

JAVMA<sup>®</sup> AJVR<sup>®</sup>

LEADING RESEARCH  
TO ADVANCE  
VETERINARY MEDICINE  
2024 MEDIA KIT



# AVMA PUBLICATIONS lead the way in 2024

## Audience growth

AVMA membership is at an all-time high. JAVMA now reaches nearly 90,000 veterinarians each month.

## Increased engagement

JAVMA experienced 90x growth in article page-views from social media and social mentions of JAVMA content are up 10% compared to last year.

More than 63% of AVMA members report reading print JAVMA monthly, and 99% of members read JAVMA regularly.

## Most trusted and useful

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

## JAVMA ranked

# No. 1 essential reading

When respondents were asked to rank their top three essential publications, JAVMA was ranked first most often. 71.5% of veterinarians ranked JAVMA as part of their top three choices for essential professional reading.

Source: Spring 2023 JAVMA and AVMA News Readership Survey



## 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.

## Contact

For contracts, insertion orders, and other information:

**Alter Insights LLC**

**Nathan Altadonna**

Phone: 405-708-3895

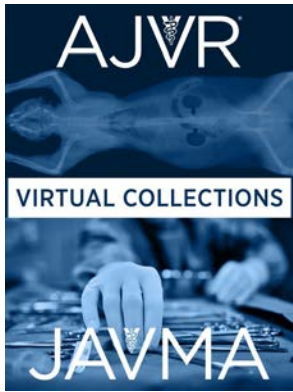
Email: [javma\\_sales@avma.org](mailto:javma_sales@avma.org)



SCAN TO BOOK MEETING



# NEW OPTIONS to reach veterinarians



## Digital collections

Native and banner advertising options available in these new online-only special collections.

- Analgesia
- Anesthesia
- Arthritis
- Currents in One Health
- Dairy
- Dentistry & Oral Surgery
- Dietary Indiscretion
- Theriogenology
- Tick-borne Diseases
- Vaccination
- Wellbeing



## Podcast

Veterinary Vertex is a weekly podcast that takes listeners behind the scenes of the clinical and research discoveries published in JAVMA and AJVR. Advertisers receive a brought to you by acknowledgment and a 15 or 30 second audio spot.

# PROVEN PERFORMERS for digital ads

## Website ads

JAVMA and AJVR offer digital display advertising as a share-of-voice sponsorship on the journal websites.

### Ad units

- 728 x 90
- 300 x 250

### Rate

\$2,500 NET per month for 25% SOV.

## Newsletter ads

The AVMA News Bulletin covers the latest news from the veterinary profession every Friday.

### Ad units

- Banner
- Native

### Rate

\$2,250 NET for native ad  
\$1,200 NET for banner ad

## Digital benchmarks

### Websites

- SOV package average 55,000 to 65,000 impression a month.
- JAVMA average CTR: 0.27%
- Website monthly average pageviews: 226,000

### AVMA News Bulletin

- Subscribers: 34,500
- Average open rate: 50.1%
- Native ad average CTR: 0.71%

### Gene therapy shows promise as feline spay alternative

Long-term contraception was witnessed in female cats injected with a single dose of a feline anti-Müllerian hormone (AMH) transgene, a development being hailed as a potential breakthrough in animal welfare. [Read more >](#)

Share



### Targeted Microbiome Support

From diets with specific prebiotics that support digestive health to supplements that support dogs with diarrhea, calm behavior or immune health, we're dedicated to helping you improve your patients' lives in new ways. [Read more >](#)

This is a paid advertisement. AVMA does not endorse specific products or brands.

# 2024 EDITORIAL CALENDAR

JAVMA's editorial team continues to invest in ensuring the content is relevant to daily practice.

## Every issue of JAVMA features:

- Latest industry news
- Planned article on Currents in One Health
- Original research
- Clinical challenges

## Examples of clinical challenges content

- Anesthesia case assessment
- Animal behavior case challenge
- Diagnostic challenge in dental imaging
- Pathology in practice
- Theriogenology query
- What is your diagnosis?
- What is your neurologic diagnosis?



