RATES | DEADLINES | SPECS | INSERTION ORDERS

Media Kit

Print and digital advertising opportunities



CVMA
CALIFORNIA VETERINARY MEDICAL ASSOCIATION

Pursuing excellence in the veterinary profession

REACHING CALIFORNIA'S

Veterinary Professionals

6,700+

MEMBERS

The California Veterinary Medical Association (CVMA) is the largest state veterinary medical association in the nation.

EST. 1888

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.

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.

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CONTACT

For more information or to place an order, please contact **Erica Ferrier at: eferrier@cvma.net or 916.649.0599 ext. 151.**

PRINT

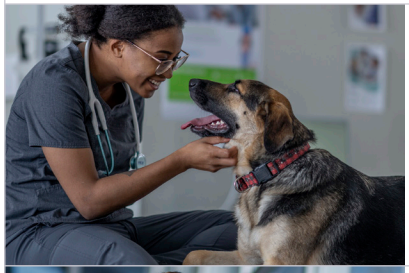
Audience & Reach



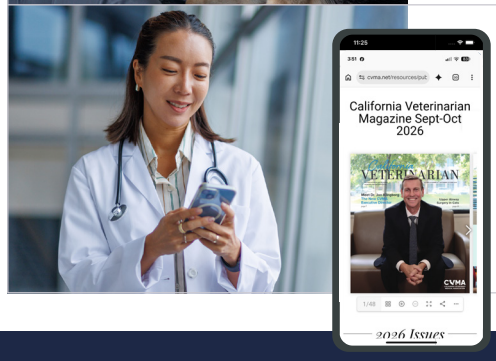
A CIRCULATION OF

13,500

The CVMA's *California Veterinary Voice* magazine boasts the **largest circulation of any state veterinary publication** with a circulation of 13,500. It is mailed bi-monthly to all 6,700 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 Veterinary Voice* 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 Veterinary Voice* is uploaded to the CVMA website, making it easy for members to read on-the-go.

CONTACT

For more information or to place an order, please contact **Erica Ferrier at: eferrier@cvma.net or 916.649.0599 ext. 151.**

DIGITAL

Audience & Reach





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.

Average open rate of **64.7%**

Average click-through rate of **3%**

SENT TO

25,000

RECIPIENTS

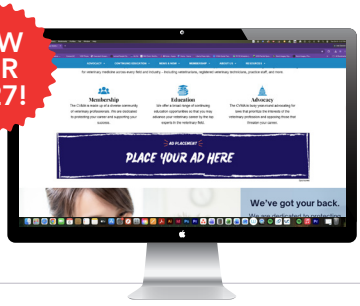
CVMA UPCOMING CE E-BLAST

This monthly email, which details all "Upcoming CE" events put on by the CVMA, is sent to approximately 25,000 recipients each month. Advertisement is a banner ad, which is hyperlinked to the company website. Space is limited to two advertisements per e-blast.

Average open rate of **55.25%**

Average click-through rate of **3.75%**

NEW FOR 2027!



CVMA WEBSITE

The CVMA is pleased to offer a new advertising opportunity through our main website, cvma.net. Advertisement is a banner ad, which is hyperlinked to the company website. Space is limited to five high-traffic areas on the website: top of the homepage, footer of the homepage, top of the "Upcoming CE" page, top of the "Join the CVMA" page, and top of the member login page (average view rates range from 6,000-10,000 views per month).

CONTACT

For more information or to place an order, please contact **Erica Ferrier at: eferrier@cvma.net or 916.649.0599 ext. 151.**

PRINT

Ad Rates

ADVERTISING BASE RATE (BLACK AND WHITE)

Process color fee: additional $720 per issue.

	1x	3x	6x
Full Spread	$4,601	$4,142	$3,912
Full Page	$2,237	$2,013	$1,907
1/2 Page Horizontal	$1,439	$1,294	$1,221
1/4 Page Vertical	$964	$871	$818

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 5% 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!

PRINT

Ad Specs

SPECIFICATIONS

	Trim	Bleed	Live Area
2-Page 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"
1/4 Page Vertical	3.50" x 4.3125"		3.00" x 3.8125"

*All sizes are width by height.

