



2020 RATE CARD

Journal of Avian Medicine and Surgery (JAMS)

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

Full Color	Width x Height	1 issue	4 issues* (20% discount)
Full Page	7" x 10"	\$1,045	\$3,344
Half Page Horizontal	7 1/2" x 5"	\$650	\$2,080
Half Page Vertical	3.75" x 10"	\$650	\$2,080
Inside Front Cover	8.5" x 11" with 1/8" bleed	\$1,075	\$3,440
Inside Back Cover	8.5" x 11" with 1/8" bleed	\$1,075	\$3,440

Deadlines

Issue	Space Deadline/ Artwork due
Vol 34 No 1 (March 2020)	February 10, 2020
Vol 34 No 2 (June 2020)	May 10, 2020
Vol 34 No 3 (Sept 2020)	August 10, 2020
Vol 34 No 4 (Dec 2020)	November 10, 2020

*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.**



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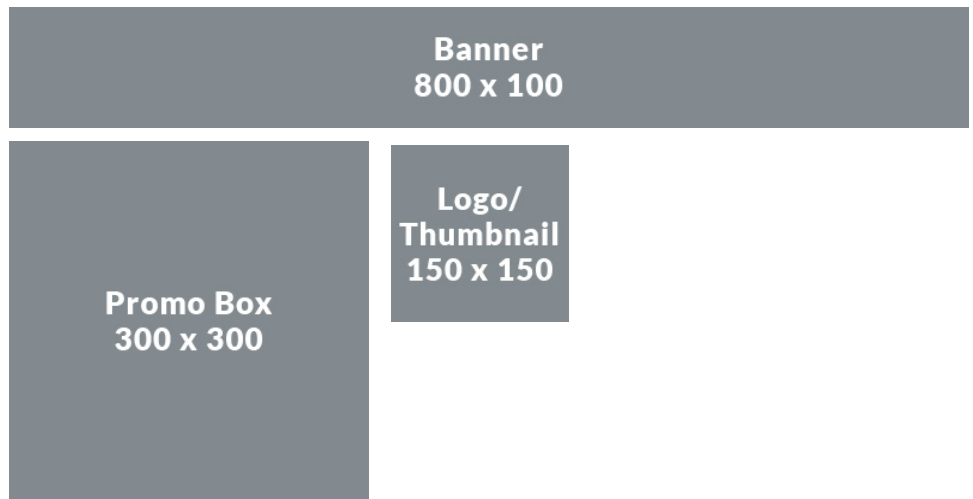
AAV Monthly E-Newsletter

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

Ad Type	Width x Height (pixels)	Cost*		
		2x	6x	12x
Horizontal Banner	800 x 100	\$250	\$600	\$1,000
Promo box	300 x 300	\$250	\$600	\$1,000
Logo/thumbnail	150 x 150	\$150	\$400	\$750

*All ads must be placed within a 12-month time frame.

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.



2020 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

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:

Ad Type	Width x Height (pixels)	Cost*		
		2x	6x	12x
Horizontal Banner	800 x 100	<input type="checkbox"/> \$250	<input type="checkbox"/> \$600	<input type="checkbox"/> \$1,000
Promo Box	300 x 300	<input type="checkbox"/> \$250	<input type="checkbox"/> \$600	<input type="checkbox"/> \$1,000
Logo/thumbnail	150 x 150	<input type="checkbox"/> \$150	<input type="checkbox"/> \$400	<input type="checkbox"/> \$750

*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.