



# VETERINARY SURGERY

Official Journal of the American College of Veterinary Surgeons  
and the European College of Veterinary Surgeons

## PUBLISHER:

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## NORTH & SOUTH AMERICA ADVERTISING SALES:

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## EDITORIAL

The journal publishes original clinical and research papers of special interest to veterinary surgeons and anesthesiologists. Comprehensive articles cover surgical techniques, management of the surgical patient, diagnostic aids, infection care, and advances in knowledge of metabolism as it affects the surgical patient.

## ORGANIZATION AFFILIATION

The American College of Veterinary Surgeons and the European College of Veterinary Surgeons

**ESTABLISHED:** 1978

## STAFF

Publisher: Alison Denby  
Editor: John Pascoe, DVM  
Advertising Sales: M.J. Mrvica Associates

## SUBSCRIPTION RATE

### Domestic:

Institutional: .....\$393  
Individual: .....\$198  
Students (Trainees): .....\$ 87

## CIRCULATION: 2,424

National and International  
Publisher's statement available on request.

## AUDIENCE

Veterinary surgeons and veterinary anesthesiologists

## ISSUANCE

- Frequency: 8X
- Mailing date: First week of publication month

## POLICY ON PLACEMENT OF ADVERTISING

Interspersed in wells.

## CLOSINGS

- Cancellations: No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable.
- Inserts: Due five days after materials are due.
- Digital ad materials due same day as space closing.

<u>Volume/Issue</u>	<u>Publication Month</u>	<u>Ad Space Closing</u>	<u>Ad Materials Deadline</u>
37 (1)	January	11/26/07	12/03/07
37 (2)	February	12/27/07	01/07/08
37 (3)	April	02/22/08	03/10/08
37 (4)	June	04/30/08	05/08/08
37 (5)	July	05/29/08	06/06/08
37 (6)	August	06/28/08	07/07/08
37 (7)	October	08/28/08	09/05/08
37 (8)	December	10/25/08	11/04/08

## SERVICE TO ADVERTISERS

- Availability of Editorial Reprints: Page size of reprints, same size as trimmed size of journal. For inquiries about reprints, contact:  
M. J. Mrvica Associates  
Tel: (856) 768-9360 | Fax: (856) 753-0064  
Email: markmrvica@mrvica.com
- Sponsorships of Supplements and Subscriptions are available, contact:  
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Tel: (856) 768-9360 | Fax: (856) 753-0064  
Email: markmrvica@mrvica.com
- Recruitment and Classified Advertising contact:  
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## ACCEPTANCE OF ADVERTISING

Pharmaceuticals will not be accepted until a New Drug Application from the FDA has become effective. Publisher reserves the right to reject advertising deemed inappropriate. Non-professional products or services must be approved by publisher. New ad copy should be submitted for approval by ad space closing date.

Classified Advertising: The ACVS necessitates changing the term "board eligible" to "individuals who have completed residency training."

# VETERINARY SURGERY

## 2008

**Advertising Sales Office**  
M.J. Mrvica Associates, Inc.  
Tel: 856-768-9360 | Fax: 856-753-0064  
Email: markmrvica@mrvica.com

RATES	<u>1x</u>	<u>3x</u>	<u>6x</u>	<u>12x</u>	<u>18x</u>
One Page:	\$1,085	\$1,065	\$1,045	\$1,015	\$985
Half Page:	\$ 705	\$ 685	\$ 670	\$ 655	\$630
Quarter Page:	\$ 580	\$ 565	\$ 550	\$ 535	\$515

### EARNED RATES

Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

**AGENCY DISCOUNT:** 15%

### INSERTS

Furnished inserts are billed at the black and white page rate times the number of insert pages.

- Two-page insert (one leaf): Two-times earned frequency rate
- Four-page or larger insert is black and white earned frequency rate per page.