MECHANICAL REQUIREMENTS

Bleed: 0.125" extended beyond trim

Trim Size: 9.00" x 10.50"

Live Safety Area: 0.25" from Trim

Gutter Loss: 0.125"

Line Width Minimum: 0.25 point thick

File Format: PDF with bleed and crop marks; transparency flattened (Other acceptable formats include Adobe InDesign, EPS‡, TIF)

Color Mode: CMYK or grayscale; SWOP standards apply; do not embed ICC

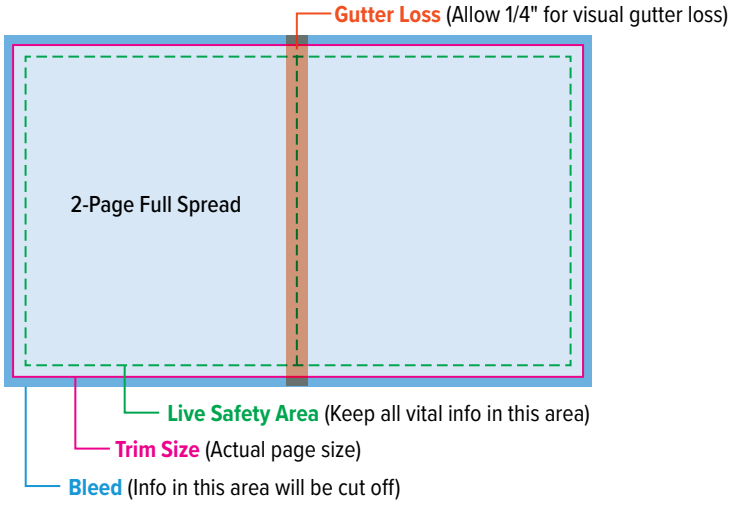
Image Resolution: 350 dpi (minimum)

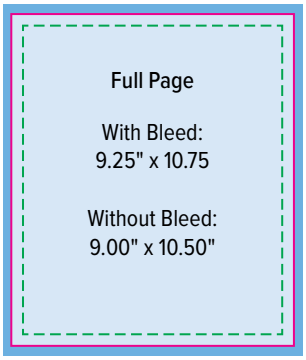
Line Screen: 175 (minimum)

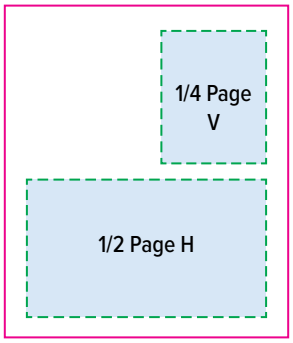
Fonts: OpenType only

Total Coverage Area: Do not exceed 320% for the darkest area of an image

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







Full Page: 9.00" x 10.5" (add 0.125" to all four sides for a full page bleed)

Quarter Page: 3.50" x 4.3125"

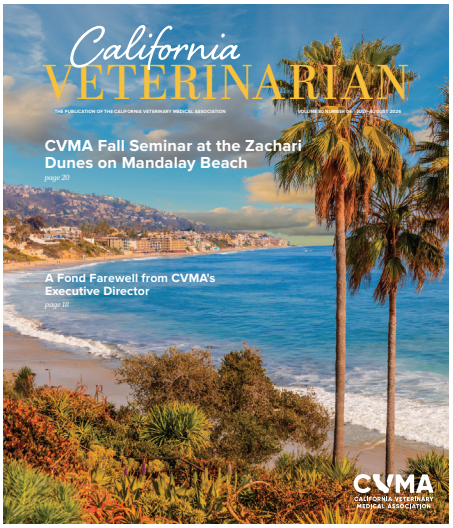
Half Page: 7.50" x 4.3125"

PRINT DEADLINES

California Veterinary Voice

Issue	Insertion Order Deadline	Artwork Deadline
**January	February**	November 1	December 1
**March	April**	January 1	February 1
**May	June**	March 1	April 1
**July	August**	May 1	June 1
**September	October**	July 1	August 1
**November	December**	September 1	October 1







CALIFORNIA VETERINARY VOICE

Print Insertion Order

CVMA
1731 Howe Avenue
PMB 633
Sacramento, CA 95825
916.649.0599 | staff@cvma.net | cvma.net

SELECT AD SIZE/COLOR, FREQUENCY, AND ISSUE.

		1x		3x		6x
Full Spread	❍	$4,601	❍	$4,142	❍	$3,912
Full Premium*	❍	$3,835	❍	$3,452	❍	$3,260
Full Page	❍	$2,237	❍	$2,013	❍	$1,907
1/2 Page H	❍	$1,439	❍	$1,294	❍	$1,221
1/4 Page V	❍	$964	❍	$871	❍	$818

Process color	☐	$792 per issue
Web link	☐	$132 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.
- CVMA will email invoice to advertiser, and advertiser must pay invoice by deadlines specified on page 8.

