



The MassVet News

Display Advertising 2018

The *MassVet News* is the newsletter published by the Massachusetts Veterinary Medical Association. It has a circulation of over 1,100 subscribers. Readers find association news and views, insights into veterinary medicine and practice, updates from governmental agencies, and general interest columns. The *MassVet News* accepts display and classified advertising and is a source for employment opportunities for veterinarians, technicians, and veterinary office staff in Massachusetts. We currently publish nine (9) issues per calendar year and advertisements appear in *both* the digital and print versions of the newsletter.

The publication schedule (payment and submission deadlines in parentheses) is:

January (Dec. 5)	May/June (April 5)	September (Aug. 5)
February/March (Jan. 5)	July (June 5)	October/November (Oct. 5)
April (Mar 5)	August (July 5)	December (Nov. 5)

- Ads must be received by the deadline or will be placed in the next available issue.
- Payment by check, American Express, MasterCard, or Visa is due in advance.
- Advertising is at MVMA's discretion, as space permits. MVMA reserves the right to edit or omit any ad, and is not liable for misprints, errors, or omissions. That said, we will try to work with you toward a mutually acceptable solution if we have erred.
- Display ads must be submitted via email to staff@massvet.org in 300 dpi JPG format. Ads are *printed* in black and white only but will appear in full color in the *digital* version. Please submit ads in full color for digital newsletter. Ad will be converted to black and white for the printed newsletter.

Fees for display ads, according to size and placement:

	<u>Size</u>	<u>1 Issue</u>	<u>9 Issues</u>
1/4 Page (Vertical)	3.5" wide x 5.0" high	\$200.00	\$1,710.00
1/2 Page (Horizontal)	7.5" wide x 5.0" high	\$275.00	\$2,290.00
Full Page	7.5" wide x 10.0" high	\$500.00	\$4,163.00
Full Page + URL Click Through*	7.5" wide x 10.0" high	\$650.00	\$5,400.00

*Analytics will be provided on user click-throughs one week following publication.

Specifications

300 dpi

Full Color

JPG File

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Display Advertising Enrollment Form 2018

**Deadline is the
5th of the month
for publication
the *following* month.**

Mail form and check to: 163 Lakeside Avenue, Marlborough, MA 01752

Fax form to: (508) 460-9969

Email form to: staff@massvet.org

Business Name: _____

Address: _____ **City / State / Zip:** _____

Contact Person: _____

Email: _____ **Phone:** _____

URL (Full Page Click-Through Only): _____

Start Date: _____ **No. of Issues:** _____ **Ad Size:** _____

Provide information for VISA, MASTERCARD, OR AMERICAN EXPRESS:

Credit Card: _____

Expires: ____ / ____

V-Code: ____ (last 3 digits in signature box; for Amex, 4 digits above the card number)

Name on Card (printed): _____

Authorized Signature: _____

Billing Address: _____ **Zip Code:** _____