

### Commercial Ad Rates

ISSUES PER YEAR:	1	3	6
Full*	\$1,080	\$1,030	\$980
1/2	\$ 760	\$ 710	\$660
1/3	\$ 660	\$ 610	\$560
1/4	\$ 560	\$ 510	\$460
1/8	\$ 460	\$ 410	\$360

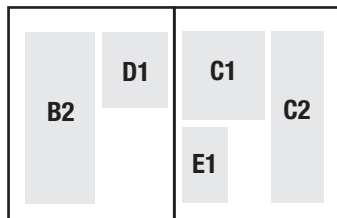
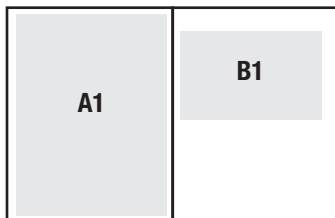
### Covered and Preferred Positions

ISSUES PER YEAR:	1	3	6
Inside front cover	\$1,240	\$1,190	\$1,140
Inside back cover	\$1,240	\$1,190	\$1,140
Outside back cover	\$1,290	\$1,240	\$1,190

### Commercial Ad Specifications

PAGE DIMENSIONS		WIDTH	DEPTH
Trim Size		8.5"	11"
CODE	AD SIZES	WIDTH	DEPTH
A1	Full Page/Bleeds	8.75"	11.250"
B1	1/2 Horizontal	7.75"	4.658"
B2	1/2 Vertical	3.799"	9.551"
C1	1/3 Horizontal	5.109"	4.658"
C2	1/3 Vertical	2.477"	9.551"
D1	1/4 Vertical	3.788"	4.729"
E1	1/8 Vertical	2.483"	4.729"

Dimensions are based on three columns per page. Additional charges will be applied for artwork that exceeds dimensions. Stock: 70 lb. matte, with self cover; Binding: perfect bound; Printing: sheetfed offset.



### Product Guide

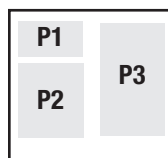
Our product guide offers companies an affordable way to showcase their services. Advertisers choose from three different page dimensions and secure ad space for one, three or six issues per year.

### Product Guide Ad Rates

ISSUES PER YEAR:	1	3	6
Premium Listing	\$400	\$375	\$350
Pro Listing	\$350	\$325	\$300
Starter Listing	\$250	\$225	\$200

### Product Guide Ad Specifications

CODE	AD SIZES	WIDTH	DEPTH
P3	Premium Listing	2.2"	3.83"
P2	Pro Listing	2.2"	2.50"
P1	Starter Listing	2.2"	1.17"



Dimensions are based on three columns per page.

### Submission requirements

#### PREFERRED MATERIALS

PDF: Print Quality; Resolution: 300 dpi; Color: CMYK

All digital ads must be submitted in print quality PDF format. Publisher reserves the right to reject unreadable, unstable or damaged files and/or media. Files requiring alteration or modification will be billed at \$125 an hour, one hour minimum.

### Issuance and Closing Dates

Six issues are published on or about the first day of the following months: February, April, June, August, October and December. Reservations, copy, changes and cancellations are due by the deadlines below.

#### Editorial Advertising Schedule\*

Contract Deadline: 5th of the month

Artwork Deadline: 10th of the month

\*Deadlines that fall on a weekend will be due the following Monday.

### Circulation

Guaranteed total controlled circulation is 4,600. Primary readers are TVMA's more than 3,400 members and more than 1,000 licensed veterinary technicians. This magazine is also sent to more than 500 veterinary students at Texas A&M University.

### Agency Commission

A 15% agency commission is granted to bona fide agencies (not in-house agencies). This commission is for accounts paid within 30 days and excludes extra production charges required by advertiser.