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 $792) + $ _____

☐ Web Link (# of Issues____ x $132) + $ _____

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 **$** _____

☐ Pay full sum upfront

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 VETERINARY VOICE 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 quasigovernmental 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 on page 8 of the Media Kit. CVMA will send the invoice to advertiser via email.

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.

DIGITAL

Ad Rates

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

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	$880*	$800*
Non-member	$1,100	$1,000
Ad agency	$935*	$850*

*Price reflects discounts

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	$440*	$400*
Non-member	$550	$500
Ad agency	$468*	$450*

*Price reflects discounts

Sample Connect and Upcoming CE E-blast Ad Space (650 px x 80 px)

DIGITAL

Ad Rates

CVMA WEBSITE ADVERTISING RATES

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

Place on Website	Member Type	1x (1 month)	3x (3 months)
Top of Homepage	CVMA member	$1,000*	$900*
	Non-member	$1,250	$1,125
	Ad agency	$1,065*	$960*
Footer of Homepage	CVMA member	$720*	$645*
	Non-member	$900	$810
	Ad agency	$765*	$690*
Top of Upcoming CE	CVMA member	$920*	$825*
	Non-member	$1,150	$1,035
	Ad agency	$980*	$880*
Top of Member Dues	CVMA member	$800*	$720*
	Non-member	$1,000	$900
	Ad agency	$850*	$765*
Top of Member Login	CVMA member	$720*	$645*
	Non-member	$900	$810
	Ad agency	$765*	$690*

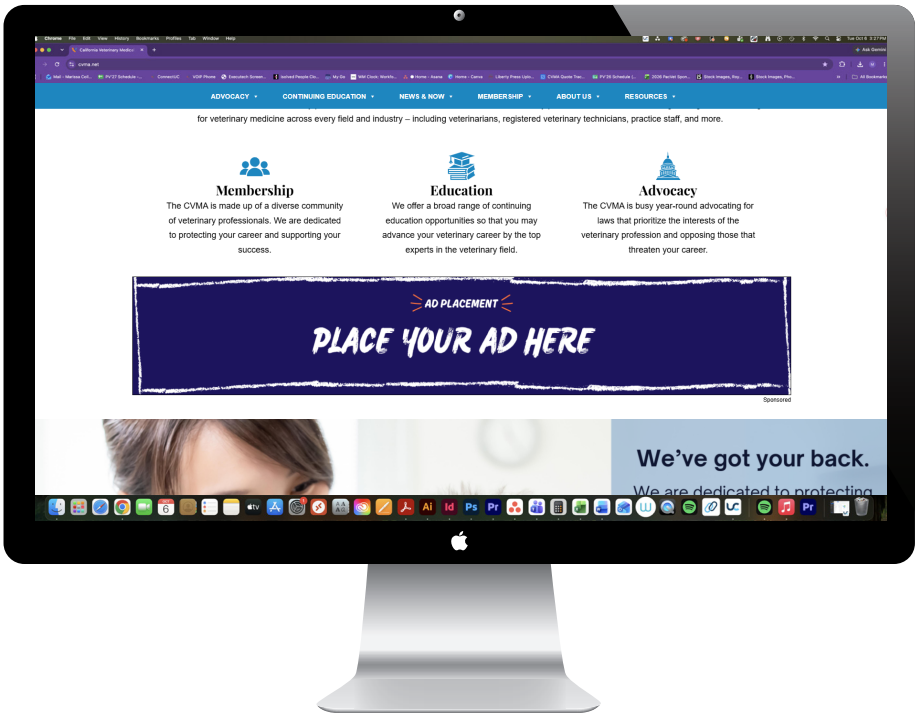
*Price reflects discounts

DIGITAL

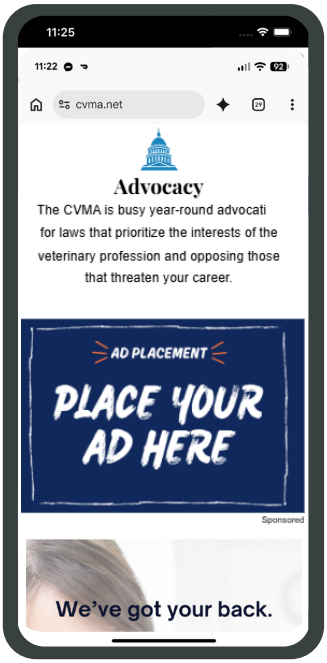
SAMPLE WEBSITE AD SPACES

Advertiser must submit their ad in both the desktop and mobile version dimensions.

