

Pursuing Excellence in the Veterinary Profession

# MEDIA KIT



Print and Digital Advertising Opportunities

RATES | DEADLINES | SPECS | INSERTION ORDERS

# REACHING CALIFORNIA'S VETERINARY PROFESSIONALS

The California Veterinary Medical Association (CVMA) is the largest state veterinary medical association in the nation with **more than 7,800 members**.

The veterinary community has relied upon the CVMA since its inception in 1888 to represent and advocate for the profession. We are entrusted to provide the most reputable, up-to-date information about veterinary medicine and act as a resource of support and news for our members and the veterinary profession more broadly—and **we deliver**.

Backed by the CVMA's long-standing authority and reputation in California and beyond, advertising through the CVMA will help **expand your influence** in the realm of veterinary medicine.

The CVMA offers both print and digital advertising opportunities. Ad space is offered in a variety of sizes and options to fit your budget, ensuring that your message will reach veterinary professionals across the state **without breaking the bank**.

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## MISSION

The CVMA is committed to serving our membership and community through innovative leadership and to improving animal and human health in an ethically and socially responsible manner.

## CONTACT

For more information or to place an order, please contact Erica Ferrier at: [eferrier@cvma.net](mailto:eferrier@cvma.net) or 916.649.0599.



## PRINT

The CVMA's *California Veterinarian* magazine boasts the **largest circulation of any state veterinary publication** with a circulation of 13,500. It is mailed bi-monthly to all 7,800 CVMA members as well as all licensed California veterinary practitioners, reaching veterinarians of all practice types. Additionally, it is sent to veterinary academia, such as veterinary school faculty, researchers, and veterinary students.

The *California Veterinarian* presents a combination of association news and informative articles. It features regular articles about continuing education programs, regulatory compliance, legislative updates, practice safety, RVT news, student news, science, public health concerns, and news from the veterinary schools at UC Davis and Western University.

Each issue of the *California Veterinarian* is uploaded to the CVMA Member App and the CVMA website, making it easy for members to read on-the-go.





## DIGITAL

### CVMA CONNECT E-NEWSLETTER

Connect, the CVMA's e-newsletter, sent out every Wednesday to all CVMA members, includes the most up-to-date information about issues relevant to the veterinary profession, member benefits, and continuing education. Advertisement is a banner ad, which is hyperlinked to the company website. Space is limited to three advertisements per Connect, ensuring that your ad will be seen.

### CVMA UPCOMING CE E-BLAST

This monthly email, which details all "Upcoming CE" events put on by the CVMA, is sent to approximately 22,000 recipients each month. Advertisement is a banner ad, which is hyperlinked to the company website. Space is limited to two advertisements per e-blast.

### QUICK STATS



Average open rate of 53.5%



Average click-through rate of 3%



Average open rate of 55.25%



Average click-through rate of 3.75%



## ADVERTISING BASE RATE (BLACK AND WHITE)

Process color fee: additional \$720 per issue.

|                                    | 1x      | 3x      | 6x      |
|------------------------------------|---------|---------|---------|
| <b>Full Spread</b>                 | \$4,183 | \$3,765 | \$3,556 |
| <b>Full Page</b>                   | \$2,034 | \$1,830 | \$1,734 |
| <b>1/2 Page Horizontal</b>         | \$1,308 | \$1,176 | \$1,110 |
| <b>1/3 Page Vertical or Square</b> | \$1,092 | \$984   | \$924   |
| <b>1/4 Page Vertical</b>           | \$876   | \$792   | \$744   |
| <b>1/6 Page Vertical</b>           | \$696   | \$624   | \$588   |

## STANDARD DISCOUNTS

### CVMA MEMBERS

20% off total

### AD AGENCIES

15% off total

### MEMBER BENEFIT COMPANIES

10% off total



## LEGACY DISCOUNTS

The CVMA now offers an additional discount to legacy advertisers who have consistently shown their loyal support over the years!

**DIAMOND ADVERTISERS** have maintained a consistent CV contract with the CVMA for at least five years with a minimum of three issues per year. Enjoy an extra 5% off the total!

