

2017 ADVERTISING OPPORTUNITIES



The NAVTA Journal is a dynamic clinical bi-monthly publication that reaches veterinary technicians across the country. As the official publication of the National Association of Veterinary Technicians in America (NAVTA), The NAVTA Journal is the only continuing education journal sanctioned for association members.

NAVTA Journal Circulation Base: 15,000+

Approximately 95% of our circulation is to veterinary technicians and veterinary technology students. Around 5% make up veterinary assistants, veterinarians and others within the veterinary medical industry.

NAVTA E-Newsletter Circulation Base: 32,000+

An informational biweekly e-newsletter is sent to all members of the veterinary healthcare team, veterinary technology students and professors.

Highlighted Advertisers via Website & Social Media

NAVTA Journal advertisers will be highlighted on per issue basis via the website and social media outlets that reach of 82,000+

Our Members:

- Work in all facets of veterinary medicine such as, education, and diagnostic/research laboratories
- Are students or graduates of AVMA-accredited and AVA programs
- Are mainly veterinary technicians, but also include veterinary assistants and veterinary practice managers
- Are responsible for 73% of practice ordering
- Handle 55% of product sales to clients
- Field 60% of sales representative visits
- Have held their current position for seven years (on average)
- Attend CE conferences 20% more frequently than non-members

Advertising Calendar

Edition	Insertion Order Due	Materials Due	Mailing Date
Feb/Mar	1.4.17	1.11.17	2.8.17
Apr/May	2.28.17	3.7.17	4.4.17
Jun/Jul	5.2.17	5.9.17	6.6.17
Aug/Sept	6.26.17	7.7.17	8.7.17
Oct/Nov	8.29.17	9.5.17	10.9.17
Dec/Jan	10.31.17	11.7.17	12.5.17

ADVERTISING SPECIFICATIONS

Material Specification

All materials must include a contract quality, color proof, calibrated to SWOP specifications and a color bar generated from the digital data.

Journal Trim Size

8.5 x 11 inches, 0.25-inch trim at head, face, and foot. Keep live matter 0.25 inch inside trim.

Proof Requirements

All advertising files must be accompanied by a composite laser hard-copy proof of all pages. If hard-copy proof is not supplied, *The NAVTA Journal* cannot assure accuracy on press.

File Specifications

Adobe InDesign CS5 Documents

- Mac format files.
- Please ensure all colors are set to CMYK.
- Set up InDesign document size to actual ad trim size (8.5 x 11 inch for full page nonbleed).
- Include all images and fonts when collecting final files.

Adobe Illustrator CS5 Documents

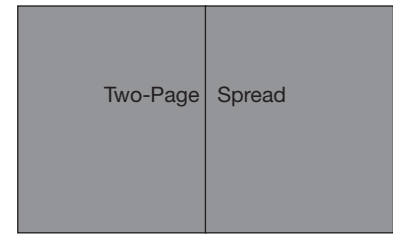
- Save all Illustrator graphics as EPS files.
- All fonts must be converted to outlines.

Photoshop CS5 Files

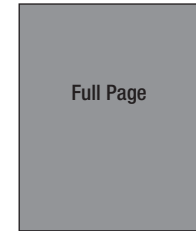
- Uncompressed TIFF or EPS files (no LZW or JPEG compression).
- Four-color images saved in CMYK mode.
- Do not use transfer functions with EPS files.
- Do not save EPS files in DCS format.

PDF Files (Preferred Method)

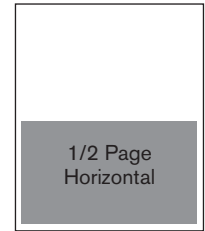
- Save high-resolution PDF files at 300 dpi at 100% final size. Please include crop marks and bleeds. Accompany all PDF files with a hard-copy proof.



Two-Page Spread
Trim Size: 17" x 11"
Bleed: 17.25" x 11.25"
(Live Area: 15"x10", be sure to leave space for center margin)

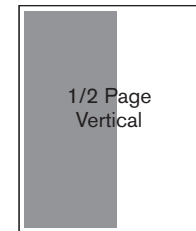


Full Page
Trim Size: 8.5" x 11"
Bleed: 8.75" x 11.25"
(Live Area: 7.5" x 10")



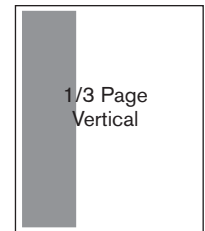
1/2 Page Horizontal

7.5" x 5"



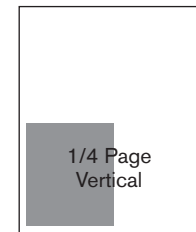
1/2 Page Vertical

3.75" x 10"



1/3 Page Vertical

2.125" x 10"



1/4 Page Vertical

3.75" x 5"

**Please contact us to discuss nonprofit discounts and opportunities to partner with NAVTA for enhanced brand awareness and ongoing promotions with members.*

2017 Advertising Rates

All ads rates are 4-color.

	1x	2x	3x	4x	5x	6x
2-pg spread	\$5,205	\$5,100	\$4,825	\$4,657	\$4,623	\$4,588
Full page	\$3,609	\$3,475	\$3,339	\$3,264	\$3,242	\$3,221
1/2 page	\$2,433	\$2,349	\$2,266	\$2,197	\$2,181	\$2,164
1/3 page	\$2,042	\$1,974	\$1,909	\$1,866	\$1,853	\$1,840
1/4 page	\$1,613	\$1,561	\$1,514	\$1,488	\$1,479	\$1,469
Premium Placements						
Cover 2	\$3,732	\$3,578	<i>(inside front cover)</i>			
Cover 3	\$3,696	\$3,544	<i>(inside back cover)</i>			
Cover 4	\$3,797	\$3,639	<i>(back cover)</i>			

NAVTA Website Advertising (per month)

254w x 300h: \$500; rotating on home page

254w x 300h: \$500; rotating on all interior pages

Submission Procedures

To submit electronic files, send to: editor@navta.net

Please mail disks and hard copy proofs to:

Attn: NAVTA
PO BOX 1227
Albert Lea, MN 56007

Ph: 888-996-2882

Fax: 507-489-4518 | www.navta.net