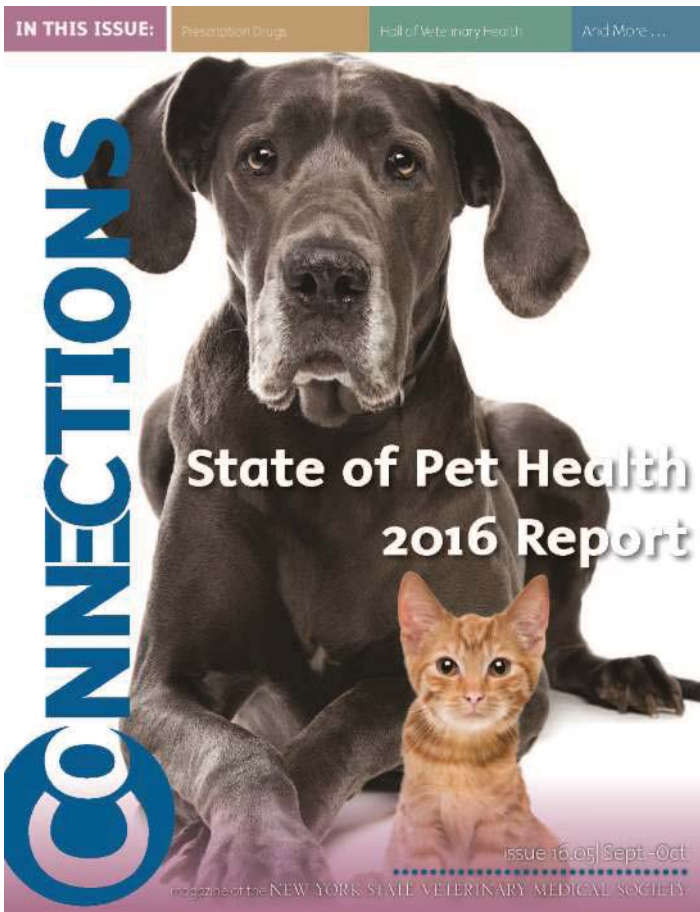


CONNECTIONS MEDIA KIT



Connections is the publication of the New York State Veterinary Medical Society and reaches an audience of more than 3,000 New York State-licensed veterinarians, their staff and practices; Cornell University's College of Veterinary Medicine students and faculty, other state VMAs and veterinary colleges throughout the country.

Each bi-monthly issue is dedicated to investigating the industry's latest trends and hottest topics in-depth. *Connections* touches all veterinary staff members by featuring regular columns, including: Practice Manager, Human Resources, Customer Service, Legal and more.

Connections received a 2015 APEX (Awards for Publication Excellence) Award under the category of Magazines, Journals & Tabloids-Most Improved. APEX Awards is an annual competition sponsored by Communications Concepts, Inc. for publishers, editors, writers and designers who create print, Web, electronic and social media.

Reach New York State's Veterinarians today through a partnership with the NYSVMS! Several different advertising options to choose from- 1 issue, 3 issue and 6 issue packages available!

For more information, contact Stephanie Quirini, NYSVMS Communications Specialist, at (800) 876-9867 or squirini@nysvms.org.



Contact: Stephanie Quirini ♦ Communications Specialist ♦ squirini@nysvms.org
NYSVMS ♦ 100 Great Oaks Blvd. ♦ Suite 127 ♦ Albany, NY 12203
Phone: 800.876.9867 ♦ www.nysvms.org ♦ Fax: 518.869.7868

CONNECTIONS

Display Ad Rates, Specs and Deadlines

Mechanical Requirements

Ad	Width x Height
Full page*	8.5" x 11"
Half page*	8.5" x 5.5"
1/4 page*	4.25" x 5.5"
1/8 page*	4.25" x 2.75"

*All ads should include an additional 1/8" bleed.

Required material

Acceptable PC program formats for material are as follows:

Adobe PDF (preferred) set to print quality specifications

- Fonts must be embedded
- All images must be 300 dpi.
- Convert all RGB images to CMKY before creating the PDF file. If PDF is black and white, convert all images and text to grayscale.

TIFF file with a final size equal to ad size is acceptable.

- The TIFF must have a resolution of at least 300 dpi.

