

# **FVMA** 2022 PUBLICATION **ADVERTISING TOOLS & GUIDE**



# FVMA ADVOCATE RATES

Partner advertisements in the *FVMA Advocate*, our quarterly small animal publication, help promote the mission of the Florida Veterinary Medical Association, thereby contributing to the protection and enhancement of the veterinary profession.

The *FVMA Advocate* focuses on our members and brings timely, relevant, real-life perspectives on the art and business of companion animal practice. We aim to add value to the livelihood of our profession and the well-being of our membership.

Our magazine shares important information with the veterinary profession including world-class continuing education offerings, member news and membership benefit service programs, as well as updates on our advocacy efforts.

*FVMA Advocate* advertising continues to be an effective form of communicating both brand- and product-specific messages to our audience, which encompasses the decision makers: practice owners, managers and other members of the diverse companion animal veterinary care team.

Our specific goal for advertisers is to expose our readership to products and services that will make their clinics, hospitals and companies become more productive and efficient.

## WHY ADVERTISE?

The *FVMA Advocate* effectively reaches high-caliber veterinary professionals with the power to buy. We offer an environment for discovery, allowing you to impact prospects who are receptive to your advertising messages.

The *FVMA Advocate*:

- Provides invaluable outreach opportunities to veterinary medical professionals
- Targets your message to the decision makers from approximately 85 percent of the practices in Florida
- Is mailed to more than 5,000 members and other state VMAs
- Keeps membership aware of breaking veterinary news and noteworthy industry developments
- Showcases industry partnerships (conference exhibits, sponsorship and other joint programs)
- Recognizes those industry partners committed to supporting veterinary medicine in Florida and beyond

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## FREQUENCY

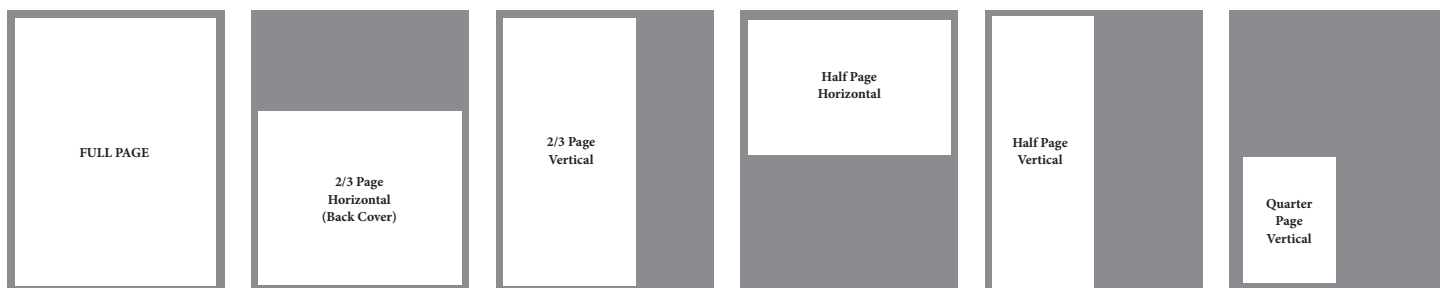
The *FVMA Advocate* is published *four times a year* to our readership of more than *5,000 veterinary professionals* across the state of Florida and nationally. With direct-to-mailbox delivery, your advertisement is guaranteed to be given to thousands of dedicated in the veterinary industry.

# ADVERTISING SCHEDULE

Publication dates are approximate and subject to change at the FVMA's discretion.

