

2020 MEDIA KIT**Pennsylvania Veterinary Medical Association**

The Pennsylvania Veterinary Medical Association (PVMA) is the only statewide professional membership association dedicated exclusively to the profession of veterinary medicine and the interests of the veterinary team. Established in 1883, PVMA membership has grown from its original 22 founding members to 3,400, and 500 veterinary students. Today, we represent every member of the veterinary team. The focus of our association is professional development, advocacy, and practice vitality to ensure the continued success of our members, and our profession.

EDITORIAL FOCUS

Keystone Veterinarian is the official publication of the Pennsylvania Veterinary Medical Association. Published quarterly, and distributed to our entire membership and other organizations, *Keystone Veterinarian* is a full-color magazine highlighting clinical topics and advances, legislative and regulatory issues, insightful commentaries, new products, and upcoming continuing education opportunities that impact every veterinarian, every practice and every patient and client.

ECONOMIC IMPACT & READERSHIP

The average veterinary practice spends nearly \$1 million annually for needed products, services and other expenditures. When they seek continuing education, practice management guidance, and products and services for their practices, patients and clients, they look to *Keystone Veterinarian* magazine.

3,500

QUARTERLY CIRCULATION

10,000

QUARTERLY READERSHIP

Display Advertising - Handled Solely through Hoffmann Publishing

| 2020 Editorial Schedule | Publication Display Advertising Deadlines | |
|-------------------------|---|--------------------|
| ISSUE | AD RESERVATIONS DUE | AD MATERIALS DUE |
| January 2020 | December 10, 2019 | December 10, 2019 |
| April 2020 | March 10, 2020 | March 10, 2020 |
| July 2020 | June 10, 2020 | June 10, 2020 |
| October 2020 | September 10, 2020 | September 10, 2020 |

+

Publish date is January, April, July and October

Classified Advertising - Handled solely through PVMA

| 2020 Editorial Schedule | Classified Content Due Dates |
|-------------------------|------------------------------|
| January 2020 | November 9, 2019 |
| April 2020 | February 8, 2020 |
| July 2020 | May 10, 2020 |
| October 2020 | August 9, 2020 |

Pennsylvania Veterinary Medical Association

8574 Paxton Street

Hummelstown, PA, 17036

Phone: (717) 220-1437 • Fax: (717) 220-1461

Email: Info@PaVMA.org

Jennifer Keeler, CAE, Executive Director

PaVMA.org

For more information about classifieds, visit: <https://www.pavma.org/page/PlaceClassifiedAd>

ADVERTISING SALES

Sherry Bolinger

Phone: 610.685.0914 ext. 202

Sherry@Hoffpubs.com

COMMISSION

Commission for advertising agencies is not a West Reading Merchants policy. Agencies should seek fees directly from the advertiser.

PAYMENT INFORMATION

All payments must be made "in advance of or upon delivery of goods or services."

CANCELLATION POLICY

All contracts are non-cancelable.

2020 NET ADVERTISING RATES

| Per Placement | 1x | 4x |
|----------------------------|--------|--------|
| Back Cover | \$1545 | \$1245 |
| Inside Covers | \$1425 | \$1150 |
| Full Page | \$1320 | \$1100 |
| 1/2 Page (Horiz. or Vert.) | \$1220 | \$815 |
| 1/4 Page | \$890 | \$510 |
| 1/6 Page | \$685 | \$340 |
| 1/8 Page | \$600 | \$295 |
| 1/9 Page | \$535 | \$235 |

All advertising rates listed net. No cash discounts. The editor reserves the right to accept/reject all ads and to position advertising at the publisher's discretion.

AD SPECIFICATIONS

BLEEDS

Bleeds for full page or two page spread ads only. There are no additional charges for bleeds.

GUARANTEED POSITIONS

Add 25% to ad rates to guarantee position. Space and availability are limited.

DIGITAL FILE GUIDELINES

- All fonts outlined or embedded or included with native files
- All art must be CMYK, press ready
- Accepted files: High-res PDF (preferred), InDesign, TIFF, EPS, JPEG
- All fonts (if not outlined) and graphics packaged with native files
- High-res artwork (300 dpi, 133 line screen)

Please supply all ads in digital format. Hoffmann Publishing can produce ads for advertisers when necessary, and will do so on a voluntary basis. Complimentary ad development will include production of one ad (**per supplied copy and photos**) and/or one set of changes. Hoffmann Publishing designed ads are for use only in our publications. Low resolution PDFs will be provided and proofing is the responsibility of the advertisers. All claims are the responsibility of the advertisers. Additional design changes will be billed at a minimum of \$35 per change. Additional charges may incur if images need to be purchased.

