

JAVMA[®] AJVR[®]

MEDIA KIT

Evolving the profession. Growing your reach.

LEADING THE PROFESSION forward

Inspired by ideas from readers, AVMA is re-envisioning the veterinary profession's most trusted scientific publications.

JAVMA and AJVR are implementing wide-ranging changes to become even more practical, forward-looking, and authoritative, including:

- A brand-new, user-friendly website
- Scheduling changes that will get the profession's leading research into readers' hands faster
- Articles and special reports focused on the clinical applications readers deal with every day

This transformation will position both journals to continue providing the high-quality content that readers have come to expect from the nation's leading association for veterinary medicine for 144 years.

And with one of the lowest print CPMs and the largest audience of veterinary professionals, JAVMA and AJVR offer unbeatable value for your 2022 advertising plans.



As the new editor of JAVMA and AJVR, Dr. Fortier is focused on increasing engagement with AVMA publications across print and digital channels.

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MISSION

The mission of the JAVMA is to promote the science and art of veterinary medicine and to provide a forum for discussion and dissemination of ideas important to the profession.

ABOUT JAVMA

Established: 1877.

Organizational affiliation: Official publication of the American Veterinary Medical Association.

Market served: Veterinarians, including veterinarians in clinical practice, academia, government work, and regulatory medicine; veterinary students; research workers; and other allied medical personnel.

DISPLAY ADVERTISING SALES

For contracts, insertion orders, and other information:

Alter Insights LLC

Nathan Altadonna

Phone: 405-708-3895

Email: javma_sales@avma.org





THE MOST-TRUSTED VOICE in veterinary medicine

Authoritative

After 144 years of service to AVMA members and the profession, JAVMA and AJVR remain the leading journals for the veterinary industry.

Credible

JAVMA and AJVR's editorial integrity and quality continue to set the standard by which other publications are measured. The journals equip veterinarians with objective, credible, and relevant information on the diagnosis, prognosis, and treatment of diseases of concern to the veterinary profession. JAVMA provides news and information relevant to veterinarians across all practice sectors.

Scientific

Scientific reports are published only after passing a rigorous peer review process.

Veterinarians regard JAVMA and AJVR as the most credible, authoritative, and objective veterinary publications.



a new era for **AVMA PUBLICATIONS**

AVMA publications are evolving to deliver more of what readers have said matters most – including relevant content, ease of readership, publication frequency, and a great digital experience.

Websites

New user friendly websites for both JAVMA and AJVR debuted in the fall of 2021, with digital advertising opportunities available starting in January 2022.

Monthly publication (April 2022 launch)

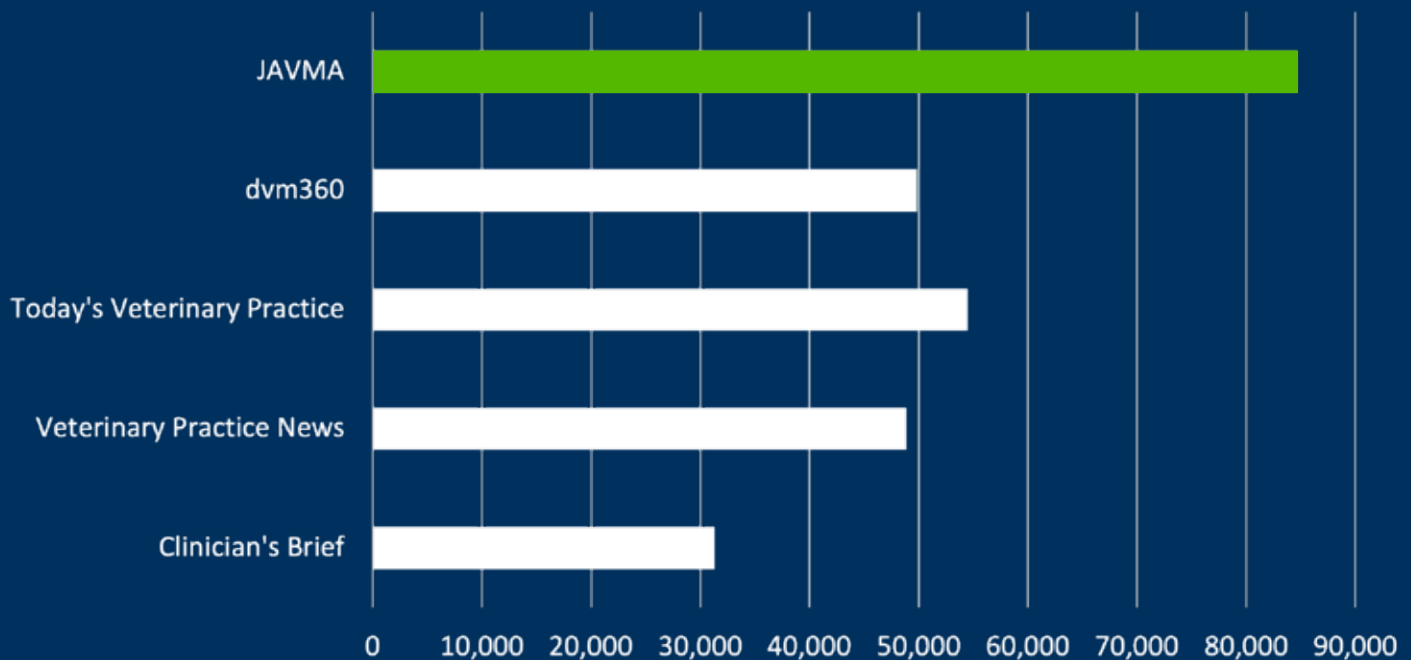
Consolidating JAVMA's twice-monthly issues into a single monthly journal allows AVMA to publish research findings more quickly and provides for more timely reporting of news online.

