



# 2017 RATE CARD

Journal of Avian Medicine and Surgery (JAMS)

## Basic Information

- The Journal of Avian Medicine and Surgery (JAMS) is an official publication of the Association of Avian Veterinarians (AAV).
- JAMS is an international journal of the medicine and surgery of both captive and wild birds, publishes scientific articles (both original and retrospective studies), case reports, editorials, abstracts of selected scientific articles, What Is Your Diagnosis?, book reviews, and upcoming meetings.
- JAMS is published quarterly by Allen Press, Inc. and distributed to members and other journal subscribers around the world.
- Advertising may be accepted for full page, half page and quarter page. The Journal does not accept classified advertisements (See AAV Newsletter advertising rates).
- Discounts are available - see Package Pricing for details. This must be agreed within the signed contract.

## Ad Format/Requirements

- Advertisements must be sent electronically to the AAV Office: [pubs@aav.org](mailto:pubs@aav.org) in high resolution PDF format. We will not accept other formats.
- All fonts must be embedded and the resolution must be at least 300 dpi.
- PDF ads that include a bleed must be made to the correct page size for trim.
- Complete ad material must be received by deadline. Cancellations are not accepted after deadline.
- Payment for ad must be received within 30 days of the ad invoice being received or the ad will be removed from further publication.
- Advertisers with outstanding accounts balances will not be accepted for exhibit space at the Annual Conference and Expo.

## Package Discounts

**Package 1:** 4 Journal ads + 6 Newsletter ads = 50% discount on all

**Package 2:** 4 Journal ads + 3 Newsletter ads = 40% discount on all

**Package 3:** 4 consecutive Journal ads @ 20% discount

**Package 4:** 6 Newsletter ads within 1 calendar year @ 20% discount

- All ads must be placed within a 12 month period to be eligible for the discounts. Newsletter ads are always full color; journal ads may be grayscale or full color depending on the advertiser's preference.
- Advertisers contracting for one of the packages above qualify for a complimentary rotating banner ad on aav.org E-journal access and/or E-Newsletter page.

## Rates/Specs

Full Color	Width x Height	Cost
Full Page	7" x 10"	\$1,045
Half Page Horizontal	7 1/2" x 5"	\$650
Half Page Vertical	3.75" x 10"	\$650
Quarter Page	3" x 5"	\$400
Inside Front Cover	8.5" x 11" with 1/8" bleed	\$1,075
Inside Back Cover	8.5" x 11" with 1/8" bleed	\$1,075
Grayscale	Width x Height	Cost
Full Page	7" x 10"	\$770
Half Page Horizontal	7 1/2" x 5"	\$450
Half Page Vertical	3.75" x 10"	\$450
Quarter Page	3" x 5"	\$280
Inside Front Cover	N/A	N/A
Inside Back Cover	N/A	N/A

## Deadlines

Issue	Space Deadline/ Copy due
Vol 31 No 1 (March 2017)	February 15, 2017
Vol 31 No 2 (June 2017)	May 17, 2017
Vol 31 No 3 (Sept 2017)	August 17, 2017
Vol 31 No 4 (Dec 2017)	November 15, 2017



# 2017 RATE CARD

AAV Monthly E-Newsletter

## Basic Information

- The Newsletter is an official publication of the Association of Avian Veterinarians (AAV) that includes articles, ads, and announcements to keep our members updated on membership and industry news.
- The Newsletter is sent out electronically to all members once a month for a total of 12 issues. Each issue is also posted on the AAV website.
- Only color ads will be accepted for the Newsletter. Black and white ads, if received, will be charged at the same rate as the full color ads.
- Advertising may be accepted for full page, half page and quarter page.
- Advertisements must be sent electronically to the AAV Office: [pubs@aav.org](mailto:pubs@aav.org)
- Placement will be at random. There will be a 10% fee levied for specific placement.

## Ad Format/Requirements

- Advertisements must be sent electronically to the AAV Office: [pubs@aav.org](mailto:pubs@aav.org) in high resolution PDF format. We will not accept other formats.
- The fonts must be embedded and the resolution must be at least 300 dpi.
- Complete ad material must be received by deadline. Cancellations are not accepted after deadline.
- Payment for ad must be received within 30 days of the ad invoice being received or the ad will be removed from further publication.
- Advertisers with outstanding accounts balances will not be accepted for exhibit space at the Annual Conference and Expo.