Desktop Ad: 1200 x 250px



Mobile Ad: 600 x 400px



DIGITAL DEADLINES

E-Newsletter | E-Blast

Publication Month	Connect Order Deadline	Upcoming CE Order Deadline	Website Order Deadline	Artwork Deadline
January	December 1	January 1	December 1	December 15
February	January 1	February 1	January 1	January 15
March	February 1	March 1	February 1	February 15
April	March 1	April 1	March 1	March 15
May	April 1	May 1	April 1	April 15
June	May 1	June 1	May 1	May 15
July	June 1	July 1	June 1	June 15
August	July 1	August 1	July 1	July 15
September	August 1	September 1	August 1	August 15
October	September 1	October 1	September 1	September 15
November	October 1	November 1	October 1	October 15
December	November 1	December 1	November 1	November 15

E-NEWSLETTER | E-BLAST

Digital Insertion Order

CVMA
1731 Howe Avenue
PMB 633
Sacramento, CA 95825
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

○ Base rate		○ Member rate		○ Ad agency rate	
1x	**6x**	**1x**	**6x**	**1x**	**6x**
$1,100	$6,000	$880	$4,800	$935	$5,100

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

○ Base rate		○ Member rate		○ Ad agency rate	
1x	**6x**	**1x**	**6x**	**1x**	**6x**
$550	$3,000	$440	$2,400	$468	$2,700

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	**$**

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 pages 17.

X _____

Authorizing Signature

Date Accepted_____

WEBSITE

Digital Insertion Order

CVMA
1731 Howe Avenue
PMB 633
Sacramento, CA 95825
916.649.0599 | staff@cvma.net | cvma.net

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

CVMA WEBSITE ADVERTISING RATES

1x=1 month
3x= 3 months

Top of Homepage

☐ Base rate		☐ Member rate		☐ Ad agency rate	
1x	**3x**	**1x**	**3x**	**1x**	**3x**
$1,250	$1,125	$1,000	$900	$1,065	$960

Footer of Homepage

☐ Base rate		☐ Member rate		☐ Ad agency rate	
1x	**3x**	**1x**	**3x**	**1x**	**3x**
$900	$810	$720	$645	$765	$690

Top of Upcoming CE

☐ Base rate		☐ Member rate		☐ Ad agency rate	
1x	**3x**	**1x**	**3x**	**1x**	**3x**
$1,150	$1,035	$920	$825	$980	$880

Top of Member Dues

☐ Base rate		☐ Member rate		☐ Ad agency rate	
1x	**3x**	**1x**	**3x**	**1x**	**3x**
$1,000	$900	$800	$720	$850	$765

Top of Member Login

☐ Base rate		☐ Member rate		☐ Ad agency rate	
1x	**3x**	**1x**	**3x**	**1x**	**3x**
$900	$810	$720	$645	$765	$690

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 _____

CONTRACT TOTAL **$** _____

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 pages 17.

X _____

Authorizing Signature

Date Accepted_____

DIGITAL ADVERTISING

Contract Terms and Conditions

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 or be invoiced. **Payment is due and payable to the California Veterinary Medical Association within 45 days of date of invoice.** 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 that 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 quasigovernmental 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.

g. Use of the publisher's logo or name within an advertisement in strictly prohibited.

CVMA CONNECT E-NEWSLETTER

1. **MATERIALS REQUIREMENTS:** Advertisement will be a digital banner ad (650 px X 80 px). 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 by deadlines specified on page 14.** Multi-month advertisers who do not provide materials by the deadline will be required to rerun an existing advertisement. Digital art should be emailed to: eferrier@cvma.net.

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 deadlines specified on page 14.** Multi-month advertisers who do not provide new digital material by the deadline will be required to rerun an existing advertisement. Digital art should be emailed to: eferrier@cvma.net.

CVMA WEBSITE

1. **MATERIALS REQUIREMENT:** Advertisement will be TWO digital banner ads (1200 x 250px) for desktop and (600 x 400px) mobile.
2. **MATERIALS DEADLINE:** **Submission of digital materials is due by deadlines specified on page 14.** Multi-month advertisers who do not provide new digital material by the deadline will be required to rerun an existing advertisement. Digital art should be emailed to: eferrier@cvma.net.
3. The publisher agrees to display banners on the cvma.net website for the time frame and in the specific placement indicated on the order form.
4. The publisher does not guarantee any given level of hits, views, or impressions of ads placed on the website.