Content alignment

JAVMA will introduce new themed special editions and e-newsletters, allowing advertisers a chance to align with relevant editorial in the most-trusted veterinary publications.

THE MOST COST-EFFECTIVE CPM for reaching print readers

With a print run of more than 84,000, JAVMA has the highest reach in the veterinary profession. JAVMA delivers a highly-engaged readership at one of the lowest print CPMs in the industry.



JAVMA reaches up to
TWICE AS MANY VETERINARY PROFESSIONALS
as other trade publications

Who reads JAVMA?

Decision makers

JAVMA is the most widely-read journal in the profession, reaching more than 84,000 veterinary professionals. We have the best vehicle to reach practice owners, CVO's as well as associates.

Next generation

JAVMA is not just for "older" veterinarians. More than 90% of graduating veterinary students join AVMA each year. Build your brand and awareness and engage young veterinarians within JAVMA.

Thought leaders

Partnering with JAVMA, the most trusted veterinary journal, provides the opportunity to speak to leading clinicians, researchers, educators, and veterinary professionals.

STAND OUT IN 2022

Start your new year with these highly-visible opportunities to reach the profession and keep veterinarians updated.



High-impact print units

Take advantage of these premium print production options:

- Cover Tips
- Inserts
- Die Cuts
- Bellybands
- Advertorials

Digital advertising

JAVMA and AJVR will offer digital display advertising for the first time. A limited number of share-of-voice packages are available for the website launch starting at \$2,500 per month.

Request a custom package for your 2022 campaign.

Bundle discounts available for product launches, new advertisers, and high-frequency campaigns. Email JAVMA_sales@avma.org.

2022 PUBLICATION RATES AND SPECS

Net planning rates

COLOR JAVMA RATES

Ad size	Width	Height	Rate
1 page	8-1/8"	10-7/8"	\$9,945
2/3 page	4"	9-1/2"	8,200
1/2 page (V)	3-1/8"	9-1/2"	6,750
1/2 page (H)	6-1/2"	4-1/2"	6,750
1/3 page	2"	9-1/2"	5500
1/4 page	3-1/8"	4-1/2"	4750

NOTE: All rates are net.

BLACK AND WHITE JAVMA RATES

Ad size	Width	Height	Rate
1 page	8-1/8"	10-7/8"	\$7905
2/3 page	4"	9-1/2"	6,396
1/2 page (V)	3-1/8"	9-1/2"	5,100
1/2 page (H)	6-1/2"	4-1/2"	5,100
1/3 page	2"	9-1/2"	4,186
1/4 page	3-1/8"	4-1/2"	3,612
1/6 page	2-1/8"	4-1/2"	2,486
1/12 page	2-1/8"	2-1/2"	1,168
2-inch ad	2-1/8"	2"	1,126

Deadlines

PRINT

Print ads can not be canceled after the space deadline.

ADVERTORIALS

Print-ready graphics and edited copy are due two weeks before the Materials deadline for the issue.

DIGITAL

Website and newsletter ads are due 30 days prior to the start of the campaign.

