

A young girl with blonde hair styled in two braids is smiling and holding a brown and black lop-eared rabbit. She is wearing a pink shirt with a white floral pattern. The background is a blurred green and yellow outdoor setting.

MEDIA KIT
.....
2016-17



Oklahoma Veterinary
Medical Association
okvma.org

How many Oklahoma veterinarians see your ads each month?

Our membership, which consists of over **75% of the licensed veterinarians in Oklahoma**, represent the broad spectrum of veterinary medicine.

1,400+
Total Circulation

75%
of All Oklahoma Vets

1,000+
Membership Base

10% discount on all advertisements for OVMA members.

Affordable, convenient, and targeted to the Oklahoma veterinary community. The Communiqué is the go-to resource for veterinary news and information.

Ad Sizes	Price per Issues	
Advertisements	1-2	3-4
Full Page	\$745	\$690
1/2 Page	\$485	\$425
1/4 Page	\$345	\$265
Inserts	Printed	Delivered
Single Sided	\$850	\$675
Double Sided	\$975	\$775

Prices reflect inserts **Printed by OVMA** or inserts **Delivered to OVMA by the advertiser**. Insert advertising is printed on colored paper. The page is inserted in the newsletter.

Requirements for Inserts: (1) Insert artwork is complete and ready to be copied. (2) Insert must have "Paid Advertisement" at the top of each copy.

Distributed to 1,400+ Oklahoma veterinary professionals.

The Communiqué strives to provide timely information on clinical topics and advances, practice management, legislative and regulatory issues, and upcoming continuing education opportunities.



Issue	Space Closes	Artwork Due
Spring 2017	2 / 1 / 2017	2 / 15 / 2017
Summer 2017	5 / 1 / 2017	5 / 15 / 2017
Fall 2017	8 / 1 / 2017	8 / 15 / 2017
Winter 2017	11 / 1 / 2017	11 / 15 / 2017

Ads should have a resolution of no less than 300 dpi.

Ad Sizes		Specifications	
Advertisements	Bleed	W	H
Full Page	.25"	8.75"	11.25"
1/2 Page	none	8"	5.13"
1/4 Page	none	3.88"	5.13"
Inserts		Printed	Delivered
Single Sided	none	8.5"	11"
Double Sided	none	8.5"	11"

General Conditions

Payment is required in full before an ad can be placed. Cancellations must be made in writing and are not accepted after the published ad close date. Publisher reserves the unrestricted right to reject any advertising at any time after receiving proofs of text and illustrations. Publisher holds advertiser and/or its agency jointly and separately liable for such monies as are due. Publisher shall not be liable for any costs or damages for failing to publish an ad.

Publisher is not responsible for insertion of incorrect pub set key codes. It is understood that, in consideration of the publication of advertisements, the advertiser and agency, jointly and/or severally, will unconditionally indemnify and hold that publisher, its agents, employees, and officers harmless on demand, from and against any and all loss, liability, and expense (including reasonable attorney fees) suffered or incurred by reason of any claims, proceedings, or suits for libel, violation of right of privacy, plagiarism, copyright infringement, and any other claims or suits based on the contents or subject matter of such advertisements.

The terms, OVMA, Oklahoma Veterinary Medical Association and their respective logos may only be used with the expressed written consent of the OVMA.

Delivery method

Email: admin@okvma.org

We accept ads created in the following software programs

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

PDF X-1a or HIGH-RES PDF (image resolution 300 dpi min., 400 dpi preferred) with 150-line screen. Layers must be flattened. All fonts must be embedded or outlined. Only CMYK process colors are to be used. No RGB images or spot colors accepted. Compressed images such as JPEG or LZW are not accepted.

In addition to PDF format, we also accept .tif or .eps, with all text converted to outlines and all images embedded. Files must be minimum 300 dpi and CMYK. Layers must be flattened.

Contact information

Email: admin@okvma.org

Phone: 405.478.1002

Fax: 405.478.7193

Submit Reservation to:
E: admin@okvma.org or F: 405.478.7193

Communiqué Ads

• Spring 2017 Issue			
	<i>Price per Issues</i>		
Advertisements	1-2	3-4	
Full Page Ad	<input type="checkbox"/> \$745	<input type="checkbox"/> \$690	
1/2 Page Ad	<input type="checkbox"/> \$485	<input type="checkbox"/> \$425	
1/4 Page Ad	<input type="checkbox"/> \$345	<input type="checkbox"/> \$265	
Inserts	Printed	Delivered	
Single-Sided Insert	<input type="checkbox"/> \$850	<input type="checkbox"/> \$675	
Double-SidedInsert	<input type="checkbox"/> \$975	<input type="checkbox"/> \$775	
• Summer 2017 Issue			
	<i>Price per Issues</i>		
Advertisements	1-2	3-4	
Full Page Ad	<input type="checkbox"/> \$745	<input type="checkbox"/> \$690	
1/2 Page Ad	<input type="checkbox"/> \$485	<input type="checkbox"/> \$425	
1/4 Page Ad	<input type="checkbox"/> \$345	<input type="checkbox"/> \$265	
Inserts	Printed	Delivered	
Single-Sided Insert	<input type="checkbox"/> \$850	<input type="checkbox"/> \$675	
Double-SidedInsert	<input type="checkbox"/> \$975	<input type="checkbox"/> \$775	
• Fall 2017 Issue			
	<i>Price per Issues</i>		
Advertisements	1-2	3-4	
Full Page Ad	<input type="checkbox"/> \$745	<input type="checkbox"/> \$690	
1/2 Page Ad	<input type="checkbox"/> \$485	<input type="checkbox"/> \$425	
1/4 Page Ad	<input type="checkbox"/> \$345	<input type="checkbox"/> \$265	
Inserts	Printed	Delivered	
Single-Sided Insert	<input type="checkbox"/> \$850	<input type="checkbox"/> \$675	
Double-SidedInsert	<input type="checkbox"/> \$975	<input type="checkbox"/> \$775	
• Winter 2017 Issue			
	<i>Price per Issues</i>		
Advertisements	1-2	3-4	
Full Page Ad	<input type="checkbox"/> \$745	<input type="checkbox"/> \$690	
1/2 Page Ad	<input type="checkbox"/> \$485	<input type="checkbox"/> \$425	
1/4 Page Ad	<input type="checkbox"/> \$345	<input type="checkbox"/> \$265	
Inserts	Printed	Delivered	
Single-Sided Insert	<input type="checkbox"/> \$850	<input type="checkbox"/> \$675	
Double-SidedInsert	<input type="checkbox"/> \$975	<input type="checkbox"/> \$775	

Contact Information

Company Name

Representative

Mailing Address

City State Zip

Phone Fax

Email (required)

Click Redirect URL

Payment Information

Total Amount Enclosed Auto-Charge per Ad

Total to be Charged \$ Check Visa MC AMEX

Card Number Exp. CVV

Billing Address

City State Zip

Name on Card

Signature



**Oklahoma Veterinary
Medical Association**