

2020

MEDIA KIT

JOURNAL OF ZOO AND WILDLIFE MEDICINE



Journal of
**ZOO and WILDLIFE
MEDICINE**

Volume 50 Number 2 June 2019

Official Publication of the American Association of Zoo Veterinarians, the European Association of Zoo and Wildlife Veterinarians, and the American College of Zoological Medicine

Published by the American Association of Zoo Veterinarians

Journal of Zoo and Wildlife Medicine
Volume 50, Number 2, June 2019
Pages 205-512



Official Publication of the American Association of Zoo Veterinarians, the European Association of Zoo and Wildlife Veterinarians, and the American College of Zoological Medicine. Published by the American Association of Zoo Veterinarians.

“

... considered the number one source of information on the biology and veterinary aspects of captive and free-ranging wild animals.

”

DEMOGRAPHICS

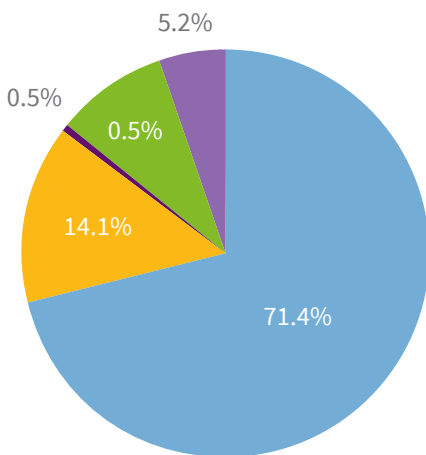
The *Journal of Zoo and Wildlife Medicine* is considered the number one source of information on the biology and veterinary aspects of captive and free-ranging wild animals. It is the Official Publication of the American Association of Zoo Veterinarians, the European Association of Zoo and Wildlife Veterinarians, and the American College of Zoological Medicine.

The *Journal of Zoo and Wildlife Medicine* publishes original research findings, clinical observations, and case reports in the field of veterinary medicine dealing with captive and free-ranging wild animals. It also publishes editorials, review articles, and special reports relevant to this field.

MARKET COVERAGE

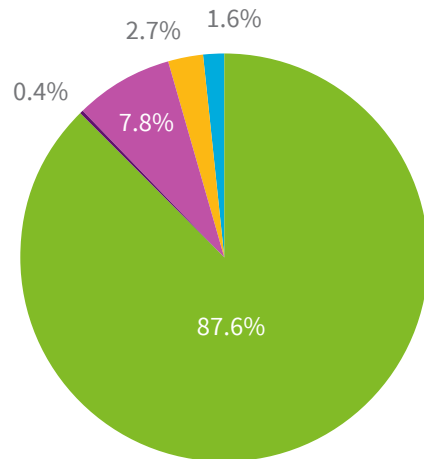
Practicing zoo veterinarians, wildlife veterinarians, wildlife biologists, academic veterinary faculty, veterinary school libraries, major zoo libraries, veterinary schools and others who are interested in captive and free-ranging wildlife and exotic pets. Practice types include clinical zoo medical practice, diagnostic laboratories, reproductive and pathological laboratories, pharmaceutical companies, and a wide range of governmental health and wildlife management agencies.

READERSHIP / 1,200



SPECIALTY

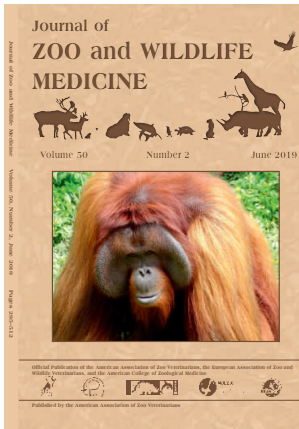
- Zoo Veterinarian 71.4%
- Wildlife Veterinarian 14.1%
- Wildlife Biologist 0.5%
- Research 8.9%
- Diagnostics 5.2%



CIRCULATION

- US & Canada / North America 87.6%
- Europe 7.8%
- Africa 2.7%
- Asia 1.6%
- Mexico / South America 0.4%

PRINT MEDIA



ISSUANCE / QUARTERLY

| ISSUE | SPACE RESERVATION | MATERIAL DUE |
|-----------|-------------------|--------------|
| MARCH | 1/24/20 | 2/13/20 |
| JUNE | 4/23/20 | 5/13/20 |
| SEPTEMBER | 7/24/20 | 8/13/20 |
| DECEMBER | 10/21/20 | 11/10/20 |