Issue	Space deadline	Materials due
Jan. 1	Nov. 24	Dec. 3
Jan. 15	Dec. 13	Dec. 20
Feb. 1	Dec. 23	Jan. 4
Feb. 15	Jan. 11	Jan. 18
Mar. 1	Jan. 25	Feb. 1
Mar. 15	Feb. 8	Feb. 15
April	Feb. 22	Mar. 1
May	Mar. 29	Apr. 5
June	Apr. 26	May 3
July	May 24	May 31
August	Jun. 27	July 5
September	Jul. 26	Aug. 2
October	Aug. 23	Aug. 30
November	Sep. 27	Oct. 4
December	Oct. 24	Oct. 31

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Nathan Altadonna

Phone: 405-708-3895

Email: javma_sales@avma.org

AVMA ADVERTISING DEPARTMENT

Christina Banks, Display

Advertising Associate

AVMA

1931 N Meacham Rd, Ste 100

Schaumburg, IL 60173-4360

Phone: 847-285-6759

Fax: 847-925-9329

Email: cbanks@avma.org

AVMA PARTNERSHIP OPPORTUNITIES

Organization partnerships:

Jodie Taggett

Director, Partnerships &

Program Development

Phone: 847-285-6700

Email: jtaggett@avma.org

Convention exhibits and sponsorship:

Rachael Callahan

Senior Manager, Convention

Sponsorship & Exhibits

Email: exhibits@avma.org

Website: avmaconvention.org

EDITORIAL REPRINTS

Prices furnished on request.

Contact Beth Ann Rocheleau at Rockwater Inc.

Phone: 803-429-4933

Email: brocheleau@rockwaterinc.com

Print specs

MECHANICAL INFORMATION/REQUIREMENTS

Paper stock: Text pages: 40.5# UPM Ultra Plus Gloss.
Covers: 100# Somerset.

Type of binding: Perfect.

Halftone screen: Covers: 133-line screen.
Inside: 133-line screen.

Bleed ad sizes

Image size: 8-3/8" x 11-1/8".

Trim size of publication: 8-1/8" x 10-7/8". Type matter should be at least 1/4" within trim edge and 1/2" from gutter.

2-page spread: 16-3/4" x 11-1/4".

1/2-page spread: 16-3/4" x 5-1/2".

Reproduction requirements: Submission via email required.

Platform: PC preferred.

File types: High resolution PDF (fonts must be embedded).

Instructions for submission of ad material

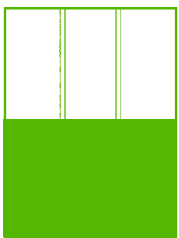
Digital ad material is required for all ad submissions. We will only accept a PDF format. Please make sure all color ads are in CMYK format, fonts and images are embedded, and the resolution is at least 300 dpi. Accurate color representation can not be guaranteed unless a proof is sent in the mail. Please email all files to display@avma.org. For other submission options please contact Christina Banks (cbanks@avma.org).

Closing dates—mechanical

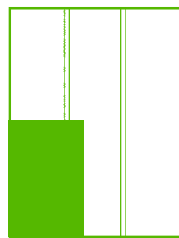
Material and proofs must be received by closing date of issue. Inserts must be delivered to printer 20 days preceding closing date of issue. Material is held for 6 months from date last used and then destroyed, unless otherwise instructed.

Ad sizes

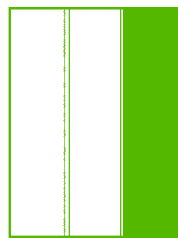
1/2 page
6-3/4" x 4-1/2"



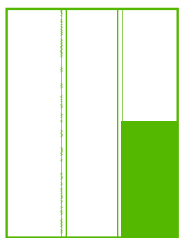
1/4 page
3-1/8" x 4-1/2"



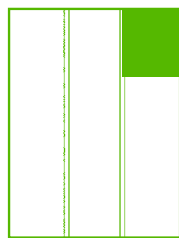
1/3 page
2-1/8" x 9-1/2"



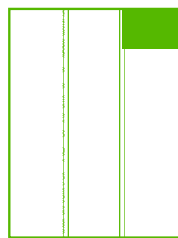
1/6 page
2-1/8" x 4 1/2"



1/12 page
2-1/8" x 2-1/2"



2-inch ad
2-1/8" x 2"



INSERTS

Rates:

2-page (single-leaf) inserts printed both sides—earned B&W page rates apply for first 2 pages; 25% off earned rates on additional pages. No bind-in charge. Tip-in charge—\$4,000 (not commissionable).

Postcard inserts:

A page ad must accompany a postcard insert. Postcard inserts are charged at half page of earned rate.