# ADSPECS | PRINT

## SPECIFICATIONS

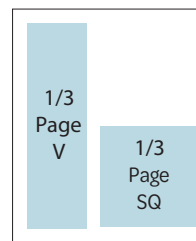
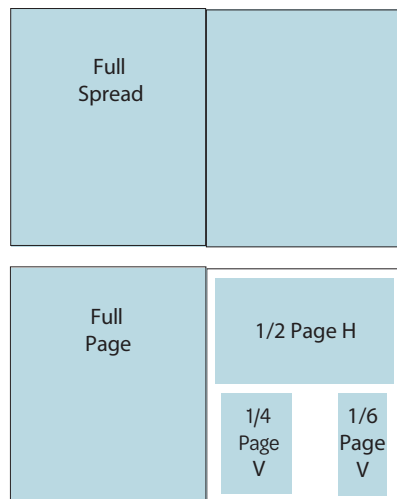
|                     | TRIM             | BLEED           | LIVE AREA        |
|---------------------|------------------|-----------------|------------------|
| Full Spread         | 18.00" x 10.50"  | 18.25" x 10.75" | 16.00" x 9.50"   |
| Full Page           | 9.00" x 10.50"   | 9.25" x 10.75"  | 8.00" x 9.50"    |
| 1/2 Page Horizontal | 7.50" x 4.3125"  |                 | 7.25" x 3.8125"  |
| 1/3 Page Vertical   | 2.50" x 9.25"    |                 | 2.00" x 8.75"    |
| 1/3 Page Square     | 4.375" x 4.3125" |                 | 3.875" x 3.8125" |
| 1/4 Page Vertical   | 3.50" x 4.3125"  |                 | 3.00" x 3.8125"  |
| 1/6 Page Vertical   | 2.50" x 4.3125"  |                 | 2.00" x 3.8125"  |

\*All sizes are width by height.

## MECHANICAL REQUIREMENTS

|                     |   |
|---------------------|---|
| Trim Size           | 9.00" x 10.50"  |
| Live   Safety Area  | 0.25 from trim  |
| Bleed               | 0.125 extended beyond trim  |
| Gutter Loss         | 0.125   |
| Line Width Minimum  | 0.25 point thick  |
| File Format         | PDF with bleed and crop marks; transparency flattened<br>Other acceptable formats include Adobe InDesign , EPS <sup>†</sup> , TIF |
| Color Mode          | CMYK or grayscale; SWOP standards apply; do not embed ICC   |
| Image Resolution    | 350 dpi (minimum)   |
| Line Screen         | 175 (minimum)   |
| Fonts               | OpenType only   |
| Total Coverage Area | Do not exceed 320% for the darkest area of an image   |

‡Package with fonts and images and compress to zip file.



All sizes are width by height.  
H–Horizontal  
SQ–Square  
V–Vertical

Third Page V | 2.50" x 9.25"

Half Page H | 7.50" x 4.3125"

Third Page SQ | 4.375" x 4.3125"

Quarter Page V | 3.50" x 4.3125"

Sixth Page V | 2.50" x 4.3125"





## **CALIFORNIA VETERINARIAN PRINT DEADLINES**

### **ISSUE**

January | February

March | April

May | June

July | August

September | October

November | December

### **INSERTION ORDER DEADLINE**

November 1

January 1

March 1

May 1

July 1

September 1

### **ARTWORK DEADLINE**

December 1

February 1

April 1

June 1

August 1

October 1

# CALIFORNIA VETERINARIAN PRINT INSERTION ORDER



1400 River Park Drive, Suite 100  
Sacramento, CA 95815  
916.649.0599 | staff@cvma.net | cvma.net

Select ad size/color, frequency, and issue.

|                    | 1x                            | 3x                            | 6x                            |
|--------------------|-------------------------------|-------------------------------|-------------------------------|
| Full Spread        | <input type="radio"/> \$4,183 | <input type="radio"/> \$3,765 | <input type="radio"/> \$3,556 |
| Full Page Premium* | <input type="radio"/> \$3,486 | <input type="radio"/> \$3,138 | <input type="radio"/> \$2,964 |
| Full Page          | <input type="radio"/> \$2,034 | <input type="radio"/> \$1,830 | <input type="radio"/> \$1,734 |
| 1/2 Page H         | <input type="radio"/> \$1,308 | <input type="radio"/> \$1,176 | <input type="radio"/> \$1,110 |
| 1/3 Page V/SQ      | <input type="radio"/> \$1,092 | <input type="radio"/> \$984   | <input type="radio"/> \$924   |
| 1/4 Page V         | <input type="radio"/> \$876   | <input type="radio"/> \$792   | <input type="radio"/> \$744   |
| 1/6 Page Vertical  | <input type="radio"/> \$696   | <input type="radio"/> \$624   | <input type="radio"/> \$588   |

- Process color  \$720 per issue  
Web link  \$120 per issue

\*Premium ad spots are on a first-come, first-serve basis and include back cover, inside cover, and inside back cover. Placement is at the discretion of the publisher.

