

keystone. veterinarian



A Publication of the Pennsylvania Veterinary Medical Association

WHO ARE WE?

Our association is **the voice of veterinary medicine in Pennsylvania**, representing the decision-makers responsible for contracting, purchasing or recommending your products and services in practices statewide.

WHY PVMA?

- ♦ The average veterinary practice has **nearly \$1 million in expenses each year** for needed products, services and other expenditures.
- ♦ PVMA is **the only statewide association for Pennsylvania's veterinarians.**

ABOUT THE PUBLICATION



Keystone Veterinarian is the official publication of the Pennsylvania Veterinary Medical Association. This professionally designed quarterly magazine is a critical component of PVMA's communications program and features relevant editorial for Pennsylvania's veterinary medicine professionals. When our readers are ready to contract services and products for their practices, patients and clients, **make sure they think of you first.**

PUBLISHER

Innovative Publishing, a national publisher of association and corporate magazines for more than 20 years, is the official publisher of *Keystone Veterinarian*.



www.innovativepublishing.com

Please contact

Innovative Publishing
844.423.7272 TOLL-FREE
888.780.2241 FAX
advertise@innovativepublishing.com

EDITORIAL CALENDAR

Ad Sales Close/Artwork Due	Delivered to Members
2/12/2018	April 2018
5/11/2018	August 2018
8/13/2018	November 2018
10/15/2018	December 2018

NET ADVERTISING RATES: KEYSTONE VETERINARIAN

Size	1x	4x
Covers	\$1,545	\$1,145
Full Page	\$1,320	\$940
1/2 Page	\$1,220	\$815
1/3 Page	\$1,065	\$685
1/4 Page	\$890	\$510
1/6 Page	\$685	\$340
1/9 Page	\$535	\$235

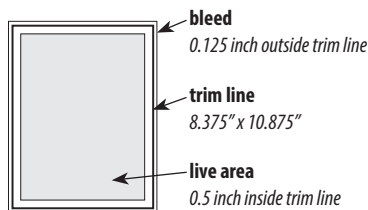
Covers include: inside front cover, inside back cover and back cover. All rates are for full-color advertisements.

SPECIFICATIONS: KEYSTONE VETERINARIAN

Page Size	8.375" x 10.875" (trim)
Full Page*	8.375" x 10.875"
Back Cover*	8.375" x 8.3"
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/3 Page Block	5.187" x 4.937"
1/4 Page Block	3.875" x 4.937"
1/6 Page Vertical	2.5" x 4.937"
1/9 Page Vertical	2.5" x 3.25"

* Full-page ads are intended to bleed off the page (see example)

- Please include an **additional 0.125" of bleed** on each side of page
- Keep all important information at least **0.5" from the trim line**



DIGITAL FILE REQUIREMENTS

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
- Please embed or include all fonts and graphics.
- Full page ads must include a .125 inch bleed around the entire page and important content should be at least .5 inches away from the trim.
- Graphics should visually appear high-resolution and have a minimum 300 DPI (dots per inch).

NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small — graphics pulled from websites are generally too small to use.

- All colors should be created as CMYK process colors.
- If you're ready to send us your ad, you can email it to us at graphics@innovativepublishing.com. Please upload files over 5 MB to our secure site.

DESIGN SERVICES

If you need help designing your ad, our graphic designers can design it for you at **no charge**.

PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, MasterCard or Visa accepted.

TO ADVERTISE, PLEASE CONTACT

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