REQUIREMENTS

Single sheet:

Untrimmed size to printer 8-3/8" x 11-1/2". Copy area should be within 1/2" from final trim size of 8-1/8" x 10-7/8".

Spread:

16-3/4 x 11-1/4"—allow 1/4" gutter loss. Type should be 1/2" from gutter.

Stock weights:

2-page (single leaf): 70-lb. book weight minimum/maximum.

4-page (double leaf) or larger units:

70-lb. book weight and must be folded.

Quantity:

90,000 (includes bindery spoilage). All inserts in cartons must be same direction. Inserts jog to the head.

Closing date for receiving inserts:

20 days preceding closing date of issue.

Shipping address for inserts:

Dartmouth Printing Company,
69 Lyme Rd, Hanover, NH 03755
Attn: Kelly Nanopoulos/JAVMA

Important: Inserts must be submitted in sample form to the editor-in-chief in advance of the space reservation closing. Provide AVMA advertising associate with shipping address for surplus inserts. Mark each carton with quantity. Shipping papers should show number of cartons and total quantity of inserts.

Furnished inserts involving detachable business reply cards, coupons, and/or all other detachable portions of advertising matter must comply with all current postal regulations governing periodicals mail. With respect to size, the detachable portion cannot be less than 3" in width or 4-1/4" in height. Paper thickness must be between 0.007 and 0.095 of an inch or card is considered nonmailable per post office regulations. It must be designed in a manner allowing at least 1/4" of the insert piece to remain permanently bound into the publication after the card, coupon, etc., is detached.

Digital specs

EMAIL NEWSLETTERS

Native ad:

Headline: 6 words (35 characters with spaces)

Content: 30 to 25 words (235 characters with spaces)

Image size: 400x400px; 100k max (will display at 200x200px)

Image format: JPG, GIF (non-animated) or PNG (no flash)

Click-thru URL

Banner ads:

Image size: 728x90px and 300x250px

Image format: JPG, GIF (non-animated) or PNG (no flash)

Click-thru URL

WEBSITES

Display ad:

Image size: 728x90px and 300x250px

Image format: JPG, GIF (non-animated) or PNG (no flash)

Click-thru URL

Policies

NEW PROFESSIONAL PRODUCTS

- First-time advertisers must prepay before ad is placed.
- Advertising for a new product will not be considered by the AVMA until a license has been obtained from the USDA (for biological products) or until an FDA new drug application (for drugs) has become effective.
- For FDA-approved drugs, information contained in the proposed advertisements must conform to labeling that has been cleared by the FDA.

REQUIREMENTS FOR PROFESSIONAL PRODUCTS

- All advertising copy, including inserts, is subject to approval by the AVMA editor-in-chief. Products and services must be germane to veterinary medicine. Publisher reserves the right to reject advertising that is not in keeping with AVMA standards.
- Comparison advertisements must include one of the following: the statement "Substantiating data available on readers' request," toll-free number to Technical Services, or website address where substantiating information will be found.
- Complete ad material must be received at space deadline.
- The product and the advertiser must be identified. For drugs, the full generic or chemical name of the principal active ingredients must be shown in 6 pt. or larger type. For biological products, the true name must be shown in 6 pt. or larger type.
- Advertisements shall not be misleading or deceptive. Advertising copy containing statements or inferences that the advertiser is unable to substantiate will be rejected.
- Quotations or excerpts from a published paper submitted as a statement of evaluation of the product cannot be used by the advertiser or the agency without permission of the copyright holder.
- Evidence of permissions must accompany copy.
- Any deliberate attempt to simulate a publication's format is not permitted. AVMA reserves the right to place the word "advertisement" on copy that, in the publisher's opinion, resembles editorial matter.

NONPROFESSIONAL PRODUCTS OR SERVICES

- Subject to the approval of the editor-in-chief. Products and services must be germane to veterinary medicine.

AGENCY COMMISSIONS

- 15% of gross rates (not applicable to mechanical charges, such as insert tip-in).
- Allowed only on invoices paid within 30 days.

EARNED RATES

- Rates are based on the number of insertions contracted for and used within a 12-month period from the first insertion. Each page or fractional page counts as an insertion. A spread is counted as 2 insertions. No space under 1/4 page unit may be included to earn the frequency discount on larger units.

MISCELLANEOUS

- Space reservations, cancellations, or changes in reservations not accepted later than closing date of issue.
- Advertorials are accepted. Subject to approval.