



JOURNAL OF VETERINARY INTERNAL MEDICINE

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OFFICIAL JOURNAL OF:

- H American College of Veterinary Internal Medicine
- H European College of Veterinary Neurology
- H European College of Equine Internal Medicine

EDITORIAL

Journal of Veterinary Internal Medicine has been the number one resource for veterinary specialists in large and small animal internal medicine, cardiology, neurology, and oncology looking for the latest in product development, drug advancement and nutrition management.

ESTABLISHED: 1984

STAFF

Publisher: Alison Denby
Editor: Kenneth W. Hinchcliff, BVSc, PhD
Co-Editor: Stephen P. DiBartola, DVM
Advertising Sales: M.J. Mrvica Associates

CIRCULATION: 4,400

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: January, March, May, July, September and November
- Mailing date: First week of month (except May which will be mailed on the third week of the 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	11/12/07	11/21/07
March	01/15/08	01/25/08
May	04/07/08	04/16/08
July	05/16/08	05/37/08
September	07/18/08	07/28/08
November	09/18/08	09/28/08

SERVICE TO ADVERTISERS

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POLICY ON PLACEMENT OF ADVERTISING

Stacked in front

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One Page:	\$910	\$870	\$820	\$790
Half Page:	\$595	\$550	\$520	\$490
Quarter Page:	\$495	\$455	\$440	\$425

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%

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- Standard Color: \$430 per page or fraction (AAAA red, green, blue, yellow, and orange)
- 4-Color Process: \$850 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%
- 3rd Cover: 25%
- 2nd Cover: 35%
- Other Positions 10%

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 11-1/8"
Full Page	7" x 10"	8-3/8" x 11-1/8"
1/2 Page Horizontal	7" x 5"	8-1/4" x 5-1/4"
1/2 Page Vertical	3-3/8" x 10"	4-1/8" x 11-1/8"
1/4 Page	3-3/8" x 4-7/8"	

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.
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FOR INSERTS (Mark *Journal of Veterinary Internal Medicine*, month, vol/issue and quantity on the box)

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INSERT REQUIREMENTS

- 2 page insert: 8-1/2" x 11-1/8"
- 4 page insert: 17" x 11-1/4"; furnish folded to 8-1/2" x 11-1/8"
- Trimming: Head 1/8", foot no less than 1/8" or more than 9/16", width 1/8"; safety margin in gutter; 1/8" safety at side; 1/8" grind off spine.
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