Illustrator files

- Save Illustrator files as an EPS file.
- All graphics used in the original file must be included (TIFFs, embedded EPS, logos, etc.)
- Fonts (embedded in EPS files and/or used in the document) must be converted to paths before the EPS file is created. This is especially important when sending a Mac file. Watch for hidden text when converting.
- Convert PMS colors to CMYK (process color) and uncheck the "spot color box." (See below for ads using true sport colors.)

MS Word, MS Publisher and **WordPerfect** files are not accepted.

Color Advertisements - Per Issue

Ad	1 Issue	3 Issues	6 Issues
Full page	\$1575	\$1496	\$1417
Half page	\$813	\$761	\$708
1/4 page	\$472	\$446	\$420
1/8 page	\$367	\$346	\$325

Black and White Advertisements

Ad	1 Issue	3 Issues	6 Issues
Full page*	\$1260	\$1197	\$1134
Half page*	\$630	\$598	\$567
1/4 page*	\$367	\$351	\$330
1/8 page*	\$236	\$225	\$210

Premiere Placement

- **Inside front or back cover** full page ad slots are available for \$2625 per issue.

Deadlines

Issue	Payment/ Ad Due	To Print
Jan/Feb	1/2/2017	1/30/2017
March/April	1/27/2017	3/24/2017
May/June	2/24/2017	5/26/2017
July/August	5/26/2017	7/28/2017
Sept/Oct	7/28/2017	9/29/2017
Nov/Dec	9/29/2017	11/24/2017



CONNECTIONS

Advertising Contract

Advertiser (name of company): _____

Agency (if applicable): _____

Contact: _____

Address: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Product Marketing Contact: _____ Phone: _____

Number of Insertions: _____

Rate: _____

Subtotal: _____

Total Contract Cost: _____

Payment

Name: _____

Card Type: _____

Expiration Date: _____

CW Code: _____

Card #: _____

Zip Code if different than billing address: _____

Authorizing Signature: _____ Date: _____

Please see reverse side for Advertising Policy.

Issue	Size	Color	B&W
Jan/Feb			
March/April			
May/June			
July/Aug			
Sept/Oct			
Nov/Dec			

CONNECTIONS

Advertising Policy

- The NYSVMS retains the exclusive right to determine ad placement and does not guarantee placement of any advertisement in a specific newsletter issue.
- The NYSVMS is not responsible for incidental or consequential damage for errors in displaying an advertisement.
- All advertising orders are accepted subject to the terms and provisions of the current ad rate card.
- A contract year, or 12 month period, starts from the date of the first insertion. Twelve month periods do not overlap; in other words, space counted in one contract period to determine the rate for subsequent or past periods.
- If more or fewer insertions are used within one year than specified in the order, charges will be adjusted in accordance with established rates. However, credits earned will apply to billings - no cash rebates will be made.
- The NYSVMS, in its sole discretion, will interpret and enforce this policy and all other issues relating to advertising in its publications and website.
- Advertisements will not be accepted if they appear to violate the Principles of Medical Ethics of the American Veterinary Medical Association or are otherwise unacceptable to the NYSVMS. Advertisements must be factual and in good taste.
- The NYSVMS reserves the right to decline, reject or discontinue any advertisement for any reason at any time without liability, even though previously acknowledged or accepted.
- In consideration of publication of an advertisement, the advertiser and the agency agree to indemnify and hold harmless the NYSVMS, its officers, staff and members against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement or plagiarism.
- The appearance of an advertisement in a NYSVMS publication is neither a NYSVMS guarantee nor endorsement of the product or service or the claims for the product or service made by the advertiser. Companies may not refer to an appearance of their advertisement in a NYSVMS publication in any other advertising or promotion. The NYSVMS's name, logo and any other NYSVMS service mark may not be used in any advertisement, in either NYSVMS or other publications, without prior approval.
- The NYSVMS's acceptance of advertising is not a recommendation, endorsement or guarantee of any product or service advertised. The NYSVMS is not responsible for the content or accuracy of third-party advertisements.
- Closing dates for insertion orders and camera ready materials are listed in the media kit.

Materials: Advertiser must forward all materials in accordance with deadline schedule to:

NYSVMS

Attn: Stephanie Quirini, 100 Great Oaks Blvd, Suite 127
Albany, NY 12203

Digital art may be sent to squirini@nysvms.org.

Payment: Advertiser or authorized agency may pay by credit card using the enclosed contract or be invoiced. First payment is due and payable to the New York State Veterinary Medical Society prior to publication.