## Classified Ad/New Product Release

- Associate wanted, employment opportunity, practice for sale, position wanted, equipment, supplies for sale, emergency services, new product, etc. are \$75.
- Send text, not to exceed 75 words, and one picture to [pubs@aav.org](mailto:pubs@aav.org).
- Placement and creation of actual ad is at AAV's discretion.

## Continuing Education Announcement

- Continuing education programs will be listed at no charge in the Newsletter if CE credits are offered. Please include: Name of event, date, location, website, number of CE credits contact name and email for more information.
- Event will be listed in our Upcoming Events section. Placement of an actual ad is at AAV's discretion.

## Package Discounts

**Package 1:** 4 Journal ads + 6 Newsletter ads = 50% discount on all

**Package 2:** 4 Journal ads + 3 Newsletter ads = 40% discount on all

**Package 3:** 4 consecutive Journal ads @ 20% discount

**Package 4:** 6 Newsletter ads within 1 calendar year @ 20% discount

- All ads must be placed within a 12 month period to be eligible for the discounts. Newsletter ads are always full color; journal ads may be grayscale or full color depending on the advertiser's preference.
- Advertisers contracting for one of the packages above qualify for a complimentary rotating banner ad on [aav.org](http://aav.org) E-journal access and/or E-Newsletter page.

## Rates/Specs

Full Color	Width x Height	Cost*
Full Page	7.5" x 9.75"	\$700
Half Page Horizontal	7.5" x 4.75"	\$350
Half Page Vertical	3.75" x 9.75"	\$350
Quarter Page	3.75" x 4.75"	\$200

## Deadlines

- The newsletter is published on the 15th of each month. **Content is due by the 1st of that month.**



# 2017 Advertising Contract

Journal of Avian Medicine and Surgery (JAMS) & AAV E-Newsletter

[Click here to Submit this contract online!](#)

## Advertiser Contact Information

Name of Company \_\_\_\_\_  
 Contact \_\_\_\_\_ Title \_\_\_\_\_  
 Company Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone (\_\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

## Agency Contact Information (if applicable)

Agency (if applicable) \_\_\_\_\_  
 Agency Contact \_\_\_\_\_  
 Agency Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone (\_\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

Invoices should be sent to:  Agency  Advertiser  Other (please list) \_\_\_\_\_

## Advertising Reservation

- Package 1:** 4 Journal ads + 6 Newsletter ads = 50% discount on all
- Package 2:** 4 Journal ads + 3 Newsletter ads = 40% discount on all
- Package 3:** 4 consecutive Journal ads @ 20% discount
- Package 4:** 6 Newsletter ads within 1 calendar year @ 20% discount

Please specify ad size, color/grayscale, and months for placement of your ads below.

### Journal of Avian Medicine and Surgery

Please reserve the following ad size and color:

#### Color Ad:

- Full Page, \$1,045/issue
- Full Page - Inside Front Cover, \$1,075/issue
- Full Page - Inside Back Cover, \$1,075/issue
- Half Page, \$650/issue
  - Horizontal  Vertical
- Quarter Page, \$400/issue

#### Grayscale Ad:

- Full Page, \$770/issue
- Half Page, \$450/issue
  - Horizontal  Vertical
- Quarter Page, \$280/issue

Please reserve space for this ad in:

- March  June  September  December

I plan on having different art for each issue contracted:  Yes  No

## Authorization

### Advance Payment Option:

- Yes, please invoice me now for my complete package.
- No, thank you. Please bill me for each ad after publication.

I authorize the advertisement placement as indicated above:

Signature of Company Contact \_\_\_\_\_ Date \_\_\_\_\_

Invoices are due 30 days from receipt. Please have the ad sent to [pubs@aav.org](mailto:pubs@aav.org) by the deadline.

### AAV Newsletter

Please reserve the following ad size:

- Full Page, \$700/issue
- Half Page, \$350/issue
  - Horizontal  Vertical
- Quarter Page, \$200/issue
- Classified Ad/New Product Release, \$75/issue

Please reserve space for this ad in:

- January  Feb  March  April  May  June
- July  August  Sept/Oct  Nov  Dec

I plan on having different art for each issue contracted:

- Yes  No