lyme Rd, Hanover, NH 03755  
Attn: Kelly Nanopoulos/JAVMA

**Important:** Inserts must be submitted in sample form to the editor-in-chief in advance of the space reservation closing. Provide AVMA advertising associate with shipping address for surplus inserts. Mark each carton with quantity. Shipping papers should show number of cartons and total quantity of inserts.

Furnished inserts involving detachable business reply cards, coupons, and/or all other detachable portions of advertising matter must comply with all current postal regulations governing periodicals mail. With respect to size, the detachable portion cannot be less than 3" in width or 4-1/4" in height. Paper thickness must be between 0.007 and 0.095 of an inch or card is considered nonmailable per post office regulations. It must be designed in a manner allowing at least 1/4" of the insert piece to remain permanently bound into the publication after the card, coupon, etc., is detached.



# Display Classified Advertising Rates

Ad size	width	height	1X	6X	12X	18X	24X	36X	48X
1 page	8-1/8"	10-7/8"	\$9,300	\$9,100	\$8,800	\$8,425	\$8,225	\$7,700	\$7,550
2/3 page	4"	9-1/2"	7,525	7,325	7,100	6,875	6,650	6,550	6,450
1/2 page (V)	3-1/8"	9-1/2"	6,000	5,825	5,675	5,475	5,300	5,175	5,025
1/2 page (H)	6-1/2"	4-1/2"	6,000	5,825	5,675	5,475	5,300	5,175	5,025
1/3 page	2"	9-1/2"	4,925	4,800	4,650	4,575	4,450	4,350	4,250
1/4 page	3-1/8"	4-1/2"	4,250	4,150	3,800	3,600	3,400	3,225	3,200
1/6 page	2-1/8"	4-1/2"	2,925	2,625	2,450	2,375	1,975	1,600	1,550
1/12 page	2-1/8"	2-1/2"	1,375	1,325	1,200	1,075	1,025	1,000	850
2-inch ad	2-1/8"	2"	1,325	1,175	1,075	1000	950	825	750

## Policies

### NEW PROFESSIONAL PRODUCTS

- First-time advertisers must prepay before ad is placed.
- Advertising for a new product will not be considered by the AVMA until a license has been obtained from the USDA (for biological products) or until an FDA new drug application (for drugs) has become effective.
- For FDA-approved drugs, information contained in the proposed advertisements must conform to labeling that has been cleared by the FDA.

### REQUIREMENTS FOR PROFESSIONAL PRODUCTS

- All advertising copy, including inserts, is subject to approval by the AVMA editor-in-chief. Products and services must be germane to veterinary medicine. The publisher reserves the right to reject advertising that is not in keeping with JAVMA standards.
- Comparison advertisements must include one of the following: the statement "Substantiating data available on readers' request," toll-free number to Technical Services, or website address where substantiating information will be found.
- Complete ad material must be received at space deadline.
- The product and the advertiser must be identified. For drugs, the full generic or chemical name of the principal active ingredients must be shown in 6 pt. or larger type. For biological products, the true name must be shown in 6 pt. or larger type.
- Advertisements shall not be misleading or deceptive. Advertising copy containing statements or inferences that the advertiser is unable to substantiate will be rejected.
- Quotations or excerpts from a published paper submitted as a statement of evaluation of the product cannot be used by the advertiser or the agency without permission of the copyright holder.

- Evidence of permissions must accompany copy.
- Any deliberate attempt to simulate a publication's format is not permitted. AVMA reserves the right to place the word "advertisement" on copy that, in the publisher's opinion, resembles editorial matter.

### NONPROFESSIONAL PRODUCTS OR SERVICES

- Subject to the approval of the editor-in-chief. Products and services must be germane to veterinary medicine.

### AGENCY COMMISSIONS

- 15% (not applicable to mechanical charges, such as insert tip-in).
- Allowed only on invoices paid within 30 days.

### EARNED RATES

- Rates are based on the number of insertions contracted for and used within a 12-month period from the first insertion. Each page or fractional page counts as an insertion. A spread is counted as 2 insertions. No space under 1/4 page unit may be included to earn the frequency discount on larger units.

### MISCELLANEOUS

- Space reservations, cancellations, or changes in reservations not accepted later than closing date of issue.
- Advertorials are accepted. Subject to approval.