# TEXAS

## VETERINARIAN

A PUBLICATION OF THE TEXAS VETERINARY MEDICAL ASSOCIATION

**ADVERTISER**

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

Address \_\_\_\_\_

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

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

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

**AGENCY**

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

Address \_\_\_\_\_

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

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

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

THIS CONTRACT IS:     New     Renewal     Revision     Takeover

**Commerical Ads (Check one)**

CODE	SIZE	ISSUES PER YEAR		
		1	3	6
A1	Full Page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B1	1/2 Horizontal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B2	1/2 Vertical	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C1	1/3 Horizontal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C2	1/3 Vertical	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D1	1/4 Vertical	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E1	1/8 Vertical	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
IFC		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
IBC		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OBC		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Product Guide Ads (Check one)**

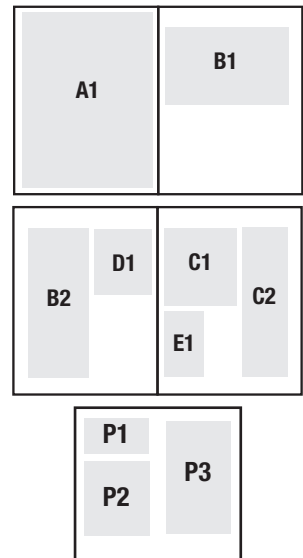
CODE	SIZE	ISSUES PER YEAR		
		1	3	6
P3	Premium Listing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
P2	Pro Listing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
P1	Starter Listing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**Issue**

February     April     June  
 August     October     December

Comments: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



**Billing (Check one)**

Direct to advertiser     Through above agency

**PAYMENT & ADVERTISING AGREEMENT**

The Undersigned Advertiser agrees to supply the *Texas Veterinarian* high resolution, digital artwork (PDF format) for \_\_\_\_\_ consecutive issues of the *Texas Veterinarian*. The advertising rate is \$ \_\_\_\_\_ per issue. The total amount of this Advertising Agreement is \$ \_\_\_\_\_.

The Undersigned Advertiser agrees to pay the *Texas Veterinarian* \$ \_\_\_\_\_ beginning with the first payment due \_\_\_\_\_. The first advertisement will appear in the \_\_\_\_\_ issue and the last advertisement will appear in the \_\_\_\_\_ issue. The ad size CANNOT change during the period covered in the Advertising Agreement. All payments shall be made payable to TVMA and delivered or mailed to 8104 Exchange Drive, Austin, TX 78754. For further information, call 512/452-4224. Money paid to TVMA is NON REFUNDABLE. IT IS THE SOLE RESPONSIBILITY OF THE ADVERTISER to provide artwork no later than at the close of regular business hours on the ISSUE CLOSING DATE unless otherwise noted in this Agreement. By signing this Agreement below, the Advertiser acknowledges that they have read, understand and agree to all the terms, conditions and items that are contained on the front and back of this Agreement and that they have received a copy of this Agreement.

Advertiser Signature \_\_\_\_\_ Date \_\_\_\_\_ TVMA Representative Signature \_\_\_\_\_ Date \_\_\_\_\_

Return this contract to Texas Veterinary Medical Association, 8104 Exchange Drive, Austin, TX 78754 or fax to 512/452-6633.

