



SASKATCHEWAN
VETERINARY MEDICAL
ASSOCIATION

svma

SVMA News

2010 Rate Sheet

Classified Advertising (newsletter and 3 months on website)

SVMA member	No charge	(maximum 75 words)
Non-member	\$54	(75 words; \$0.26 per additional word)
Website only	\$16.75	per month (75 words; \$0.26 per additional word) (highlighting – add \$3 to above prices)

Display Advertising

<u>Black & white</u>	<u>1 issue</u>	<u>4 issues</u>
Full page	\$ 489	\$1,522
Half page	\$ 244	\$ 760
Quarter page	\$ 135	\$ 380
Business card (maximum 2 names/card)	\$ 65	\$ 195

Four colour (camera ready copy)

Outside back cover	\$1,086
Inside back/front cover	\$ 980
Full page	\$ 927
Half page	\$ 459

Insertions

8.5" x 11"	\$ 161
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(all prices subject to GST)

Format

(width x height)

Full page	7.7" x 10"	Full page with full bleeds	8.75" x 11.25"
Half page horizontal	7.7" x 4.875"	Half page vertical	3.725" x 10"
Quarter page vertical	3.725" x 4.875"	Business card:	3.5" x 2"

*Please keep copy material at least .25" from trim

- Colour ads must be submitted in cmyk format; black and white ads in grey scale
- PDF advertisements must have all fonts embedded and be set at a press resolution
- Advertisements must be submitted on disk or CD. Resolution - 225-300 dpi and 150 lpi
- Binding method - staple

- Publication dates · **February 1, May 3, August 3, November 1**
- Publication deadlines · **12 noon · January 6, April 6, July 6, October 6**
- Material must be provided by e-mail or CD *prior* to the deadline
- Payment in full required prior to the publication deadline

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