Basic Information

- The Journal of Avian Medicine and Surgery (JAMS) is an official publication of the Association of Avian Veterinarians (AAV).
- JAMS is an international journal of the medicine and surgery of both captive and wild birds, publishes scientific articles (both original and retrospective studies), case reports, editorials, abstracts of selected scientific articles, What Is Your Diagnosis?, book reviews, and upcoming meetings.
- JAMS is published quarterly by Allen Press, Inc. and distributed to members and other journal subscribers around the world.
- Advertising may be accepted for full page, half page and quarter page. The Journal does not accept classified advertisements.
- Discounts are available - see rates below or contact the Publications Office for special package pricing. Any discounts must be documented within the signed contract.

Ad Format/Requirements

- Advertisements must be sent electronically to the AAV Office: pubs@aav.org in high resolution PDF format. We will not accept other formats.
- All fonts must be embedded and the resolution must be at least 300 dpi.
- PDF ads that include a bleed must be made to the correct page size for trim.
- Complete ad material must be received by deadline. Cancellations are not accepted after deadline.
- Payment for ad must be received within 30 days of the ad invoice being received or the ad will be removed from further publication.
- Advertisers with outstanding accounts balances will not be accepted for exhibit space at the annual conference.

Rates and Specifications

<table>
<thead>
<tr>
<th>Full Color</th>
<th>Width x Height</th>
<th>1 issue</th>
<th>4 issues* (20% discount)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7” x 10”</td>
<td>$1,045</td>
<td>$3,344</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>7 1/2” x 5”</td>
<td>$650</td>
<td>$2,080</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>3.75” x 10”</td>
<td>$650</td>
<td>$2,080</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3” x 5”</td>
<td>$400</td>
<td>$1,280</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>8.5” x 11” with 1/8” bleed</td>
<td>$1,075</td>
<td>$3,440</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>8.5” x 11” with 1/8” bleed</td>
<td>$1,075</td>
<td>$3,440</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Grayscale</th>
<th>Width x Height</th>
<th>Full Page</th>
<th>Half Page Horizontal</th>
<th>Half Page Vertical</th>
<th>Quarter Page</th>
<th>Inside Front Cover</th>
<th>Inside Back Cover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7” x 10”</td>
<td>$770</td>
<td>$2,464</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>7 1/2” x 5”</td>
<td>$450</td>
<td>$1,440</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>3.75” x 10”</td>
<td>$450</td>
<td>$1,440</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3” x 5”</td>
<td>$280</td>
<td>$896</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

*All ads must be placed within a 12-month time frame. Price listed reflects discount.

Interested in advertising in the Journal AND E-Newsletter? Contact the Publications Office for special package pricing, pubs@aav.org.
Basic Information

- The AAV E-Newsletter is an official publication of the Association of Avian Veterinarians (AAV) that includes articles, ads, and announcements to keep our members updated on membership and industry news.
- The Newsletter is sent out electronically to all members once a month for a total of 12 issues. Each issue is also posted on the AAV website.
- Only color ads will be accepted for the Newsletter. Black and white ads, if received, will be charged at the same rate as the full color ads.
- Advertising in the E-Newsletter is available in the form of banners, boxes and logos within the email message. A hyperlink to your specified URL is included.
- Advertisements must be sent electronically to the AAV Office: pubs@aav.org
- Placement will be at random. There will be a 10% fee levied for specific placement.
- A limited number of advertisements will be accepted for each issue based on space availability.
- Journal advertisers will be granted priority for space reservations.

Digital Specifications

- File format: JPG or PNG
- Image resolution: 72 dpi
- File size: 40k maximum
- Color mode: RGB
- Animation and audio are not permitted.
- Include hyperlink URL with your artwork submission.

Rates

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Width x Height (pixels)</th>
<th>Cost* 2x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horizontal Banner</td>
<td>600 x 80</td>
<td>$250</td>
<td>$600</td>
<td>$1,000</td>
</tr>
<tr>
<td>Promo box</td>
<td>300 x 250</td>
<td>$250</td>
<td>$600</td>
<td>$1,000</td>
</tr>
<tr>
<td>Logo/thumbnail</td>
<td>150 x 150</td>
<td>$150</td>
<td>$400</td>
<td>$750</td>
</tr>
</tbody>
</table>

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Deadlines

- The newsletter is published on the 15th of each month. **Content is due by the 1st of that month.**

Policies

- Complete ad material must be received by deadline. Cancellations are not accepted after deadline.
- New artwork may be submitted for each issue and received by the deadline.
- Payment for ad must be received within 30 days of the ad invoice being received or the ad will be removed from further publication.
- Advertisers with outstanding accounts balances will not be accepted for exhibit space at the annual conference.

Continuing Education Event Announcement

- Continuing education events may be listed at no charge on the AAV.org Event Calendar if CE credits are offered.
- Please include: Name of event, date, location, website, number of CE credits contact name and email for more information.
2018 Advertising Contract
Journal of Avian Medicine and Surgery (JAMS) & AAV E-Newsletter

Advertiser Contact Information
Name of Company ____________________________________________________________________________________________
Contact __________________________________________ Title __________________________________________
Company Address __________________________________________________________________________________________
City __________________________________ State ______ Zip ________________________________
Phone (______________) __________________________ Email _______________________________________________

Agency Contact Information (if applicable)
Agency (if applicable) ________________________________________________________________________________________
Agency Contact ______________________________________________________________________________________________
Agency Address _________________________________________________________________________________________________
City __________________________ State __________________ Zip ________________________________
Phone (______________) __________________________ Email _______________________________________________

Invoices should be sent to:  □ Agency  □ Advertiser  □ Other (please list) ______________________________________________

Advertising Reservation
Please specify ad size, color/grayscale, and months for placement of your ads below.

Journal of Avian Medicine and Surgery
Please reserve the following ad size and color:

Color Ad:
□ Full Page, $1,045/issue
□ Full Page - Inside Front Cover, $1,075/issue
□ Full Page - Inside Back Cover, $1,075/issue
□ Half Page, $650/issue
□ Horizontal □ Vertical
□ Quarter Page, $400/issue

Grayscale Ad:
□ Full Page, $770/issue
□ Half Page, $450/issue
□ Horizontal □ Vertical
□ Quarter Page, $280/issue

Please reserve space for this ad in:
□ March  □ June  □ September  □ December
OR □ All 4 issues @ 20% discount
I plan on having different art for each issue contracted:  □ Yes  □ No

AAV E-Newsletter
Please reserve the following ad size:

<table>
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<th>Width x Height (pixels)</th>
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<td>$150</td>
<td>$400</td>
<td>$750</td>
</tr>
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*All ads must be placed within a 12-month time frame.

Please reserve space for this ad in:
□ January  □ Feb  □ March  □ April  □ May  □ June
□ July  □ August  □ Sept  □ Oct  □ Nov  □ Dec

I plan on having different art for each issue contracted:  □ Yes  □ No

Hyperlink URL: __________________________________________________________

Authorization
Advance Payment Option:
□ Yes, please invoice me now for my complete package.
□ No, thank you. Please bill me for each ad after publication.

I authorize the advertisement placement as indicated above:
Signature of Company Contact_________________________________________ Date ___________________

Invoices are due 30 days from receipt. Please have the ad sent to pubs@aav.org by the deadline.