## ISSUES

Please specify which year.

- Jan | Feb 202\_\_     Mar | Apr 202\_\_     May | Jun 202\_\_  
 Jul | Aug 202\_\_     Sep | Oct 202\_\_     Nov | Dec 202\_\_

Industry: \_\_\_\_\_

## CONDITIONS

- Publisher reserves the right to determine position. All space requests accommodated at the discretion of the publisher and space available.
- The CVMA assumes no responsibility for the quality or accuracy of print-ready advertisements or ad components that do not comply with published specifications.
- The CVMA reserves the right to add a 0.25 point key-line to any non-bleed advertisement.
- The CVMA reserves the right to add the word "ADVERTISEMENT" to any advertisement.

Date \_\_\_\_\_

Insertion authorized by \_\_\_\_\_

Advertiser (Name of Company) \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Email \_\_\_\_\_

If agency insertion, mark this circle.

Firm (Advertising Agency) and Name of Contact \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Email \_\_\_\_\_

Ad cost x # of issues \$ \_\_\_\_\_  
 Process Color (# of Issues \_\_\_\_ x \$720) + \$ \_\_\_\_\_  
 Web Link (# of Issues \_\_\_\_ x \$120) + \$ \_\_\_\_\_  
**COST BEFORE DISCOUNTS** \$ \_\_\_\_\_

**STANDARD DISCOUNTS (Select only one)**  
 Member Discount 20%  
 Agency Discount 15% - \$ \_\_\_\_\_  
 Member Benefit Discount 10%  
**SUBTOTAL** \$ \_\_\_\_\_

**LEGACY DISCOUNT\***  
 Diamond (5+ years): Additional 5% off - \$ \_\_\_\_\_  
*\*See page 5 for details.*  
**CONTRACT TOTAL** \$ \_\_\_\_\_

Check or CC # \_\_\_\_\_

CW \_\_\_\_\_ Exp. Date \_\_\_\_\_

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

This is a legally binding contract. In signing, the advertiser and the agency agree to abide by the contract regulations in accordance with this agreement.

I have read the print contract regulations on pages 10.

**X** \_\_\_\_\_  
Authorizing Signature \_\_\_\_\_ Date Accepted \_\_\_\_\_

# CALIFORNIA VETERINARIAN PRINT ADVERTISING CONTRACT TERMS AND CONDITIONS

- a. All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising which it feels is not in keeping with the publication's standard.
- b. Advertisers must comply with all laws and regulations applicable to the manufacture, distribution, and sale of a product or service. If it is the CVMA's belief that an advertiser has not complied, then it shall be sufficient grounds for rejection of an advertisement. Advertisements must not be deceptive or misleading. Advertisements must clearly identify the advertiser and the product or service being advertised. All claims of fact must be fully supported and meaningful in terms of performance or any other benefit. The CVMA may require a sample copy of any advertised product or a full description of any advertised service, and proof of efficacy or reliability of any products.
- c. Advertisements will not be accepted if they conflict with or appear to violate CVMA policy, the CVMA Code of Ethics, or its Bylaws, or if the advertisements are deemed offensive or contain attacks of a personal, racial, or religious nature.
- d. A 15% commission shall be paid to recognized agencies on space, position, and color charges, provided, however, that said commission may be forfeited on invoices remaining unpaid 35 days following date of invoice.
- e. All advertising orders are accepted subject to the terms and provisions of the current rate card.
- f. A contract year, or twelve month period, starts from the date of the first insertion. Twelve month periods do not overlap.
- g. If more or fewer insertions are used within one year than specified in the order, charges will be adjusted in accordance with established rates. However, credits earned will apply to billings—no refunds will be made.
- h. Advertiser and advertising agency agree to indemnify, defend, and save harmless the publisher from any and all liability for content (including text, illustrations, representations, sketches, maps, trademarks, labels, or other copyrighted matter) of advertisements pursuant to the advertiser's or agency's order.
- i. The publisher reserves the right to reject, discontinue, or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter. The publisher's liability for any error will not exceed the charge for the advertisement in question.
- j. Publisher is not liable for delays in delivery and/or non delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, public health emergency (epidemic, pandemic, or similar), strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner.
- k. Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice.
- l. Rates are subject to change during the publishing year. However, rates will hold for signed contracts/insertion orders received prior to published rate change.
- m. Any deliberate attempt to simulate the publication format is not permitted, and the publisher reserves the right to place the word "advertisement" on any advertisement.
- n. No guarantee for specified position is made unless the position premium has been provided for in the contract.
- o. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for payments due to the publisher.
- p. Closing dates for insertion orders and camera ready materials are listed in the editorial calendar.
- q. Cancellations are not accepted after the insertion order deadline. Advertisers who do not provide materials by the deadline will be required to rerun an existing advertisement. If an ad rerun is not possible, a 65% cancellation fee will be charged.
- r. Advertiser or authorized agency must forward all materials, in accordance with deadline schedule, to: California Veterinary Medical Association, 1400 River Park Dr., Ste. 100, Sacramento, CA 95815. Art should be emailed to: eferrier@cvma.net.
- s. Advertiser or authorized agency may pay by credit card using the enclosed contract or be invoiced. First payment is due and payable to the California Veterinary Medical Association prior to publication. Agencies requiring tear sheets must pay for first placed advertisement to establish credit. Once credit is established, payment is due within 15 days of receipt of tear sheet.



