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 research 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
THE BEST PRINT BUY
in veterinary medicine

With an average print run of more than 87,000, 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.

U.S. veterinary publications print circulation

If your print schedule doesn’t include JAVMA, you could miss out on reaching 33,000 to 55,000 veterinarians.

Print advertising options

Standard units
- Premium cover positions
- Run-of-book full color ads

High-impact
- Cover tips
- Inserts
- Advertorials

Content based ads
Advertorials are a great way to use JAVMA’s extensive audience to expand the reach of your custom content projects.

Print reach
87,397
average total circulation

Print engagement
30 minutes
65% of JAVMA readers spend over 30 minutes reading a typical print issue

SOURCE: Print circulation based on available audited circulation statements.
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%
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?

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

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.

### Net planning rates

**COLOR JAVMA RATES**

<table>
<thead>
<tr>
<th>Ad size</th>
<th>Width</th>
<th>Height</th>
<th>Rate</th>
</tr>
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<tbody>
<tr>
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<td>10-7/8”</td>
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<td>4”</td>
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<td>9-1/2”</td>
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<tr>
<td>1/2 page (H)</td>
<td>6-1/2”</td>
<td>4-1/2”</td>
<td>6,750</td>
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<tr>
<td>1/3 page</td>
<td>2”</td>
<td>9-1/2”</td>
<td>5,500</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3-1/8”</td>
<td>4-1/2”</td>
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</table>

**BLACK AND WHITE JAVMA RATES**

<table>
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<tr>
<th>Ad size</th>
<th>Width</th>
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<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>1 page</td>
<td>8-1/8”</td>
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<td>9-1/2”</td>
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</tr>
<tr>
<td>1/2 page (H)</td>
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<td>1/12 page</td>
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<td>2-1/2”</td>
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<tr>
<td>2-inch ad</td>
<td>2-1/8”</td>
<td>2”</td>
<td>1,126</td>
</tr>
</tbody>
</table>

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

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

MECHANICAL INFORMATION/REQUIREMENTS

Type of binding: Perfect.


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.

Ad sizes

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Image Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 page</td>
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<td>2-1/8” x 9-1/2”</td>
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<tr>
<td>1/6 page</td>
<td>2-1/8” x 4-1/2”</td>
</tr>
<tr>
<td>1/12 page</td>
<td>2-1/8” x 2-1/2”</td>
</tr>
<tr>
<td>2-inch ad</td>
<td>2-1/8” x 2”</td>
</tr>
</tbody>
</table>

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.
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.