

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	3x	4x
1/4 page full color	\$470	\$440	\$430	\$420
1/2 page full color	\$775	\$725	\$715	\$700
Full page full color	\$1155	\$1125	\$1115	\$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 20% premium increase.

**Ads placed in Issue #2 only to take advantage of mailing to all Colorado DVMS, add 10% premium to price listed.

Production Charge.

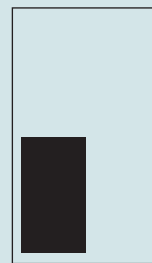
Any modifications or additions to ads made by the publisher on behalf of the advertiser are billed at \$50 each.

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"



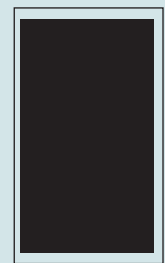
1/4 vertical

7" x 5"



1/2 horizontal

7" x 10"



Full page

eVOICE

Banner Ad Rate Sheet 2019

The **CVMA eVOICE** is the weekly e-newsletter of the Colorado Veterinary Medical Association, sent every Friday.

eVOICE has a weekly **open rate of over 30%** -- higher than the average industry rate!

Reach over **2,000 Colorado veterinary professionals** with a full-color, highly visible and prominently displayed eVOICE banner ad!

PRICING

Rate and pricing information for 2019 eVOICE banner advertising as follows:

- \$185 / week with a one calendar month commitment required for standard, static ad (\$740 / month with four Fridays or \$925 / month with five Fridays)
- No one advertiser may reserve more than two (2) consecutive months at a time
- Other options may be available for a premium price
- See rate info below for GIF premium upgrade

ARTWORK

Advertiser must supply banner ad to exact CVMA specifications:

- JPG or PNG format (GIF is premium upgrade of \$40; advertiser must supply)
- Ad dimensions: 600 x 133.5 and 150 dpi

If advertiser is unable to do so, CVMA can create or edit the ad for an additional \$50 fee. Advertiser will provide the following if CVMA is creating ad:

- High resolution company logo or graphic file (.jpg or .png)
- Company URL to link logo to
- Ad text that includes:
 - two sentences of text not to exceed 40 words
 - website address and/or contact info

Advertisement

Contact Sara Eberhardt to reserve space or for more information:
303.539.7275 or SaraEberhardt@colovma.org

Business Name _____

Contact _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

Please send me an invoice or Please charge my card below

Select card type _____ Credit Card # _____ CSC# _____ Exp Date _____

FULL billing address (if different from above) _____ Name on Card _____

Please mark the publications below that you will be advertising in and the ad size. Premium placements or full-page inserts may also be available; please inquire. See the appropriate publication rate sheet for policy, terms, deadlines, rates, and ad sizes.

All ads are in full color; no black and white or grayscale ads will be accepted

NOTE: If you are placing any dated or time-sensitive ads, please discuss publication cycles with CVMA.

CVMA VOICE Magazine \$_____ per ad Premium Placement

<input type="checkbox"/> 2019, Issue #1	<input type="checkbox"/> full page	<input type="checkbox"/> 1/2 page	<input type="checkbox"/> 1/4 page
<input type="checkbox"/> 2019, Issue #2	<input type="checkbox"/> full page	<input type="checkbox"/> 1/2 page	<input type="checkbox"/> 1/4 page
<input type="checkbox"/> 2019, Issue #3	<input type="checkbox"/> full page	<input type="checkbox"/> 1/2 page	<input type="checkbox"/> 1/4 page
<input type="checkbox"/> 2019, Issue #4	<input type="checkbox"/> full page	<input type="checkbox"/> 1/2 page	<input type="checkbox"/> 1/4 page

CVMA Convention 2019 Registration Brochure \$_____ Premium Placement

<input type="checkbox"/> inside back cover	<input type="checkbox"/> full page	<input type="checkbox"/> 1/2 page
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CVMA Convention 2019 Onsite Program \$_____ Premium Placement

<input type="checkbox"/> inside back cover	<input type="checkbox"/> back cover	<input type="checkbox"/> full page	<input type="checkbox"/> 1/2 page
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CVMA eVOICE weekly e-newsletter banner ad Please indicate month(s): _____

four or five weeks* @ \$185 per week for a TOTAL of \$_____

CVMA graphic design fee, add \$50

*Fifth week available if selected month has five Fridays; **please note here and add add'l week of payment to total cost.**
Year-end holidays may affect publishing schedule.

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Signature _____

Date _____

Send as PDF to Sara Eberhardt at SaraEberhardt@colovma.org or fax to 303.318.0450.

Questions? Call Sara at 303.539.7275