

# keystone. veterinarian



A Publication of the Pennsylvania Veterinary Medical Association

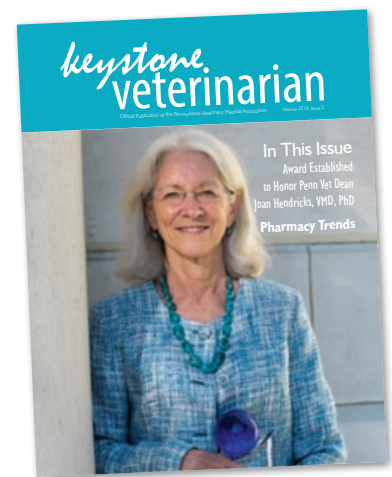
## WHO ARE WE?

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 25 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
2/18/2019	April 2019
5/20/2019	July 2019
8/19/2019	October 2019
10/21/2019	December 2019

## 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
Digital Media		
Standard View Skyscraper	\$400	\$400
Standard View Landing Page	\$400	\$400

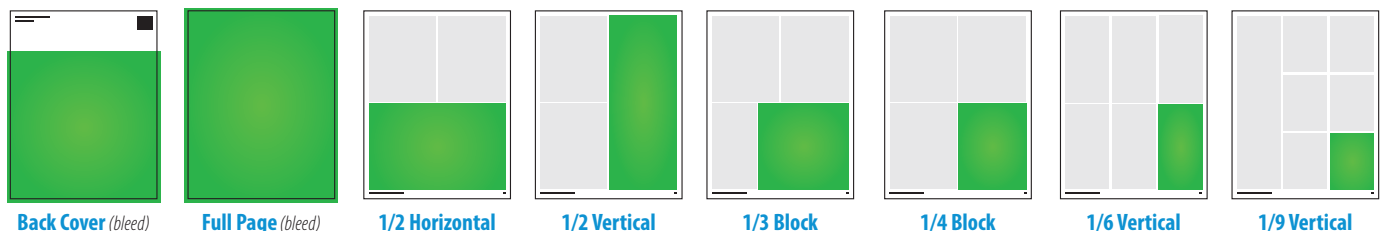
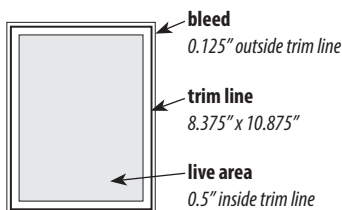
Covers include: inside front cover, inside back cover and back cover. All rates are for full-color advertisements.

## 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"
Digital Media	
Standard View Skyscraper	200p x 783p
Standard View Landing Page	603p x 783p

\* 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](mailto: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

### Innovative Publishing

10629 Henning Way, Suite 8

Louisville, KY 40241

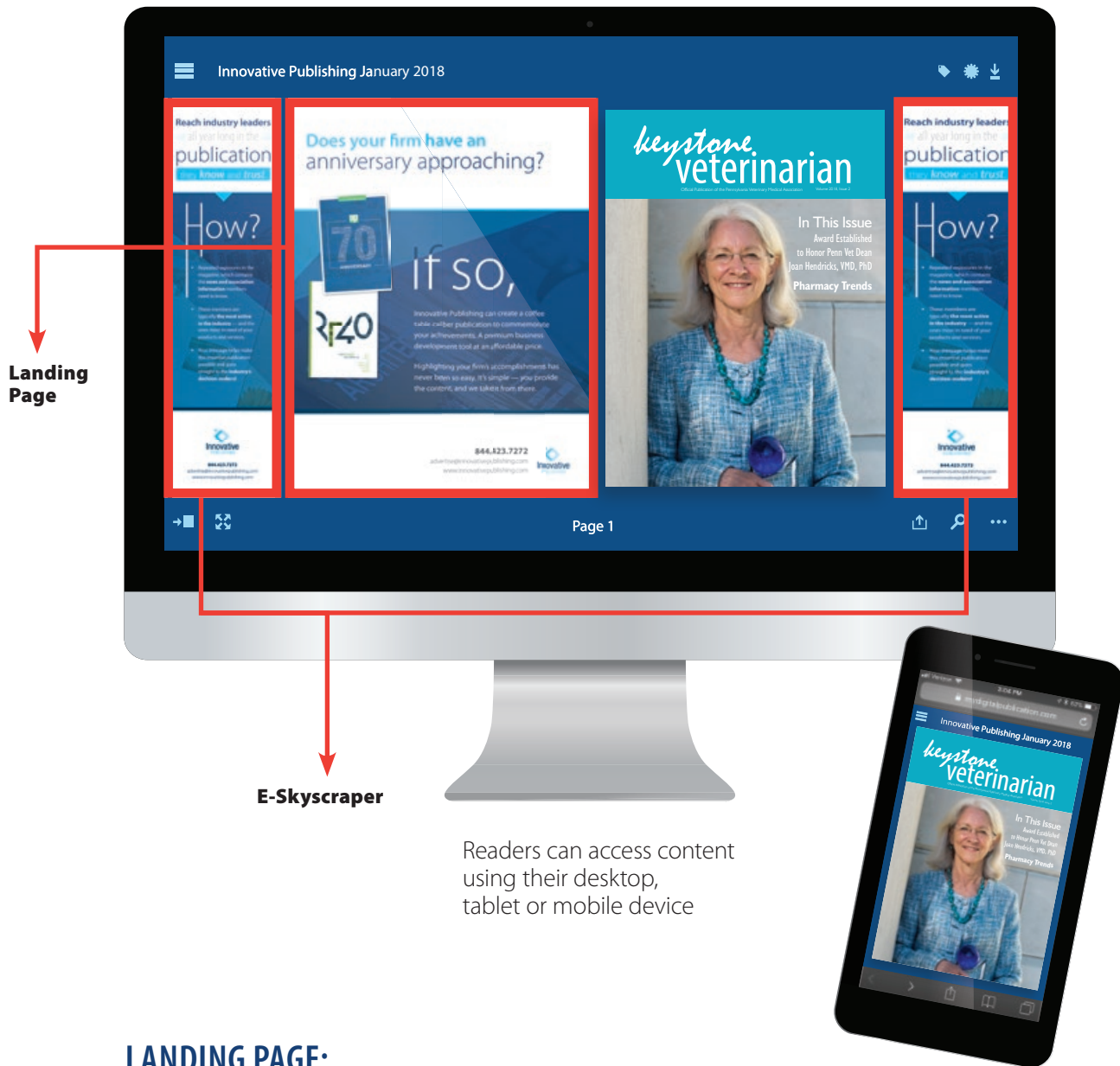
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## LANDING PAGE:

**Available positions:** 1

**Rate:** \$400

**Specifications:** RGB color space, 603 pixels x 783 pixels

## E-SKYSCRAPER:

**Available positions:** 1

**Rate:** \$400

**Specifications:** Vertical orientation, RGB color space, 200 pixels x 783 pixels