## CVMA CONNECT E-NEWSLETTER ADVERTISING RATES

Commit to six months and receive 10% off in addition to discounts offered to CVMA members and ad agencies.

| MEMBER TYPE | 1x      | 6x     |
|-------------|---------|--------|
| CVMA member | \$800*  | \$720* |
| Non-member  | \$1,000 | \$900  |
| Ad agency   | \$850*  | \$765* |

\*Price reflects discounts

### Sample Connect Ad Space (650 px x 80 px)

## CVMA UPCOMING CE E-BLAST ADVERTISING RATES

Commit to six months and receive 10% off in addition to discounts offered to CVMA members and ad agencies.

| MEMBER TYPE | 1x     | 6x     |
|-------------|--------|--------|
| CVMA member | \$400* | \$360* |
| Non-member  | \$500  | \$450  |
| Ad agency   | \$450* | \$405* |

\*Price reflects discounts

For more information on [artwork specifications](#) for the CVMA's Connect e-newsletter and the Upcoming CE e-blast, please see [page 14](#).





## E-NEWSLETTER | E-BLAST DIGITAL DEADLINES

### EMAIL MONTH

January  
February  
March  
April  
May  
June  
July  
August  
September  
October  
November  
December

### CONNECT ORDER DEADLINE

December 20  
January 24  
February 21  
March 20  
April 17  
May 22  
June 19  
July 24  
August 21  
September 18  
October 20  
November 20

### UPCOMING CE ORDER DEADLINE

January 1  
February 1  
March 1  
April 1  
May 1  
June 1  
July 1  
August 1  
September 1  
October 1  
November 1  
December 1

*For digital artwork deadlines, please see page 14.*

# E-NEWSLETTER | E-BLAST DIGITAL INSERTION ORDER



1400 River Park Drive, Suite 100  
Sacramento, CA 95815  
916.649.0599 | staff@cvma.net | cvma.net

Select which month(s) and digital publication(s) you would like to advertise in:

## CVMA CONNECT E-NEWSLETTER

| <input type="radio"/> Base rate |         | <input type="radio"/> Member rate |         | <input type="radio"/> Ad agency rate |         |
|---------------------------------|---------|-----------------------------------|---------|--------------------------------------|---------|
| 1x                              | 6x      | 1x                                | 6x      | 1x                                   | 6x      |
| \$1,000                         | \$5,400 | \$800                             | \$4,320 | \$850                                | \$4,590 |

## ISSUES

Please specify which year.

- Jan 202\_\_       Feb 202\_\_       Mar 202\_\_  
 Apr 202\_\_       May 202\_\_       Jun 202\_\_  
 Jul 202\_\_       Aug 202\_\_       Sep 202\_\_  
 Oct 202\_\_       Nov 202\_\_       Dec 202\_\_

Industry: \_\_\_\_\_

## UPCOMING CE MONTHLY E-BLAST

| <input type="radio"/> Base rate |         | <input type="radio"/> Member rate |         | <input type="radio"/> Ad agency rate |         |
|---------------------------------|---------|-----------------------------------|---------|--------------------------------------|---------|
| 1x                              | 6x      | 1x                                | 6x      | 1x                                   | 6x      |
| \$500                           | \$2,700 | \$400                             | \$2,160 | \$425                                | \$2,295 |

## ISSUES

Please specify which year.