Issue	Current in One Health Topic	Product Alignment
January	Cancer sniffing dogs	Cancer drugs
February	Bird flu	Diagnostics
March	Molecular antimicrobial susceptibility testing	Vaccines, diagnostics, preventative medicine
April	Antimicrobial resistance	Vaccines, diagnostics, preventative medicine
May	Foodborne and waterborne illnesses	Diagnostics, vaccines
June	West Nile virus	Parasiticides
June Supplement	Regenerative medicine	Pain, stem cell treatments, monoclonal antibodies
July	Leukemia lymphoma	Cancer drugs & diets
August	Immunotherapy	Cancer drugs & diets
September	Resource provisioning	Diagnostics, vaccines, parasiticides
October	Antacids	GI diets and drugs
November	Lyme disease	Parasiticides
December	Cachexia and sarcopenia	Heart, kidney, cancer, or liver drugs or diets
December Supplement	Ophthalmology	Eye drugs

## Content impact

JAVMA dominates Altmetrics measures of the attention and dissemination of scientific content. Our content is driving conversations and research in the profession.

## #3 globally

for research mentions ranked 3rd out of 781 for research mentions from veterinary science journals.

# 2024 PUBLICATION DEADLINES AND SPECS

## Deadlines

### PRINT

Print ads can not be canceled after the space deadline. Cover tips, advertorials and other limited availability inventory require 30 days notice to cancel.

### ADVERTORIALS

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

### DIGITAL

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

Issue	Space and artwork deadline
January	Nov. 15
February	Dec. 19
March	Jan. 18
April	Feb. 14
May	Mar. 21
June	Apr. 17
July	May. 16
August	Jun. 20
September	Jul. 18
October	Aug. 22
November	Sep. 19
December	Oct. 17

## 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

### 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

Book a call to secure your custom rate and eligible discounts.



SCAN TO BOOK MEETING

**NOTE:** All rates are net.

## DISPLAY ADVERTISING SALES

For contracts, insertion orders, or other information:

**Alter Insights LLC**

**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:**

Allison Whitley

Senior Manager, Convention Sponsorship & Exhibits

Email: exhibits@avma.org

Website: avmaconvention.org

## EDITORIAL REPRINTS

Prices furnished on request.

Sheridan Content Solutions

Email: scsreprints@sheridan.com

Phone: 800-635-7181 ext. 8184

## Print specs

### MECHANICAL INFORMATION/REQUIREMENTS

**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

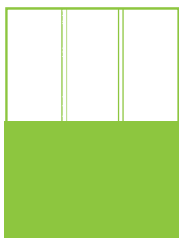
Digital ad material is required for all ad submissions. We will only accept a PDF format. Please make sure all color ads are in CMYK format, fonts and images are embedded, and the resolution is at least 300 dpi. Accurate color representation can not be guaranteed unless a proof is sent in the mail. Please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

#### Closing dates—mechanical

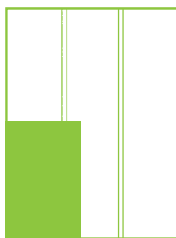
Material and proofs must be received by closing date of issue.

## Ad sizes

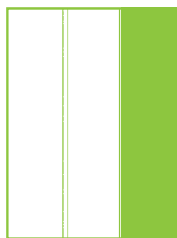
**1/2 page**  
6-3/4" x 4-1/2"



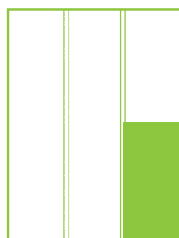
**1/4 page**  
3-1/8" x 4-1/2"



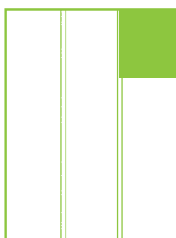
**1/3 page**  
2-1/8" x 9-1/2"



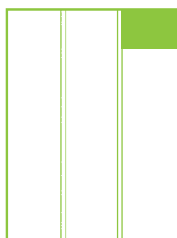
**1/6 page**  
2-1/8" x 4 1/2"



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



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



## 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: 600x75 or 728x90

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

Third-party ad tags accepted.

# 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.
- Advertisements making claims for prevention, control, or treatment of any disease, injury, abnormality, nutritional deficiency, or reproductive problem must include reference to information supporting such claims, unless the efficacy and safety of the product has been assured by a federal regulatory agency. In general, this should include references to studies published in peer-reviewed scientific journals. Advertisements containing statements or information that the advertiser is unable to substantiate will not be accepted.
- 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.
- Please avoid the use of brachycephalic ("short-faced") dogs (Pugs, etc), cats (Persians, etc), and rabbits (Lionheads, etc) in advertisements.
- Advertisers must have a U.S. office and bank.