

DISPLAY AD INFORMATION FOR

An International Journal for the Study of Veterinary Dentistry

JOURNAL OF

Veterinary Dentistry

Official Journal of the

American Veterinary Dental Society • Academy of Veterinary Dentistry • American Veterinary Dental College • Academy of Veterinary Dental Technicians • Australian Veterinary Dental Society • Brazilian Veterinary Dental Society • British Veterinary Dental Association • Canadian Veterinary Dental Society • European Veterinary Dental College • European Veterinary Dental Society • Japanese Small Animal Dental Society

Advertising Rates - 2011*

Size of Ad	1x insertion rate		4x insertion rate	
	B&W	4-Color	B&W	4-Color
2-Page Spread	1540	2640	1375	2475
Full Page	1100	1815	935	1650
Junior Page	825	1595	745	1430
Half Page	715	1430	660	1375
Third Page	550	1265	495	1210
Quarter Page	440	1155	395	1100
Sixth Page	385	1100	350	1045
Eighth Page	330	1045	300	990
Tenth Page	275	990	250	960

*These rates are valid through 12/31/11, and reflect general run-of-book placement. Please call with questions about availability/price for premium placement (e.g. back cover).

Closing Dates & Deadlines

Issue	Reservations due by	Materials due by
28-1, Spring 2011	02/24/11	03/10/11
28-2, Summer 2011	05/26/11	06/09/11
28-3, Autumn 2011	08/25/11	09/08/11
28-4, Winter 2011	11/23/11	12/08/11

Journal of Record for the Field

The peer-reviewed *Journal* is the journal of record for the field, and is the official publication of many societies around the world. Published quarterly, the *Journal* boasts a world-wide readership of 2,000 veterinary dentists, libraries, companies, research institutions, colleges, and practitioners. Due to the stature of the *Journal*, the readership represents a "Who's Who" in veterinary dentistry – the target demographics marketers seek.

Finish Size

8 1/2" x 11"; bleed ads require 1/8" all around

Separations

Standard process colors.

Submission Requirements

Ads must be submitted electronically. Digital files of ads will be accepted on Mac or Mac-compatible disk, or via e-mail attachment, in the following formats: Adobe's Photoshop (v8.0 or earlier), PageMaker (v6.5 or earlier), Illustrator (v9.0 or earlier), or InDesign (v3.0 or earlier); or QuarkXPress (v6.5 or earlier). For quality purposes, advertisers should include all fonts and images with the files. A hard copy, color match proof, or an Adobe Acrobat (.pdf) version of the file must accompany all ads. Files not meeting these specifications will not be accepted, or may be accepted with the understanding that files will be converted to meet the requirements at a cost to the advertiser of \$80/hour (minimum of 1 hour).

Film-based Ads

All questions regarding the guidelines and/or specifications of submitting a film-based ad should be directed to NICHEPUBS.

General Terms & Conditions

All copy and contracts are subject to approval. Both the AVDS and NICHEPUBS reserve the right to refuse advertisements not in accordance with the advertising policies of the *Journal of Veterinary Dentistry*. Additions and corrections to advertisements that are received less than 15 days prior to the date of issue are not necessarily guaranteed. No changes in contracts.

Billing Terms & Commissions

Billing terms are "Net 30 Days." Commissions will be granted to recognized agencies-15% on space and color-provided the bill is paid within 30 days. Outstanding balances will incur a 5% finance charge per month.

Reprints

Reprints are available. Please visit www.jvdonline.org or call +1-888-777-2321 for more details.

Mechanical Specifications

Size of Ad	Width	Depth
2-pg Spread*	17"	11"
2-pg Spread-BLEED	17 1/4"	11 1/4"
Full Page	7"	10"
Full Page-BLEED	8 3/4"	11 1/4"
Junior Page	4 5/8"	10"
Half Page (vert)	3 3/8"	10"
Half Page (horiz)	7"	5"
Third Page (vert)	2"	10"
Third Page (horiz)	7"	3"
Quarter Page (box)	3 3/8"	5"
Quarter Page (horiz)	7"	2 1/2"
Sixth Page (vert)	2"	6 7/8"
Sixth Page (horiz)	7"	1 7/8"
Eighth Page (vert)	2"	4"
Tenth Page (vert)	2"	3"

* Please call with any concerns/questions unique to spread ads, such as creep or crossover.

Contact Info

Journal Advertising c/o NICHEPUBS
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