



Florida Association of Equine Practitioners
an Equine-Exclusive Division
of the Florida Veterinary Medical Association

The Practitioner 2017-2018 Media Kit

The Practitioner is an equine-exclusive scientific journal published quarterly and distributed to a national circulation of more than 8,000 equine practitioners. We invite you to take advantage of this high quality print media as a means to reach out to a targeted market of equine practitioners about your company's products and services.



ADVERTISEMENT SELECTION

| AD SIZE | Display Ad Size | Width | Height | Per Issue |
|---------|----------------------|--------|--------|--------------|
| | Full Page – (Bleed) | 8.725" | 11.25" | \$1,450 |
| | ½ Page Horizontal | 7.5" | 4.75" | \$795 |
| | ¼ Page Vertical | 3.5" | 4.75" | \$475 |
| | Back Cover – (Bleed) | 8.725" | 8.125" | See Upgrades |

| UPGRADES | Advertising Special Placement (Subject to Availability) | Per Issue |
|----------|---|-----------|
| | Back Cover – (special page dimensions) | +\$200 |
| | Inside Front Cover – (full page only) | +\$150 |
| | Inside Back Cover – (full page only) | +\$150 |
| | Forward of Center – (limited availability) | +\$100 |

For additional advertising details contact **Ralph Huber**, FAEP/FVMA Industry Relations Director, at ralph.huber@fvma.org or by calling toll free **(800) 992-3862**.

*(All prices are net.
Ad agency commission: Add usual rate to net rates.)*

PLANNED ADVERTISING SCHEDULE *(Publication dates are approximate & may be subject to change at the FAEP/FVMA's discretion)*



| 2017 - 2018 Production Schedule | Space Reservation Deadline | Advertisement Artwork Deadline |
|---------------------------------|----------------------------|--------------------------------|
| Issue 2 - April/May/June | April 20, 2017 | June 3, 2017 |
| Issue 3 - July/Aug/Sept | August 14, 2017 | September 2, 2017 |
| Issue 4 - Oct/ Nov/Dec | November 25, 2017 | December 2, 2017 |
| Issue 1 - Jan/Feb/March | February 24, 2018 | March 3, 2018 |



The Practitioner 2017-2018 Media Kit

THE PRACTITIONER 2017 - 2018 MEDIA KIT CONTRACT

COMPANY INFORMATION

| | | |
|------------------------|-------|-----|
| Company | | |
| Company Representative | | |
| Address | | |
| City | State | Zip |
| Phone | Fax | |
| Email | | |

ADVERTISEMENT SELECTION

| AD SIZE | Display Ad Size | Per Issue | Number of Issues |
|---------|--|-----------|------------------|
| | <input type="checkbox"/> Full Page – (Bleed) | \$1,450 | |
| | <input type="checkbox"/> ½ Page Horizontal | \$795 | |
| | <input type="checkbox"/> ¼ Page Vertical | \$475 | |

Please contact the FAEP/FVMA's Communications Department for ad specifications, file submission guidelines or any artwork-related questions.

| | |
|---------------------------|----|
| Display Ad Total A | \$ |
|---------------------------|----|

| UPGRADES | Advertising Special Placement | Per Issue |
|---|---|-----------|
| | <input type="checkbox"/> Back Cover – (special page dimensions) | +\$200 |
| | <input type="checkbox"/> Inside Front Cover – (full page only) | +\$150 |
| | <input type="checkbox"/> Inside Back Cover – (full page only) | +\$150 |
| <input type="checkbox"/> Forward of Center – (limited availability) | +\$100 | |

Please contact Ralph Huber, the FAEP/FVMA Industry Relations Director, for availability of upgrades and special placement options for each issue of The Practitioner.

| | |
|-------------------------|----|
| Upgrades Total B | \$ |
|-------------------------|----|

PAYMENT INFORMATION (Please print clearly)

| | |
|-----------------------|----|
| Subtotal A + B | \$ |
|-----------------------|----|

| |
|---|
| <input type="checkbox"/> Check Enclosed <small>(Enclose check for total amount and make payable to FAEP/FVMA)</small> |
| <input type="checkbox"/> Charge my credit card <input type="radio"/> VISA <input type="radio"/> MC <input type="radio"/> AMEX <input type="radio"/> DISCOVER |
| Credit Card # Exp. Date |
| Name on Card |
| Signature _____ |

DIGITAL ADVERTISEMENT ARTWORK SPECIFICATIONS

| | Trim / Ad Size | Bleed | Non-Bleed |
|---------------------|--------------------|------------------|--------------------|
| Full Page | 8 1/2" x 11" | 8 3/4" x 11 1/4" | 8 1/2" x 11" |
| 1/2 Page Horizontal | 7 5/16" x 4 13/16" | | 7 5/16" x 4 13/16" |
| 1/4 Page Vertical | 3 9/16" x 4 13/16" | | 3 9/16" x 4 13/16" |
| Back Cover | 8 3/4" x 8 1/4" | 9 1/4" x 8 3/4" | |

- All advertising is subject to FAEP/FVMA approval.
- Ad placement in the first half of *THE PRACTITIONER* may be subject to additional charges.
- Only Full Page bleed ads and inserts will be exempt from *THE PRACTITIONER* headers, footers, folios and publication artwork.
- All ads should be submitted with a minimum of quarter inch bleed. Crop marks, offset for reference, would be appreciated, if possible.
- Advertisements must be submitted in acceptable electronic formats. Press-ready, high resolution PDF format are the most stable and preferred file type accepted by our graphics department. Layers should be flattened with all fonts embedded or outlined. **Export to PDF-X 1a will ensure the optimum file for reproduction of the ad.**
- If providing an image file for the ad, we also accept .tif or .eps, with all text converted to outlines and all images embedded. Files must be minimum resolution of 240 dpi. Please convert all RGB images and spot colors to CMYK. Layers should all be flattened.
- Failure to follow the specifications above could result in printing issues. Feel free to contact Alssa Mathews at amathews@fvma.org or call (800) 992-3862 for more information.
- If files are prepared improperly and mechanical requirements are not met, the FAEP/FVMA can not guarantee the reproduction of the ad.

Note: Advertisements must be received on or before the dates referenced in the FAEP/FVMA 2012-2013 Media Kit in electronic format. Artwork that requires FAEP/FVMA to edit, create or modify will be billed at \$50 per hour with a minimum charge of 1 hour and \$35.00 for each additional "proof" produced.

ADVERTISER CONTACT INFORMATION

Company Name _____

Representative Name _____

Preferred contact _____

The FAEP has a long history of working closely with its Industry Partners and does not want to discourage any advertiser from contacting its Communications Department with any questions. Acceptable artwork examples or templates may be supplied if requested. Please contact Alssa Mathews at alssa.mathews@fvma.org or call (800) 992-3862 for this information.

