

VOICE

Display Ad Rate Sheet 2019

The *VOICE* is a full color magazine published quarterly by the Colorado Veterinary Medical Association. The *VOICE* reflects the nature of the profession and the needs of its readers - your customers. It provides advertisers an efficient channel to reach a highly targeted marketplace that turns to the publication time and again for trends in veterinary medicine and news about CVMA initiatives. *VOICE* readership includes mostly Colorado veterinarians engaged in all facets of practice and specialty areas, as well as veterinary faculty, researchers, veterinarians in public service and industry, and students. Besides being distributed to CVMA's 2,200+ members - including Denver Area chapter members and Colorado State University veterinary students - the *VOICE* is also distributed once a year to **all** veterinarians licensed in Colorado, regardless of membership.



Reach Colorado Veterinarians Today... and Tomorrow!

NOW includes all Denver Area chapter members!

General Policy

The publisher reserves the right to cancel or reject any advertisement at any time, and to add the word "advertisement" at the top of any copy, which in the publisher's opinion might mislead the reader as editorial matter. The advertiser agrees to indemnify and protect the publisher from any claims or expenses resulting from an advertiser's unauthorized use of any name, photograph, sketch, or words protected by copyright or registered trademarks.

Terms of Payment. Payment for advertisement is due and payable to CVMA, 191 Yuma Street, Denver, CO 80223. Credit card payment is preferred. Alternate payment options must be approved by CVMA. A signed commitment form must be on file with CVMA before any advertisements will be published.

Rate Protection Policy. Publisher reserves the right to make such revisions in advertising rates, with (60) days notice, as may be necessitated by economic conditions. If a rate revision is made under this clause, and is not accepted by the advertiser, the latter may cancel their contract without a short rate adjustment.

Cancellation Policy. A signed commitment form constitutes a binding agreement for all advertising in all issues in which space has been reserved. Ads may be cancelled up to ten (10) days prior to submission deadline with written notice and are subject to a 10% cancellation fee of all cancelled ads and retroactive billing of multiple-ad discounts. Accounts past due sixty (60) days will result in termination of contract and/or advertisement and a loss of any applicable contract discounts.

Deadlines for Submission

January 15 Issue #1 *publishes in late March*
 April 15..... Issue #2 *publishes in late June*
 July 15 Issue #3 *publishes in late September*
 October 15..... Issue #4 *publishes in late December*

Advertising Rates*

Ad size	1x**	2x	4x
1/4 page full color	\$470	\$440	\$420
1/2 page full color	\$775	\$725	\$700
Full page full color	\$1155	\$1125	\$1095
Insert (full color)	<i>prices available upon request</i>		

*Premium positions (inside front and back cover; back cover) may also be available for an additional premium increase.

**Ads placed in issue #3 only to take advantage of mailing to all Colorado DVMS, add 10% premium to price listed.

Production Charge.

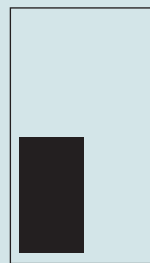
Any modifications or additions to ads made by the publisher on behalf of the advertiser are billed at \$50 each.

File Requirements.

CVMA will only accept high-resolution PDF files sized as noted below. Graphics / photos within PDF must be high resolution (300+ dpi) as well. *Ad files submitted by advertisers will be considered final art; CVMA is not responsible for ad content, errors, or print resolution.*

Trim size: 8.5" x 11" (NO bleeds)

3 5/8" x 5"



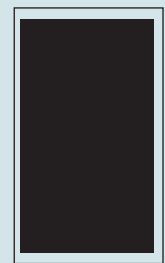
1/4 vertical

7" x 5"



1/2 horizontal

7" x 10"



Full page