2020 ADVERTISING RATES / PER INSERTION

| BLACK/WHITE | 1× | 4× | 8× | COLOR |
|--------------|-------|-------|-------|----------------------------|
| Full Page | \$772 | \$720 | \$650 | + \$800 |
| Half Page | \$515 | \$484 | \$432 | IN ADDITION TO B/W RATE |
| Quarter Page | \$392 | \$370 | \$340 | |

PREMIUM POSITIONS

| | |
|----------------------------------|-----|
| Premium Positions over B/W Rates | 25% |
|----------------------------------|-----|

INSERTS

1 LOOSE INSERT PER ISSUE

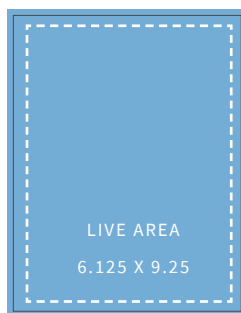
2-page Insert 3× B/W earned rate + 15%

4-page Insert 5× B/W earned rate + 15%

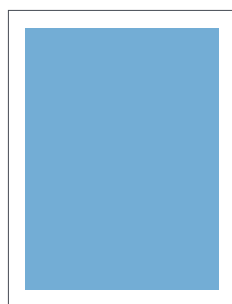
LAYOUT/DESIGN SERVICE AVAILABLE

DISPLAY AD SIZES / DIMENSIONS ARE WIDTH × HEIGHT IN INCHES.

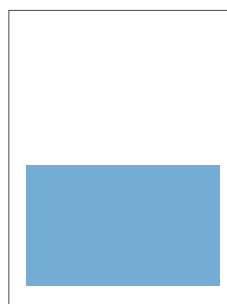
Trim Size: 6.875 × 10" The *Journal of Zoo and Wildlife Medicine* trims 0.125" off top, bottom and outside edge. Live area should be a minimum of 0.5" inside trimmed edges.



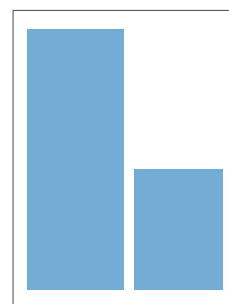
FULL PAGE BLEED
7.125 × 10.25"



FULL PAGE
6.125 × 9.25"



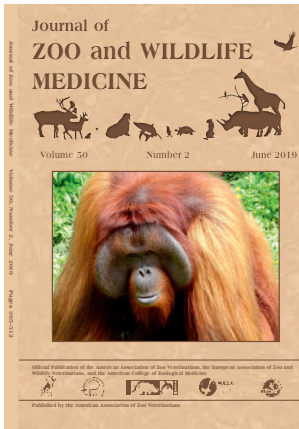
HALF PAGE HORIZONTAL
6.125 × 4.375"



HALF PAGE VERTICAL
2.75 × 9.125"

QUARTER PAGE
2.75 × 4.375"

TECHNICAL SPECIFICATIONS



PRINT ADS

RESOLUTION / Image resolution for all graphics should be 300 dpi or higher for color or grayscale images and 1200 dpi for bitmap line art. No RGB or Indexed color mode graphics.

FORMAT / High-Resolution PDF files are preferred. PDF's should be created using the Press Optimized settings, and all fonts must be embedded. Please verify journal trim and bleeds. File must be set up for correct journal trim, and bleeds must be set at 0.125" beyond the trim. It is recommended that you submit files 1 week prior to the material due date.

AGENCY COMMISSION

There is a standard 15% commission to recognized agencies. Color and position fees are commissionable.

TERMS AND CONDITIONS

The *Journal of Zoo and Wildlife Medicine* reserves the right to refuse materials and require publication prepayment. This journal does not accept advertising for credit/debit cards, insurance, or travel. The advertiser agrees to assume all liability for content of ads and must be fully authorized for use of the ad's content, including, but not limited to, persons' names and pictures, testimonials, and any copyrighted or trademarked material. In consideration of the publication of advertisements, the advertiser will indemnify and hold the publisher harmless from any loss or expense arising out of an advertisement. Advertisers will be billed for any modifications or file manipulation that needs to be done to meet print requirements. Allen Press, Inc. assumes no financial responsibility for any error or omission occurring in the publication of an advertisement if the electronic file does not meet our published standards and/or a press proof is not supplied. All claims for errors in advertisements must be made in writing and received within ten days of the invoice date and will be considered only for the first insertion of the advertisement containing the error. An error, which does not materially affect the value or content of an advertisement, will not qualify for a credit, nor will any credit be allowed if the customer has seen and approved the proof, or a proof was not supplied.

CREATIVE SERVICES

Creative services are available to all advertisers at a rate of \$100/hour billed in 30-minute increments. Creative services include graphic design and/or copy writing. Please contact the Advertising Sales Executive for a customized quotation based on your creative needs.