



VETERINARY SURGERY

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

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**NORTH & SOUTH AMERICA
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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: 3,000

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>
36 (1)	January	11/29/06	12/06/06
36 (2)	February	01/02/07	01/08/07
36 (3)	April	02/27/07	03/06/07
36 (4)	June	04/27/07	05/04/07
36 (5)	July	05/31/07	06/07/07
36 (6)	August	07/02/07	07/09/07
36 (7)	October	08/28/07	09/04/07
36 (8)	December	10/25/07	11/01/07

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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Email: markmrvica@mrvica.com

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."

RATES	<u>1x</u>	<u>3x</u>	<u>6x</u>	<u>12x</u>	<u>18x</u>
One Page:	\$1,055	\$1,035	\$1,015	\$985	\$955
Half Page:	\$ 685	\$ 665	\$ 650	\$635	\$610
Quarter Page:	\$ 565	\$ 550	\$ 535	\$520	\$500

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.

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 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.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Blackwell Publishing 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.

COLOR

- Standard Color: \$535 per page or fraction (AAAA red, green, blue, yellow, and orange)
- Matched Color: \$615 per page or fraction
- 4-Color Process: \$1,210 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%
- 2nd Cover: 35%
- Opposite TOC 20%
- Other Positions 15%

COMPOSITION

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

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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 2 West Taunton Avenue
 Berlin, NJ 08009
 Tel: 856-768-9360 | Fax: 856-753-0064
 Email: markmrvica@mrvica.com

PRODUCTION MATERIALS

Blackwell Publishing
 Attn: Advertising Traffic Coordinator
 Commerce Place, 350 Main Street
 Malden, MA 02148
 Email: 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 Advertising Traffic Coordinator at address above.