

2011 MVMA ADVERTISING

WEB AD - WWW.MVMA.ORG

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

Newsletter Advertising Single Issue Rates Rates are based on camera-ready B/W only						
	1X	2X	3X	4X	5X	6X
Full Page	\$550	\$520	\$480	\$455	\$430	\$400
Half Page	\$400	\$375	\$335	\$315	\$285	\$255
Fourth Page	\$275	\$245	\$225	\$215	\$205	\$200
Eighth Page	\$170	\$140	\$135	\$130	\$125	\$120

Website advertising (Per year web advertising when combined with Newsletter advertising)						
Web only	1X	2X	3X	4X	5X	6X
\$1,000	\$925	\$875	\$775	\$700	\$600	\$500

Dimensions			
Page Trim size	W x H	Page Trim size	W x H
Full Page	8-1/2 x 11	1/2 Page Horizontal	7-1/2 x 4-3/4
1/2 Page Vertical	3-3/4 x 7-1/2	1/4 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.

Publication Deadlines (The MVMA News is published 6 times/year)	
Ad copy for an issue must be received in our office no later than:	
Issue	Deadline
January/February	December 3, 2010
March/April	February 4, 2011
May/June	April 8, 2011
July/August	June 3, 2011
September/October	August 5, 2011
November/December	October 7, 2011

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: vickyw@mvma.org

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

2011 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: _____

2011 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: _____