

# 2012 MVMA ADVERTISING

WEB AD - WWW.MVMA.ORG

NEWSLETTER PUBLISHED 6 TIMES A YEAR WITH AVERAGE CIRCULATION OF 2,500!

<b>Newsletter Advertising Single Issue Rates</b> Rates are based on camera-ready B/W only						
	<b>1X</b>	<b>2X</b>	<b>3X</b>	<b>4X</b>	<b>5X</b>	<b>6X</b>
Full Page	\$565	\$530	\$490	\$460	\$435	\$405
Half Page	\$410	\$385	\$345	\$320	\$290	\$260
Fourth Page	\$285	\$255	\$235	\$220	\$210	\$205
Eighth Page	\$180	\$150	\$145	\$135	\$130	\$125

<b>Website advertising</b> (Per year web advertising when combined with Newsletter advertising)						
<b>Web only</b>	<b>1X</b>	<b>2X</b>	<b>3X</b>	<b>4X</b>	<b>5X</b>	<b>6X</b>
\$1,000	\$950	\$890	\$790	\$710	\$610	\$510

<b>Dimensions</b>			
<b>Page Trim size</b>	<b>W x H</b>	<b>Page Trim size</b>	<b>W x H</b>
Full Page	8-1/2 x 11	½ Page Horizontal	7-1/2 x 4-3/4
½ Page Vertical	3-3/4 x 7-1/2	¼ Page	3-3/4 x 4-3/4
1/8 Page	2 x 3-1/2	Web	120 x 90 pixels

## Artwork Requirements

Artwork must be in these electronic formats: tiff, pdf, Publisher. Type & images must be in grayscale. Photographic images should be 300 dpi minimum. Web ads not to exceed 20K.

<b>Publication Deadlines</b> (The MVMA News is published 6 times/year)	
Ad copy for an issue must be received in our office no later than:	
<b>Issue</b>	<b>Deadline</b>
January/February	December 2, 2011
March/April	February 4, 2012
May/June	April 8, 2012
July/August	June 3, 2012
September/October	August 5, 2012
November/December	October 7, 2012

Display advertisements are accepted on a space availability basis and are subject to approval by the newsletter editor. Advertising materials should be sent to:

**Minnesota Veterinary Medical Association**  
101 Bridgepoint Way, Suite 100  
South St. Paul, MN 55075  
Email: [melanied@mvma.org](mailto:melanied@mvma.org)

For more information regarding MVMA advertising, please contact Melanie at 651-645-7533

# 2012 MVMA ADVERTISING CONTRACT

**Interested in reaching Minnesota's veterinary professionals?** Why not consider advertising in the **MVMA NEWS**? the MVMA newsletter in an informative report of the events and concerns of the MVMA membership and reaches an estimated audience of almost 2,500 readers—veterinarians, technicians and their family members.

Published bi-monthly, the **MVMA NEWS** includes news and feature stories, providing information affecting the lives, practices and professional knowledge of MVMA members and their associates. Regular features include columns from the MVMA president, committees, constituent groups, the Capitol Report, as well as Coming Events, Members in the News, CE Calendar and Classified ads. the **MVMA News** is distributed to Association members as a member benefit.

The **MVMA News**, published bi-monthly, is distributed the first week of the month of publication. Please fill out the contract below and fax or mail to the MVMA office.

Please complete and sign. Return to: **Minnesota Veterinary Medical Association**  
**101 Bridgepoint Way, Suite 100**  
**South St. Paul, MN 55075-2475**  
**Fax 651-645-7539**

## Advertiser

Company Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Fax: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Email: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

## Insertion Schedule

Please reserve space in the following **MVMA News** issues:

\_\_\_\_\_ January/February

\_\_\_\_\_ July/August

\_\_\_\_\_ March/April

\_\_\_\_\_ September/October

\_\_\_\_\_ May/June

\_\_\_\_\_ November/December

Size: \_\_\_\_\_ Rate: \_\_\_\_\_

Special Instructions: \_\_\_\_\_

**We, the above named advertiser, authorize the Minnesota Veterinary Medical Association, publisher of the MVMA News, to publish our advertising under the terms stated. We agree to honor all terms and conditions on this contract and in the rate sheet. We agree to pay for all advertising in accordance with the contract terms. No advertising will be placed in the MVMA News without a signed contract.**

**Authorized signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Please Invoice me

Check - Check Number : \_\_\_\_\_ Date: \_\_\_\_\_

Credit Card:

Visa  MasterCard  Discover  American Express

Card number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV Code: \_\_\_\_\_

Credit Card billing address: \_\_\_\_\_ Zip code: \_\_\_\_\_

## 2012 MVMA.ORG Website Advertising Contract

Please complete, sign, and return to:

Minnesota Veterinary Medical Association  
101 Bridgepoint Way, Suite 100  
South St. Paul, MN 55075  
Fax 651-645-7539

### Advertiser

Company Name: \_\_\_\_\_

Address : \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone : \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Fax \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title \_\_\_\_\_

Email: \_\_\_\_\_

Direct Telephone: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

12 month advertisement will be placed on left menu of home page in a rotating schedule.

Period of Contract is 12 months from the date it is placed on www.mvma.org.

### File Requirements of website ad

- 120 pixels x 90 pixels
- File size not to exceed 20K
- The file types accepted are: jpeg, gif.

*We, the above named sponsor, authorize the Minnesota Veterinary Medical Association, owner of www.mvma.org, to publish our website advertisement under the terms stated. We agree to honor all terms and conditions of this contract. We agree to pay for website advertisement prior to publication and in accordance with the contract terms.*

Authorized signature: \_\_\_\_\_

Date: \_\_\_\_\_ Amount \$ \_\_\_\_\_

Please Invoice me

Check Check Number : \_\_\_\_\_ Date: \_\_\_\_\_

Credit Card:

Visa  MasterCard  Discover  American Express

Card number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV Code: \_\_\_\_\_

Credit Card billing address: \_\_\_\_\_ Zip code: \_\_\_\_\_