AD MATERIAL INSTRUCTIONS

PVMA@Hoffpubs.com

Hoffmann Publishing Group, Inc.

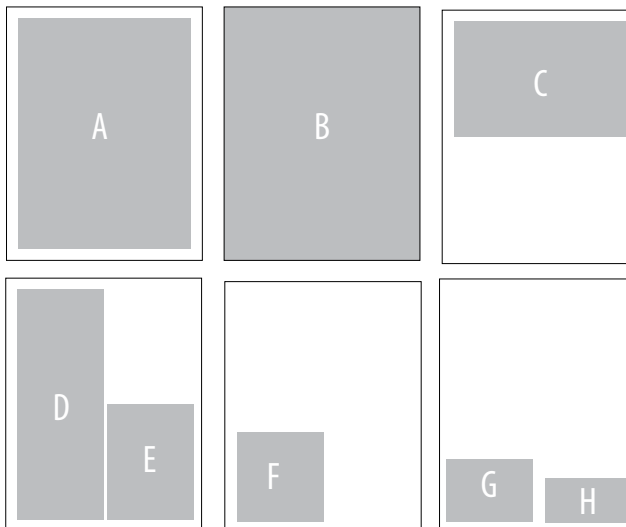
2921 Windmill Road, Suite 4

Reading, PA 19608

Phone: 610.685.0914

MECHANICAL REQUIREMENTS

| | |
|-------------------------------------|----------------|
| A. Full Page | 7.375 x 9.875 |
| B. Full Page Bleed | 8.625 x 11.25 |
| (trim size is 8.375 x 10.875) | |
| C. 1/2 Page Horizontal | 7.375 x 4.833 |
| D. 1/2 Page Vertical | 3.5625 x 9.875 |
| E. 1/4 Page | 3.5625 x 4.833 |
| F. 1/6 Page Vertical | 2.5" x 4.937" |
| G. 1/8 Page | 3.565x2.25 |
| H. 1/9 Page | 2.5x3.25 |



INSERTION ORDER FORM

Media Representative: **Sherry Bolinger**

Sherry@HoffPubs.com

Name: _____ Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ E-Mail: _____ Size of Ad: _____ Rate: _____

Billing Contact: _____ Billing E-mail: _____

Months to run:

2020 WINTER (Jan–March) SPRING (Apr–Jun) SUMMER (Jul–Sep) FALL (Oct–Dec)
 2021 WINTER (Jan–March) SPRING (Apr–Jun) SUMMER (Jul–Sep) FALL (Oct–Dec)

Payment Method: By Check By Credit Card *(Unless notified, we will use this card for each placement at time of issue billing)

Credit Card #: _____ Exp. Date: _____ Sec Code _____ Zip _____

Card holder: _____ Signature: _____

I understand the Publisher's policy does not guarantee the order and page location of advertisements. All contracts are non-cancelable. Payment in full is due within 30 days of publication date.

Make checks payable to: **Hoffmann Publishing Group, 2921 Windmill Road, Suite 4, Reading, PA 19608****2020 NET ADVERTISING RATES**

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| 1/8 Page | 3.565x2.25 |
| 1/9 Page | 2.5.3.25 |

POLICY INFORMATION

Payment Policy: Advertisers & advertising agencies are jointly responsible for payment of all insertions. Payment must be received within 30 days of invoice or finance charges of 1.5% will be incurred. In the event that it becomes necessary for the Publisher, at its option, to place this agreement in the hands of an attorney or collection agency for debt collection, the advertiser agrees to pay attorney fees and all costs incurred by the Publisher.

The advertiser or the agency will bear full responsibility for withholding advertising materials that may violate any law, regulation or ruling of the Federal Trade Commission or infringe on any copyright, trademark or patent and shall defend, identify and hold harmless the Publisher from all third party claims on account thereof. Publisher reserves the right to reject any advertisement, photograph or illustration that is not deemed to be acceptable in keeping with standards of the publication.

I acknowledge upon signing this contract, that I have carefully read and accepted the terms, condition and policies of this contract. I further understand that any verbal agreements are not binding to this agreement.

Authorized Signature _____

Date _____