2022 ISSUE	ARTWORK DUE	PUBLICATION DATE
ISSUE 1	April 19, 2022	May 6, 2022
ISSUE 2	June 27, 2022	July 15, 2022
ISSUE 3	September 19, 2022	October 7, 2022
ISSUE 4	December 12, 2022	January 6, 2023

# SPECIFICATIONS & RATES



AD SIZE	1 ISSUE	3+ ISSUES
Full Page	\$1,595	\$1,450 Each
2/3 Page	\$1,080	\$980 Each
Half Page	\$875	\$795 Each
Quarter Page	\$525	\$475 Each

ADVOCATE ADVERTISING SPECIAL PLACEMENT	PER ISSUE PRICING
Back Cover – (2/3 page horizontal)	<input type="checkbox"/> + \$200
Inside Front Cover – (full page only)	<input type="checkbox"/> + \$150
Inside Back Cover – (full page only)	<input type="checkbox"/> + \$150
Forward of Center – (limited availability)	<input type="checkbox"/> + \$100

Display Ad Size	Width	Height
Full Page – (Bleed)	8.725"	11.25"
Trim Size	8.5"	11"
Recommended Text Safe Area	8"	10"
2/3 Page Horizontal – (Bleed)	8.725"	7.75"
2/3 Page Vertical	5.1875"	11.25"
Half Page Horizontal	7.5"	4.75"
Half Page Vertical	4.1875"	11.25"
Quarter Page Vertical	3.5"	4.75"

The FVMA has a long history of working closely with its industry partners and does not want to discourage any advertiser from contacting its communications department with any questions. Acceptable artwork examples or templates may be supplied, if requested. Please contact Collin Brazan at [communications@fvma.org](mailto:communications@fvma.org) or call 800.992.3862 for more information.



# SUBMISSION GUIDELINES

- All advertising is subject to FVMA/FAEP approval.
- Ad placement in the first half of our publications may be subject to additional charges.
- Only full-page bleed ads and inserts will be exempt from publication headers, footers, folios and publication artwork.
- Advertisements must be submitted in acceptable electronic formats. Press-ready, high-resolution PDF format are the most stable and preferred file type accepted by our graphics department. Layers should be flattened with all fonts embedded or outlined. Export to PDF-X 1a will ensure the optimum file for reproduction of the ad.
- If providing an image file for the ad, we also accept .tif or .eps, with all text converted to outlines and all images embedded. Files must be minimum resolution of 240 dpi. Please convert all RGB images and spot colors to CMYK. Layers should all be flattened.
- Failure to follow the specifications above could result in printing issues. For more information, contact Collin Brazan at [communications@fvma.org](mailto:communications@fvma.org) or call 800.992.3862.
- Ads designed using Microsoft Word, Excel, Power Point or Publisher will not be accepted. If files are prepared improperly and technical requirements are not met, the FVMA cannot guarantee the reproduction of the ad.

**Note:** Advertisements must be received on or before the dates referenced earlier in electronic format. Artwork that requires the FVMA to edit, create or modify will be billed at \$50.00 per hour with a minimum charge of one hour and \$35.00 for each additional “proof” produced.



**PAYMENT FORM  
LOCATED ON**

*page 7.*



# FAEP

Florida ASSOCIATION  
OF EQUINE PRACTITIONERS

# FAEP PRACTITIONER RATES

*The Practitioner* is an equine-exclusive scientific journal published quarterly and distributed to a national circulation of more than 5,000 equine practitioners. We invite you to take advantage of this high-quality print medium as a means to reach a targeted market of equine practitioners about your company's products and services.

## ADVERTISING SCHEDULE

Publication dates are approximate and subject to change at the FVMA's discretion.

2022 ISSUE	ARTWORK DUE	PUBLICATION DATE
ISSUE 1	May 31, 2021	June 20, 2022
ISSUE 2	July 29, 2022	August 15, 2022
ISSUE 3	Ocotber 3, 2022	November 2, 2022
ISSUE 4	January 30, 2023	February 27, 2023

## SPECIFICATIONS & RATES

AD SIZE	1 ISSUE	3+ ISSUES
Full Page	\$1,755	\$1,595 Each
½ Page Horizontal	\$985	\$895 Each
½ Page Vertical	\$985	\$895 Each
¼ Page Vertical	\$715	\$595 Each