### COLOR

- Standard Color: \$550 per page or fraction (AAAA red, green, blue, yellow, and orange)
- Matched Color: \$635 per page or fraction
- 4-Color Process: \$1,245 per page or fraction
- Color charges are in addition to earned black and white rates
- Bleed: No charge

### COVERS AND SPECIAL POSITIONS

- 4th Cover: ..... 50%
- 2<sup>nd</sup> Cover: ..... 35%
- Opposite TOC ..... 20%
- Other Positions ..... 15%

### COMPOSITION

Full page: \$150 | Half page: \$125 | Quarter page: \$95

### MECHANICAL SPECIFICATIONS

Page Sizes	Type Area	Bleed
Trim Size	8-1/4" x 10-7/8"	
Spread	15" x 10"	16-3/4" x 11-1/2"
Full Page	7" x 10"	8-1/2" x 11-1/4"
1/2 Page Horizontal	7" x 5"	8-1/2" x 5-5/8"
1/2 Page Vertical	3-1/2" x 10"	4-1/4" x 11-1/4"
1/4 Page	3-1/2" x 5"	

Keep live matter 1/2" from trim edges.

### SUBMISSION OF ADS

- Indicate journal, volume and issue with ad material.
- High resolution digital media required (minimum 266 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic transfer (preferred method of submission): Please contact Advertising Traffic Coordinator at [adtraffic@bos.blackwellpublishing.com](mailto:adtraffic@bos.blackwellpublishing.com) prior to submitting a file via FTP.
- Media requirements (for courier transfers): CD-ROM preferred.
- Set up document to trim size and include 1/8" bleed.
- All fonts and graphics must be embedded.
- 4-color solids should not exceed SWOP density of 280%.
- Convert all RGB to CMYK.
- Laser proof must accompany all digital file submissions.
- Color ads must be accompanied by SWOP-certified proof (chromalin, matchprint, IRIS, etc).
- Changes or updates made to previously submitted material must be resupplied in full with all pages included.
- For additional information, please see our PDF specifications at: [http://www.blackwellpublishing.com/authors/web\\_printspec.pdf](http://www.blackwellpublishing.com/authors/web_printspec.pdf).
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley-Blackwell is not responsible for the quality of advertisements sent after the deadline.

**BINDING:** Perfect; jogs to head

**PRINTING PROCESS:** Sheetfed

**HALFTONE SCREEN:** 150 line screen

### DISPOSITION OF REPRODUCTION MATERIAL

Material furnished for advertising reproduction will be destroyed twelve-months subsequent to issue date unless otherwise instructed.

### INSERT REQUIREMENTS

- Size 2 page: 8-1/2" x 11-1/4"
- Size 4 page: 17" x 11-1/4", furnish folded to 8-1/2" x 11-1/4"
- Trimming: 1/8" trimmed off top, bottom, gutter and face. Keep all live matter 1/2" from trim edges.
- Insert Stock Weight: For 2 page 80# preferred; 4 to 8 pages – 60# minimum. Inserts that do not meet these minimum weights must be sent to the printer for evaluation.
- Quantity: Contact Ad Sales Services
- Closing Date for Booking Inserts: Six weeks preceding issue date
- Insert Delivery Date: Five weeks before publication
- Packaging and labeling of inserts for shipping: Packed one up, folded if four pages, fl at if two pages. All inserts must be delivered to the printer in cartons, with Journal title, quantity, product, issue and month/year clearly marked. *If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating Journal title, issue date and quantity.*
- All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications.
- Copy of insert must accompany insertion order.
- Failure to meet insert specifications and packaging guidelines may result in additional charges.

### CONTRACTS & INSERTION ORDERS

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Email: [markmrvica@mrvica.com](mailto:markmrvica@mrvica.com)

### PRODUCTION MATERIALS

Wiley-Blackwell  
Attn: Advertising Traffic Coordinator  
Commerce Place, 350 Main Street  
Malden, MA 02148  
Email: [adtraffic@bos.blackwellpublishing.com](mailto:adtraffic@bos.blackwellpublishing.com)

**FOR INSERTS** (Mark Veterinary Surgery, month, vol/issue and quantity on the box)

The Sheridan Press, Attn: Lin Pearson, 450 Fame Avenue, Hanover, PA 17331. Tel: 800-635-7181

**Please send two copies of inserts to the Advertising Traffic Coordinator at address above.**