- Jan 202\_\_       Feb 202\_\_       Mar 202\_\_  
 Apr 202\_\_       May 202\_\_       Jun 202\_\_  
 Jul 202\_\_       Aug 202\_\_       Sep 202\_\_  
 Oct 202\_\_       Nov 202\_\_       Dec 202\_\_

Industry: \_\_\_\_\_

Date \_\_\_\_\_

Insertion authorized by \_\_\_\_\_

Advertiser (Name of Company) \_\_\_\_\_

Address \_\_\_\_\_

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

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

Email \_\_\_\_\_

Website \_\_\_\_\_

If agency insertion, mark this circle and fill out information below.

Firm (Advertising Agency) and Name of Contact \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Email \_\_\_\_\_

CVMA Connect Insertion Cost \$ \_\_\_\_\_

Upcoming CE Insertion Cost \$ \_\_\_\_\_

**CONTRACT TOTAL** \$ \_\_\_\_\_

Check or CC # \_\_\_\_\_

CVV \_\_\_\_\_ Exp. Date \_\_\_\_\_

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

This is a legally binding contract. In signing, the advertiser and the agency agree to abide by the contract regulations in accordance with this agreement.

I have read the digital contract regulations on page 14.

**X** \_\_\_\_\_

Authorizing Signature \_\_\_\_\_

Date Accepted \_\_\_\_\_



# DIGITAL ADVERTISING CONTRACT TERMS AND CONDITIONS

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- a. **RATES:** Rates are subject to change during the publishing year without notice. However, rates will hold for signed contracts/insertion orders received before the published rate change.
  - b. **PAYMENT:** Advertiser or authorized agency may pay by credit card using the enclosed contract. Payment is due and payable to the California Veterinary Medical Association before the first insertion date. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for payments due to the publisher.
  - c. **CANCELLATIONS:** Cancellations must be made in writing and must be received before 30 days of the first insertion date subject to a 10% administrative fee. No refunds will be given for cancellations received within less than 30 days of the first insertion date or thereafter. Cancellation of a six-month contract will be refunded on a pro-rata basis if canceled prior to 20 days before the first insertion date and is subject to the 10% administrative fee.
  - d. All advertising orders are accepted subject to the terms and provisions of the current rate card. All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising which it feels is not in keeping with the advertising standard. The publisher reserves the right to reject, discontinue, or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter. The publisher's liability for any error will not exceed the charge for the advertisement in question.
  - e. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, public health emergency, fire, flood insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner.
  - f. Advertiser and/or advertising agency agree to indemnify, defend, and hold harmless the publisher, its officers, directors, employees, and associates from any and all liability for content (including text, illustrations, representations, sketches, maps, trademarks, labels, or other copyrighted matter) of advertisements pursuant to the advertiser's or agency's order.
- 

## CVMA CONNECT E-NEWSLETTER

1. **MATERIALS REQUIREMENTS:** Advertisement will be a digital banner ad (650 px X 80 px). Submission of digital materials is due two weeks before the first monthly insertion date. Only one advertisement design will be run per month per contract period.
  2. Contract period begins with the insertion on the first Wednesday of the month. No guarantee for a specified advertising position is made. Contracts are accepted on a first come-first paid basis.
  3. **MATERIALS DEADLINE:** Submission of digital materials is due two weeks before the first monthly insertion date. Six-month advertisers who do not provide materials two weeks before the first insertion date of the following month will be required to rerun an existing advertisement. Digital art should be emailed to: [eferrier@cvma.net](mailto:eferrier@cvma.net).
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## CVMA UPCOMING CE E-BLAST

1. **MATERIALS REQUIREMENT:** Advertisement will be a digital banner ad (650 px X 80 px). No guarantee for a specified advertising position is made.
2. The "Upcoming CE" E-blast is generally sent on the third Thursday or Friday of each month. Publisher has discretion to change the date of publication and will notify the advertiser in the event of a date change.
3. **MATERIALS DEADLINE:** Submission of digital materials is due by the first Friday of the month of the insertion contract period unless otherwise requested. Six-month advertisers who do not provide new digital material the second Thursday before that month's insertion date will be required to rerun an existing advertisement. Digital materials should be emailed to: [eferrier@cvma.net](mailto:eferrier@cvma.net).



1400 River Park Drive, Suite 100  
Sacramento, CA 95815  
916.649.0599 | [staff@cvma.net](mailto:staff@cvma.net) | [cvma.net](http://cvma.net)