

AHVMA JOURNAL ADVERTISING INFORMATION

We would like to invite you to advertise your product, or post your classified ad in the Journal of the American Holistic Veterinary Medical Association. With a growing readership, it is currently sent to over 1200 subscribers nationwide, including over 900 practicing veterinary members in the U.S. and internationally (mostly in Canada). The Journal is also sent to all of the veterinary libraries and associations in the U.S. and Canada, as well as to our own student chapters.

The Journal is published quarterly in April, July, October and January, which is according to our membership year (April – March). However, the volume year starts with the January issue.

Commercial Advertising Information

- **Deadlines for your print ad and payment are as follows:** (see meeting ad exception below)

<u>Submit by</u>	<u>Published in</u>
March 1st	Volume 2 (formerly April issue)
June 1st	Volume 3 (formerly June issue)
September 1st	Volume 4 (formerly October issue)
December 1st	Volume 1 (formerly January issue)

- If you are advertising an upcoming meeting, please submit for publication at least 4 months in advance (see information in the classified section below).
- You will receive a complimentary copy of each Journal in which you place an advertisement. There is a 10% discount for two or three consecutive ads, and a 12.5% discount for four or more ads, **when paid in full in advance**. You may, however, change copy each journal, at no extra charge.
- **Cancellation** of prepaid advertising must be received by the advertising deadline dates shown above. Refund given for remaining advertising shall be the difference between full cost of published ad less prepaid amount. Previous discounts awarded will be nullified.
- Please submit your artwork as a high resolution (300 dpi) PDF, EPS or TIF file by e-mail to office@ahvma.org. To ensure proper reproduction, make sure all fonts and graphics are embedded. Technical questions regarding production will be forwarded to our Lay-out Editor. Direct all questions regarding ad placement and/or billing to the AHVMA office, 410-569-0795, office@ahvma.org. We will confirm receipt of all ads. If you do not receive confirmation within 2 weeks, please contact us to make sure we received your e-mail.

Commercial advertising rates per issue are as follows:

<u>Ad Type</u>	<u>Dimensions</u>	<u>Black & White</u>	<u>Color</u>
Full page	7.0" wide X 10.0" high	\$655.00	\$1,255.00
Full page bleed	8.75"wide X 11.25" high	\$655.00	\$1,255.00
Full page-inside covers	7.0" wide X 10.0" high	\$725.00	\$1,325.00
Half page-Horizontal	7.0" wide X 5.0" high	\$380.00	\$980.00
Half page-Vertical	3.38" wide X 10.0" high	\$380.00	\$980.00
Quarter page	3.38" wide X 5.0" high	\$215.00	\$815.00
Inserts (accompanying 2 full facing page ads only)	6" wide X 4" high	\$1200.00	n/a

* The Association reserves the right to change advertising rates without notice.

Classified Advertising Information

- **Deadlines for your classified ad and payment are as follows:** (see meeting ad exception below)

<u>Submit by</u>	<u>Published in</u>
March 1 st	Volume 2 (formerly April issue)
June 1 st	Volume 3 (formerly June issue)
September 1st	Volume 4 (formerly October issue)
December 1st	Volume 1 (formerly January issue)

- Ads must be ordered for a minimum of two consecutive insertions.
- Running an ad or announcement more than twice will require re-submission of the ad.
- Send classified ads via email to office@ahvma.org. We will contact you for payment, if any, due at the time of reservation. Please do not send payment until word count is confirmed.
- We will confirm receipt of all ads. If you do not receive confirmation within 2 weeks, please contact us to make sure we received your e-mail.
- Your ad will also be included on our website as a complimentary service.
- Meeting announcements (including print ads) should be submitted at least 4 months before the meeting. The guidelines below will insure that meeting notices appear in a quarterly issue of the JAHVMA sufficiently far in advance of the meeting date for readers to plan for attendance. Since most meetings are planned many months to a year or more in advance of the actual date, these guidelines should give meeting organizers adequate time to submit their notices.

<u>Submit by</u>	<u>For meetings scheduled in</u>	<u>Published in</u>
March 1st	July, August, September, or later	Volume 2 (formerly April issue)
June 1st	October, November, December, or later	Volume 3 (formerly June issue)
September 1st	January, February, March, or later	Volume 4 (formerly October issue)
December 1st	April, May, June, or later	Volume 1 (formerly January issue)

Classified advertising rates per issue are as follows:

Members (Veterinarians)	up to 50 words free, exceeding 50 words @ \$0.50 per word, per insertion.
Non-Members	Minimum ad charge of \$25.00 for 50 words or less, exceeding 50 words @ \$0.50 per word, per insertion.
Meeting Announcements	up to 50 words free, exceeding 50 words @ \$0.50 per word per insertion.

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PAYMENT INFORMATION

Payment is due in full, in advance. Without payment, we will not print your ad.

Invoices and receipts are available upon request. Please send payment (VISA or MasterCard, check or money order-drawn on a U.S. bank only) to:

**American Holistic Veterinary Medical Association
P.O. Box 630
Abingdon, MD 21009**

Or fax to: 410-569-2346

Please contact the AHVMA office at 410-569-0795 or office@ahvma.org if you have any questions or need further information.