

JOURNAL

NAVTA

VETERINARY NURSING IN ACTION

2019 ADVERTISING OPPORTUNITIES

The *NAVTA Journal* is a dynamic clinical bi-monthly publication that reaches veterinary technicians across the country. As the official publication of the National Association of Veterinary Technicians in America (NAVTA), The *NAVTA Journal* is the only continuing education journal sanctioned for association members.

NAVTA Journal Circulation Base: 15,000+

Approximately 95% of our circulation is to veterinary technicians and veterinary technology students. Around 5% make up veterinary assistants, veterinarians and others within the veterinary medical industry.

NAVTA E-Newsletter Circulation Base: 32,000+

An informational biweekly e-newsletter is sent to all members of the veterinary healthcare team, veterinary technology students and professors.

Highlighted Advertisers via Website & Social Media

NAVTA Journal advertisers will be highlighted on per issue basis via the website and social media outlets that reach of 91,000+.

About Our Members:



Work in all facets of veterinary medicine

such as education, and diagnostic/research laboratories



Are students or graduates of **AVMA-accredited and AVA programs**



Are mainly **veterinary technicians**, but also include **veterinary assistants** and **veterinary practice managers**



Responsible for **73%** of practice ordering



Handle **55%** of product sales to clients

Field **60%** of sales representative visits



Attend CE conferences **20% more frequently** than non-members

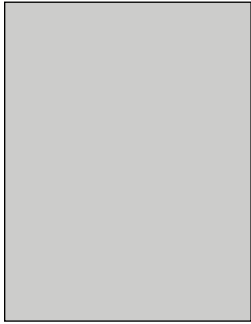


Have held their current position for **seven years** (on average)



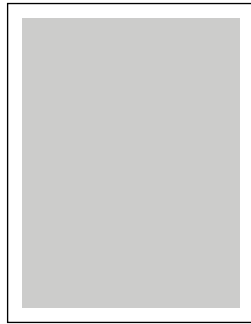
Advertising Specifications

Ad Sizes & Specs



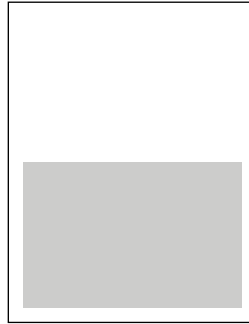
Inside Covers/ Full Page with bleed (.125")

Trim: 8.5" wide x 11" tall
Bleed: 8.75" wide x 11.25" tall



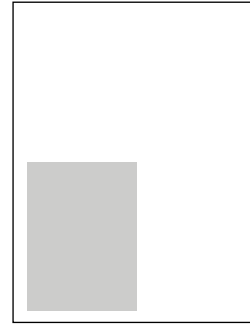
Full Page, without bleed

7.5" wide x 10" tall



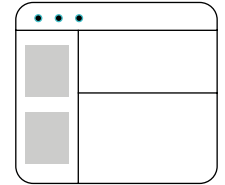
Half Page

7.5" wide x 5" tall



Quarter Page

3.75" wide x 5" tall



Website Ad

254 px wide x 300 px tall

Journal Trim Size

- **Trim Size:** 8.5 x 11 inches with 0.125 inch bleed
- **Live Matter:** Keep live matter 0.25 inches inside trim.

Send final ad files to:
editor@navta.net

File Specifications

- PDF files created with press optimized settings are preferred. Fonts must be embedded/ converted to outline. High resolution .PSD or .JPG files are also acceptable. All submitted ad files must be at least 300 dpi at actual size. The *NAVTA Journal* is not responsible for pixellation or other issues resulting from the submission of low-resolution ads.
- For Inside Cover/Full Page ads with bleed, please export PDF with bleed included and no crop marks -or- crop marks offset by .125". If incorrectly formatted crop marks are included, they may show in the finished *Journal*.
- Digital proofs will not be provided unless requested from mmiller@popdesigned.com. Any proofs provided must receive a response or approval within two business days. The *NAVTA Journal* is not responsible for missed deadlines.

Submission Deadlines

Edition	I/O Due	Ads Due
Feb/Mar	1.1.19	1.11.19
April/May	2.26.19	3.11.19
June/July	4.30.19	5.11.19
Aug/Sept	7.2.19	7.11.19
Oct/Nov	8.27.19	9.11.19
Dec/Jan	10.29.19	11.11.19

2019 Advertising Rates

Ad Size	1X	2X	3X	4X	5X	6X
Full Page	\$3,609	\$3,475	\$3,339	\$3,264	\$3,242	\$3,221
1/2 Page	\$2,433	\$2,349	\$2,266	\$2,197	\$2,181	\$2,164
1/4 Page	\$1,613	\$1,561	\$1,514	\$1,488	\$1,479	\$1,469
Premium Placements						
Cover 2	\$3,732	\$3,578	(inside front cover)			
Cover 3	\$3,696	\$3,544	(inside back cover)			
Cover 4	\$3,797	\$3,639	(back cover)			
Digital Advertising						
E-Newsletter Sponsorship: \$500			Exclusive E-mail Blast: \$2,000			
Website Ad on rotating on homepage only: \$500			Website Ad rotating on all interior pages: \$500			

ADVERTISING SALES

Updated January 2019

If you are interested in advertising in the *NAVTA Journal* or would like to request the complete Advertising Sales Kit, please contact:

NAVTA
info@navta.net
888.99.NAVTA

MAILING ADDRESS
1931 N Meacham Road
Schaumburg, IL 60173

JOURNAL



VETERINARY NURSING IN ACTION

INSERTION ORDER

Contact Information

Company/Agency: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Billing Information

Company/Agency: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Billing Authorization

Payment must be made with checks payable to NAVTA with U.S. Funds.

I authorize full payment for the ad described below:

Print Name _____ Authorized Signature _____

For insertion in:

- Dec/Jan 2018-19
 Feb/Mar 2019
 Apr/May 2019
 Jun/Jul 2019
 Aug/Sept 2019
 Oct/Nov 2019
 Dec/Jan 2019-20

Ad Type – Print

- Full Page w/ Bleed
 Full Page w/o Bleed
Position:
 Cover 2
 Half Page
 Cover 3
 Quarter Page
 Cover 4
 Other: _____

Ad Type – Digital

- E-Newsletter Sponsorship
 Exclusive E-Mail Blast
 Website Ad
Position:
 Rotating on homepage only
 Rotating on all interior pages

Product: _____ **Materials:** new on file (issue/year)

Frequency Rate: _____ **Gross Amount:** _____ **Discount:** _____ **Net Amt:** _____

Advertising Calendar

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Terms

- Advertisers and advertising agencies are bound by all conditions outlined in the current rate card.
- Cancellations received after the closing date will be billed at 75% of the stated rate.
- Billing follows publication. Payment due 30 days from invoice date. 15% discount not applicable after 30 days.
- The publisher shall not be liable for failure to insert an advertisement for any cause.
- This contract constitutes acknowledgment of order. NAVTA reserves the right to unilaterally reject, omit, or cancel advertising that it feels is not in keeping with its policies.
- Verbal agreements do not constitute a contractual agreement.

Mail form to:

NAVTA
 1931 N Meacham Road
 Schaumburg, IL 60173
 editor@navta.net
 888-99-NAVTA phone

Updated January 2019