PRACTITIONER ADVERTISING SPECIAL PLACEMENT	PER ISSUE PRICING
Back Cover – (2/3 page horizontal)	<input type="checkbox"/> + \$200
Inside Front Cover – (full page only)	<input type="checkbox"/> + \$150
Inside Back Cover – (full page only)	<input type="checkbox"/> + \$150
Forward of Center – (limited availability)	<input type="checkbox"/> + \$100

*The payment form is located on the page 7.*

# E-NEWSLETTER RATES

Our e-newsletter is delivered to over 5,000 veterinary professionals by email in the middle of every month, keeping them informed on news updates throughout the profession, FVMA initiatives and educational stories from across the industry. This fresh, virtual publication allows you to reach a large portion of our most cutting-edge professionals with greater frequency than our print publications. Boasting industry-leading open rates, our email content can be a forward-thinking place to house your advertisement.

AD SIZE	OPEN	3X	6X	9X	12X
Wide Skyscraper (160 × 600 pixels)	\$4,530	\$4,410	\$4,325	\$4,240	\$4,010
Medium Rectangle (300 × 250 pixels)	\$3,690	\$3,615	\$3,545	\$3,450	\$3,355
3:1 Rectangle (300 × 100 pixels)	\$2,645	\$2,565	\$2,510	\$2,440	\$2,380
Full Banner (468 × 60 pixels)	\$1,950	\$1,880	\$1,815	\$1,720	\$1,650
Rectangle (180 × 150 pixels)	\$1,505	\$1,450	\$1,400	\$1,340	\$1,280

Banner positions not fixed, but based on content distribution.

## E-NEWSLETTER SAMPLE

**Editor's e-Note**

**Full Banner 430 x 70**

We all want a great practice culture, but where do we start? There is fantastic news! You only have to make sure one person is on board first—you. When leaders are fully invested in crafting culture in themselves, the practice follows.

Because clinical signs may subside and recur and it may resemble other pathologies, anaphylaxis is often overlooked.

**e-News Exclusive**

**Skyscraper 150 x 600**

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Read More..

**In This e-Newsletter**

- Lorem ipsum
- consectetur agfjds
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- rices gravida.
- rices gravida.

**Risus commodo viverra maecenas accumsan lacus vel facilisis.**

**Medium Rectangle 230 x 180**

**Other News...**

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Read More..

**Ask the Expert**

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Read More..

**Industry Insight**

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**Rectangle 180 x 150**

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Read More..

**3: 1 Rectangle 300 x 100**

**Coming Up in Next Issue**

**do eiusmod tempor** do eiusmod tempor incididunt ut labore et dolore magna

**do eiusmod tempor** do eiusmod tempor incididunt ut labore et dolore magna

(800) 992-3862 | info@fvma.org | www.fvma.org  
7207, Monetary Drive, Orlando, Florida 32809

**CONTACT INFORMATION** *(Please type or print clearly)*

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

Representative \_\_\_\_\_ Position \_\_\_\_\_

Mailing Address \_\_\_\_\_

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

ZIP \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

**PUBLICATION** *Advocate/Practitioner*

Ad size \_\_\_\_\_

Issue Selection    1       2       3       4

Ad Total \_\_\_\_\_

Special Placement Total \_\_\_\_\_

Grand Total (A) \_\_\_\_\_

**NEWSLETTER ADVERTISEMENTS**

Ad size \_\_\_\_\_ Ad Count \_\_\_\_\_

Starting Month \_\_\_\_\_

Ad Total (B) \_\_\_\_\_ Grand Total (A + B Total) \_\_\_\_\_

**PAYMENT INFORMATION** *(Please type or print clearly)*

Payment in full enclosed    Charge my credit card    Invoice – Net 10 Days

Total Amount Enclosed \_\_\_\_\_    Check    VISA    MC    AMEX    DISCOVER

Credit Card \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

**PLEASE SUBMIT THIS FORM TO *communications@fvma.org***