

# Journal of ZOO and WILDLIFE MEDICINE

## ADVERTISING OFFICE

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**ISSUANCE:** Quarterly

## 2016 Closing Dates

Issue	Space Reservation	Ad Material
March	January 27	February 11
June	April 27	May 12
September	July 28	August 15
December	October 26	November 10

## Advertising Rates (Black & White)

	1x	4x	8x
Full Page	\$705	\$655	\$590
Half Page (H)	\$465	\$435	\$390
Half Page (V)	\$465	\$435	\$390
Quarter Page	\$360	\$335	\$310

## Color Rates

2-Color	\$600
4-Color	\$800

## Premium Positions

Premium Positions over B/W rates - 25%

## Inserts

2-Page Insert: 3x earned B/W page rate + 15%

4-Page Insert: 5x earned B/W page rate + 15%

**Layout/Design Service Available**

## EDITORIAL CONTENT

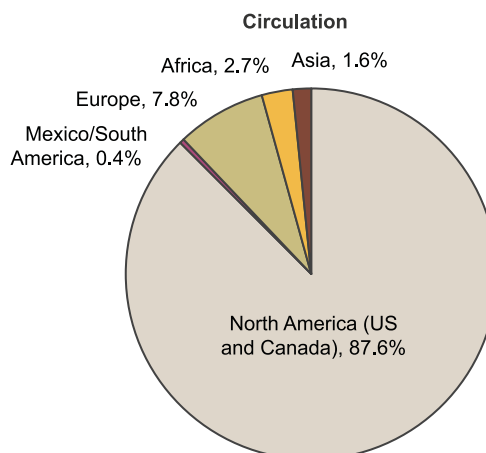
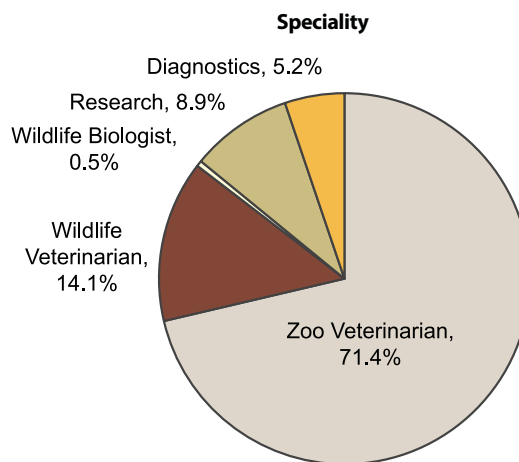
*Journal of Zoo and Wildlife Medicine* is considered the number one source of information on the biology and veterinary aspects of captive and free-ranging wild animals.

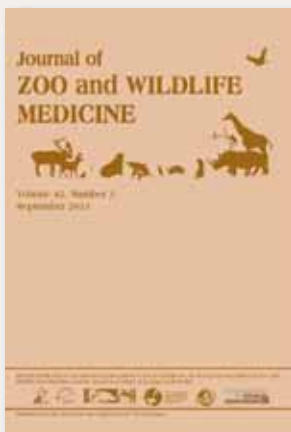
## MARKET COVERAGE

Practicing zoo veterinarians, wildlife veterinarians, wildlife biologists, academic veterinary faculty, veterinary school libraries, major zoo libraries, veterinary schools and others who are interested in captive and free-ranging wildlife and exotic pets. Practice types include clinical zoo medical practice, diagnostic laboratories, reproductive and pathological laboratories, pharmaceutical companies, and a wide range of governmental health and wildlife management agencies.

**READERSHIP: 1,100**

## MARKET COVERAGE:





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## ACCEPTANCE OF ADVERTISING

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## DATA TRANSFER

We can accept the following media: Macintosh/PC Platforms DVD, & CD-ROM. We can also accept or retrieve files via File Transfer Protocol (FTP). If you will be posting to the FTP site please go to [www.allenpress.com/faqsframes.html](http://www.allenpress.com/faqsframes.html) and follow the directions.

## TRIM SIZE

Journal trims 1/8" off top, bottom and outside edge. Final trim size of publication is 6 7/8" x 10". Live matter should be a minimum of 1/2" inside trimmed edges, and a minimum of 1/2" should be allowed for the bind. Formats: We accept TIFF from PC Platforms. We also accept files in the following Native Application File Formats: Adobe Acrobat (.pdf) (use Press Settings under Job Options)

## TERMS AND CONDITIONS

*The Journal of Zoo and Wildlife Medicine* reserves the right to refuse materials and require publication prepayment. This journal does not accept advertising for credit/debit cards, insurance, or travel. The advertiser agrees to assume all liability for content of ads and must be fully authorized for use of the ad's content. In consideration of the publication of advertisements, the advertiser will indemnify and hold the publisher harmless from any loss or expense arising out of an advertisement. Advertisers will be billed for any modifications or file manipulation that needs to be done to meet print requirements. Allen Press, Inc. assumes no financial responsibility for any error or omission occurring in the publication of an advertisement if the electronic file does not meet our published standards and/or a press proof is not supplied. All claims for errors in advertisements must be made in writing and received within ten days of the invoice date and will be considered only for the first insertion of the advertisement containing the error. An error, which does not materially affect the value or content of an advertisement, will not qualify for a credit, nor will any credit be allowed if the customer has seen and approved the proof, or a proof was not supplied.

### Ad Sizes

	Non-Bleed	Bleed
	Width x Height	Width x Height
Full Page	5 1/2" x 8"	7 1/8" x 10 1/4"
Half Page (H)	5 1/2" x 4"	
Half Page (V)	2 5/8" x 8"	
Quarter Page	2 3/4" x 4"	
Trim Size	6 7/8" x 10"	

## AGENCY COMMISSION

15% to recognized agencies. Color charges and positioning charges are commissionable.

### Online Banner Advertising Rates

	1 Month	3 Months	6 Months	12 Months
Top Horizontal Banner 1 (468 x 60 pixels)	\$650	\$600	\$550	\$500
Top Horizontal Banner 2 (238 x 60 pixels)	\$500	\$450	\$400	\$350
Skyscraper Banner (135 x 600 pixels)	\$750	\$700	\$650	\$600
Tile Banner (180 x 150 pixels)	\$500	\$450	\$400	\$350

[www.zoowildlifejournal.com](http://www.zoowildlifejournal.com)