

# 2017 Advertising Information and Rates

# Arizona Veterinary News

Newsletter publication of the Arizona Veterinary Medical Association  
(rates effective January 1, 2017)

**Publication:** Monthly  
**Size:** 8 1/2 x 11"

**Color:** One  
**Distribution:** 1,500

**Truth in Advertising Policy**—The AzVMA respectfully requests all advertisers to refrain from making misleading or false representations in ads placed in the *Arizona Veterinary News*. The AzVMA may use its discretion in calling to the attention of advertisers, legitimate complaints that are factually and indisputably proven to have merit. Complaints must be received in writing and contain the signature of the complainant. The AzVMA also reserves the right to refuse advertising that it deems inappropriate, or offensive.

*Advertisements that include references to age, race, color, religion, gender, or national origin or that request photographs of applicants will not be accepted. Acceptance of an advertisement for publication in the AzVMA does not imply endorsement of the product or service by AzVMA. Insertions (classified or display ads) subject to space availability—first come, first served.*

## Personal/Commercial advertising rates

**DVM Member Private Practice Ad Rate** (applies to individuals or practitioners; does not apply to firms, institutions, or individuals regularly engaged in the sale of veterinary equipment or devices)

**DVM / Allied Member Commercial Ad Rate** (applies to veterinarians operating businesses outside their private practices, firms, institutions, real estate companies, etc.)

## CLASSIFIED ADS

Classified rates include:

- Listing in the AzVMA newsletter
- Listing on AzVMA's Web Site: [www.azvma.org](http://www.azvma.org)

Rates listed are per insertion.

Copy exceeding 60 words from beginning of ad to beginning of contact information will be charged accordingly

	DVM Member Private Practice	DVM / Allied Member Commercial	DVM / Allied Non-Member
20 words or less	\$25	\$55	\$100
21 – 40 words	\$50	\$65	\$200
41 – 60 words	\$65	\$80	\$260

Classified ads may be submitted to the AzVMA with our classified ad submission form, <http://azvma.site-ym.com/page/classifiedad>, or visit our website, [www.azvma.org](http://www.azvma.org), Publications, Arizona Veterinary News, Classified Advertising Form. Advertisers who need additional information should contact the AzVMA by e-mail or phone. Word Count—A word is defined as one or more letters or numbers bounded by spaces. Contact information should be placed at the end of the ad and should not be included as part of the word count. To save space in the publication, the AzVMA reserves the right to abbreviate as necessary.

## \*\*DISPLAY ADS

Display rates include:

- Placement in the AzVMA newsletter

## Display advertising rates

Personal and Commercial Ad rates apply.

### PREPAID DISPLAY ADS ARE OFFERED AT OUR 2016 RATES!

Rates listed are per insertion for camera-ready copy.

An additional \$75 is required for ads that must be typeset.

**25% Discount for Premier Sponsors!**

	DVM Member Private Practice	DVM / Allied Member Commercial	DVM / Allied Non-Member
Business Card Size (3.5 x 2)	\$95	\$200	\$365
Quarter Page (3.5 x 4)	\$155	\$285	\$425
Half Page (7.5 x 4.5)	\$245	\$390	\$535
Full Page (8.5 X 11)			
Quotes Available Upon Request			

## INSERTS\*

Insert rates include:

- Insertion in the AzVMA newsletter

\*Maximum weight paper to print inserts on is 80 lb book weight.

Rates listed are per insertion for **black & white camera ready** copy.

**Color inserts:** It is the client's responsibility to produce. Call AzVMA for quantity needed.

### One-sided:

Full Page (8 1/4 x 10 3/4) \$505 \$545 \$800

### Two-sided: (Front&Back)

Full Page (8 1/4 x 10 3/4) \$705 \$745 \$995

**All ads must be submitted by the 15th of each month for the following month's issue.**

AzVMA, 100 W. Coolidge St., Phoenix, AZ 85013  
e-mail display ads to: [newsletter@azvma.org](mailto:newsletter@azvma.org)