



Veterinary Radiology & Ultrasound

PUBLISHER:

Wiley-Blackwell
350 Main Street
Malden, MA 02148-5018
Tel: (781) 388-8250 | Fax: (781) 388-8265
Web: www.blackwellpublishing.com

NORTH & SOUTH AMERICA ADVERTISING SALES:

M.J. Mrvica Associates
2 West Taunton Avenue
Berlin, NJ 08009
Tel: (856) 768-9360 | Fax: (856) 753-0064
Email: kpetrakis@mrvica.com

OFFICIAL JOURNAL OF:

- H American College of Veterinary Radiology (ACVR)
- H International Veterinary Radiology Association (IVRA)
- H European Association of Veterinary Diagnostic Imaging (EAVDI)
- H European College of Veterinary Diagnostic Imaging (ECVDI)

EDITORIAL

The purpose of *Veterinary Radiology & Ultrasound* is to maintain the highest feasible standard for publication of matters pertaining to veterinary imaging and allied disciplines, to sustain its recognition as an established refereed journal which is the one of choice for the best presentation and largest select readership for publications related to veterinary imaging and allied disciplines, and to serve as a source of continuing education in veterinary imaging and allied disciplines. Published papers include results of original investigation, clinical reports, case history reports and review articles.

ESTABLISHED: 1960

STAFF

Publisher: Alison Denby
Editor-in-Chief: Donald E. Thrall, DVM, PhD
Advertising Sales: M.J. Mrvica Associates

ANNUAL SUBSCRIPTION

	The Americas*	Europe**	Rest of World
Personal: Print + Online***	\$106	£120	£ 80
Institutional: Print + Standard Online	\$399	£305	£305

CIRCULATION: 1,338

National and International
Publisher's statement available on request.

AUDIENCE

Specialist veterinarians and practicing veterinarians including: researchers and practitioners of diagnostic radiology, computed tomography, magnetic resonance, diagnostic ultrasound, radiation oncology and other allied disciplines. It is the only journal dedicated to veterinary imaging.

ISSUANCE

- Frequency: 6X/year
- Issue Dates: Jan/Feb, Mar/Apr, May/June, July/Aug, Sept/Oct, Nov/Dec
- Mailing date: First week of month

CLOSINGS

- Cancellations: No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable.
- Inserts: *For insert deadlines, costs, and requirements, contact M. J. Mrvica Associates.*

Publication Month	Ad Space Closing	Ad Materials Deadline
January/February	11/22/07	12/04/07
March/April	01/25/08	02/07/08
May/June	03/27/08	04/07/08
July/August	05/24/08	06/06/08
September /October	07/25/08	08/05/08
November/December	09/24/08	10/03/08

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: kpetrakis@mrvica.com
- Sponsorships of Supplements and Subscriptions are available, contact:
M. J. Mrvica Associates
Tel: (856) 768-9360 | Fax: (856) 753-0064
Email: kpetrakis@mrvica.com
- Recruitment and Classified Advertising contact:
M. J. Mrvica Associates
Tel: (856) 768-9360 | Fax: (856) 753-0064
Email: kpetrakis@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.

POLICY ON PLACEMENT OF ADVERTISING

Stacked in front

RATES

	<u>1x</u>	<u>3x</u>	<u>6x</u>
One Page:	\$560	\$545	\$530
Half Page:	\$374	\$365	\$355
Quarter Page:	\$250	\$245	\$235

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%

COLOR

- Standard Color: \$535 per page or fraction (AAAA red, green, blue, yellow, and orange)
- Matched Color: \$610 per page or fraction
- 4-Color Process: \$1,210 per page or fraction
- Color charges are in addition to earned black and white rates

COVERS AND SPECIAL POSITIONS

- 4th Cover: 50%
- 3rd Cover: 20%
- 2nd Cover: 35%
- Other Positions 25%

COMPOSITION

Full page: \$100 | Half page: \$50 | Quarter page: \$25

MECHANICAL SPECIFICATIONS

<u>Page Sizes</u>	<u>Type Area</u>	<u>Bleed</u>
Trim Size	8-1/4" x 10-7/8"	
Spread	15" x 10"	16-3/4" x 11-1/4"
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.

CONTRACTS & INSERTION ORDERS

M.J. Mrvica Associates, Inc.
2 West Taunton Avenue
Berlin, NJ 08009
Tel: 856-768-9360 | Fax: 856-753-0064
Email: kpetrakis@mrvica.com

PRODUCTION MATERIALS

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

FOR INSERTS (Mark Veterinary Radiology & Ultrasound, month, vol/issue and quantity on the box)

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

INSERT REQUIREMENTS

2 page insert: 8-1/2" x 11-1/4"
4 page insert: 17" x 11-1/4"; furnish folded to 8-1/2" x 11-1/4"

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