



# 2024 Magazine Display Ad Policy

**The Michigan Veterinarian** — the magazine of the Michigan Veterinary Medical Association — is published quarterly as a full-color publication. The magazine is published in March, June, September, and December. Due to the cost to produce a full-color publication, advertising fees have been adjusted appropriately. **DISTRIBUTION:** over 2,400 veterinarians and students, and will reach most veterinary practices in Michigan. **Material for publication must be submitted by the first of the month preceding publication.**

**AD SIZES** Display ads that do not meet these specifications will not be accepted.

¼ page .....	w 3.625" × h 4.833"	<b>full page</b> .....	w 7.5" × h 9.875"
½ page .....	w 7.5" × h 4.833"	<b>full page bleed*</b> .....	w 8.5" × h 11.0"
½ page (back cover) .....	w 8.5" × h 5.5"		

\*CHECK FOR AVAILABILITY! Also, be sure to add a 1/8-inch bleed on all sides to ensure your ad will print correctly.

## GENERAL POLICY

Display advertisements are accepted on a space availability basis and are subject to approval by the newsletter policy committee (MVMA Executive Committee). Ads must be relevant to the membership of the MVMA. Advertisements for selected individual items (e.g., a used x-ray machine) or for practice employment will only be listed in the classified section in a uniform manner and will not be accepted as display ads.

## AD FORMAT

The Michigan Veterinarian will accept ads in the following formats:

- High-resolution (300 dpi) TIF or JPG files.
- Press-optimized PDF files with all fonts embedded (NOTE: MS Word does not embed fonts.)
- Adobe Illustrator EPS files with all fonts converted to outlines and all links supplied.
- Native Adobe InDesign (version 5.0 or later) files with all fonts converted to outlines and all links supplied.

## 2024 ADVERTISING RATES

AD SIZE	PER ISSUE	FOUR ISSUES	FULL YEAR, PAID IN ADVANCE WITH 5% DISCOUNT
¼ page .....	\$585 .....	\$2,340 .....	\$2,225
½ page .....	\$805 .....	\$3,220 .....	\$3,060
½ page (inside front or inside back) .....	\$1,000 .....	\$4,000 .....	\$3,800
½ page (outside back cover) .....	\$1,060 .....	\$4,240 .....	\$4,030
full page .....	\$1,695 .....	\$6,780 .....	\$6,440
full page (inside front cover or back cover) .....	\$2,000 .....	\$8,000 .....	\$7,600

## SPACE AVAILABILITY & PAYMENT

Please contact the MVMA office for ad space availability prior to submitting your ad. Your payment (check, Visa, MasterCard, or Discover) must accompany your ad copy. Thank you.

**NOTE:** If you need someone to design your ad, please contact the MVMA office to receive more information on pricing, design specifications and space availability.