# advertising contract

## TERMS, CONDITIONS, & GENERAL POLICIES FOR THE *TEXAS VETERINARIAN* MAGAZINE ADVERTISING

1. The Publisher reserves the right to reject or cancel any advertisement(s) at its sole discretion.
2. All artwork submitted to the Publisher becomes the sole property of the Publisher and cannot be returned.
3. All advertisements are accepted and produced by the Publisher on the representation that the advertiser and/or advertising agency is properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser and/or agency will indemnify any loss, expense or any other liability arising out of publication of such advertisement.
4. No conditions, printed or otherwise, appearing on the contract order or copy instructions that conflict with the Publisher's policies will be binding on the Publisher, unless specifically agreed to in writing by the Publisher.
5. The Publisher reserves the right to hold the Advertiser and/or the Advertising Agency jointly and severally liable for such monies as are due and payable to the Publisher.
6. The Publisher cannot be held responsible for the quality of reproductions when specifications are not adhered to or when materials are not received by specified dates. Digital art/ads from advertisers must be of the exact specifications required by the Publisher. Art/ad specifications pertain to any/all of the following: art/ad size, resolution of output or items submitted for output, line screen, etc. If these specification guidelines are not adhered to in the strictest sense, the Publisher reserves the right to not accept the art/ad and make adjustments to the advertisers price of the ad according to the current Publisher's price guidelines.
7. Any advertising agreement subject to cancellation must be accepted and acknowledged in writing by the Publisher in advance of the publication closing date. Cancellations are subject to a loss of monies already paid toward said advertising.
8. It is the sole responsibility of the Advertiser to proof their ad for correctness. It is the Advertiser's responsibility to turn in artwork to the Publisher during normal business hours on the publication closing date for the issue in which the advertisement is to be published. If no artwork is provided by the specified date, the Advertiser shall lose all monies paid to the Publisher and forfeit any space reserved.
9. No employees or agents of the Publisher have the authority to change any of the term, conditions and/or general policies of the *Texas Veterinarian* magazine.
10. As evidenced by the signatures of the sales representative and the Advertiser, the parties intend that a binding contract be created, and it is understood by the Advertiser that the dollar amount contracted for each issue is due regardless of Advertiser's business closure, business location change, event cancellation or any other adverse event that might otherwise prohibit the Advertiser from the intended benefits of advertising in the *Texas Veterinarian* magazine.
11. The Publisher reserves the right to alter and/or change any Advertiser's layout, artwork and/or advertisement that does not conform to the Publisher's specifications without notice to the Advertiser. The Advertiser understands that there will be additional charges assessed to the Advertiser to alter and/or change Advertiser's artwork and/or advertisement to conform to the Publisher's specifications.
12. Photographs, mechanicals and other production department operations requested by the Advertiser from the Publisher will be assessed an extra charge. The amount will be based on the cost of the work required to get that item into the form and specification which conform to the Publisher's specification.
13. Although the Publisher will make every effort to print and distribute the *Texas Veterinarian* magazine by the issue date, the Publisher shall not be held liable, and the Advertiser agrees to waive its rights to hold the Publisher liable for failure to distribute any issue of the *Texas Veterinarian* magazine by the issue date.
14. Advertiser agrees that under no circumstance whatsoever, will the *Texas Veterinarian* magazine be accountable to the Advertiser for any claim, loss of advertising, loss of business, failure to print and/or publish that would exceed the Advertiser's PAID amount.
15. The Advertiser warrants that he is the duly authorized and appointed agent for, or representative of, the product or service or place of business or business to be advertised under this Agreement and agrees to hold the Publisher harmless from any and all claims in any manner resulting from said advertising.
16. The Advertiser warrants that the use, in or in connection with any item, person or persons used in or in connection with any item of advertising specified in this Agreement, including the use of any picture, picture reproduction, any endorsement, trademark or trade name, is duly authorized, and the Advertiser agrees to hold the Publisher harmless from any and all claims in any manner resulting from use of such in advertising.
17. Publisher reserves the right to decline any advertisement, before or after published closing date, including any prepaid, paid and/or unpaid advertisement. All copy, text, photos and illustrations in advertisements are published with the understanding that the Advertiser is fully authorized, has secured proper consent for use of such material and that the Publisher may lawfully publish Advertiser's material. The Advertiser agrees to indemnify and hold the Publisher, its employees, officers, agents and business affiliations harmless from any and all liability, loss and expense of any nature whatsoever incurred as a result of publishing said advertisement. That indemnity includes, but is not limited to, lawsuits for libel, invasion of privacy, plagiarism, copyright infringement, unauthorized use of a person's name or photograph or any other claim or suit.
18. By executing this Agreement, the Advertiser admits having read all of the foregoing and neither the Publisher nor the Advertiser shall be bound by any agreement or understanding not expressed herein and that the Advertiser understands and agrees to all of the Terms and Conditions contained in this Agreement.