WSVMA

Because being a veterinarian is more than just a profession.

MEDIA KIT 2014

Our Mission

As the only statewide professional association for veterinarians in Washington, the WSVMA leads veterinarians in elevating animal health and enhancing veterinary practice.

With a detailed emphasis on every aspect of veterinary medicine – from political and public advocacy, to cutting edge education, and to connections with key influencers like you – the WSVMA brand is relevant, authentic and meaningful by engaging veterinarians with the tools and resources they need to provide the best in veterinary care for animals while enjoying professional success in practice.

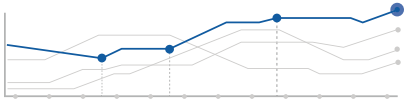
Veterinarians have a passion – to care for animals and their people – and the WSVMA's passion is to inspire them through engagement and most of all, through leadership.

wsvma

Washington State Veterinary Medical Association
Because being a veterinarian is more than just a profession.

Our corporate partners strive to enhance the veterinary community with a premium product or service. We enable them to reach their target market.

1,700 +
membership base



6,800 +
website visits per month

6,000 +
magazine circulation base

100%
coverage of WA State veterinary hospitals & clinics

Corporate membership

1st Company Representative	Additional Representatives
$325	$125 per person

If your company's marketing strategy for 2014 includes increased contact with veterinarians and their staff along with new opportunities to promote your product lines, consider Corporate Membership in the Washington State Veterinary Medical Association.

Corporate members enjoy numerous ways of improving and enhancing their relationship with the Washington veterinary community.

Opportunity

* Listed in buyers guide: website, magazine, directory *(website includes links)*
* Set of mailing labels
* Exclusive CE sponsorship opportunities
* Exclusive blog posts and article opportunities

Discounts & Savings

* Receive discounts on advertising in WSVMA publications and on exhibiting at the 2013 Conference.
* Save up to ***$3,850***

Access

* Connect with our 1,700+ membership base with one complimentary set of mailing labels per year (call for details). You'll also receive access to the members only section of our website as well as a complimentary subscription to our publications and member services directory.

WA Veterinarian magazine

Issue	Space Closes	Artwork Due
Jan/Feb	11/1	11/15
Mar/Apr	1/1	1/15
May/Jun	3/1	3/15
July/Aug	5/1	5/15
Sept/Oct	7/1	7/15
Nov/Dec	9/1	9/15

General Conditions

Cancellations must be made in writing and are not accepted after the published ad close date. Publisher reserves the unrestricted right to reject any advertising at any time after receiving proofs of text and illustrations. Publisher holds advertiser and/or its agency jointly and separately liable for such monies as are due. Publisher shall not be liable for any costs or damages for failing to publish an ad.

Positioning of ads is at the discretion of the publisher except when a specific position is expressly guaranteed in writing. Publisher is not responsible for insertion of incorrect pub set key codes. It is understood that, in consideration of the publication of advertisements, the advertiser and agency, jointly and/or severally, will unconditionally indemnify and hold that publisher, its agents, employees, and officers harmless on demand, from and against any and all loss, liability, and expense (including reasonable attorney fees) suffered or incurred by reason of any claims, proceedings, or suits for libel, violation of right of privacy, plagiarism, copyright infringement, and any other claims or suits based on the contents or subject matter of such advertisements.

The terms, WSVMA, Washington State Veterinary Medical Association and their respective logos may only be used with the expressed written consent of the WSVMA.

WSVMA Newswire blog

Issue	Space Closes	Artwork Due
January	11/1	11/15
February	12/1	12/15
March	1/1	1/15
April	2/1	2/15
May	3/1	3/15
June	4/1	4/15
July	5/1	5/15
August	6/1	6/15
September	7/1	7/15
October	8/1	8/15
November	9/1	9/15
December	10/1	10/15

Member Services directory

Issue	Space Closes	Artwork Due
May	1/15	2/15

WA Veterinarian magazine

New Name. More Exposure. This newly redesigned, premier magazine has a circulation base of over 6,000 and is now being mailed to all veterinary practices in Washington state. Copies of the magazine are available upon request.

Frequency	1x	3x +	1x	3x +
4-Color Advertising	Members		Non-Members	
2 Page Spread	$1,400	$1,300	$1,700	$1,600
Outside Back Cover	$1,050	$950	$1,350	$1,250
Inside Cover - Front/Back	$1,000	$900	$1,300	$1,200
Full Page	$975	$875	$1,275	$1,175
1/2 Page - No Bleed	$675	$600	$950	$850
1/4 Page - No Bleed	$425	$375	$675	$600
1/8 Page - No Bleed	$195	$175	$325	$300

CE Inserts	Single Sided	Double Sided	Single Sided	Double Sided
Full Page CE Color Insert	$350	$645	$350	$645
Full Page CE B&W Insert	$295	$445	$295	$445

* Inserts are reserved for Continuing Education (CE) content only.

Design services

Graphic Designer	
Creative Services	$85 per hour

WSVMA Newswire blog

Our Newswire blog is the latestest addition to our publication suite and has replaced our monthly newsletter. This has given us the ability to send out information to WA veterinarians on a more timely basis. It also gives our advertisers more opportunity of seeing increased traffic. The Newswire blog is distributed by email 4-6 times a month to over 2,800 veterinarians and practice managers.

Frequency	1x	6x +	1x	6x +
Interactive Advertising	Members		Non-Members	
215 x 432 pixels	$150	$130	$275	$255

Featured Blog Posts			
300 - 1,800 words	$150	$130	Not Available

Member Services directory

Our Member Services Directory is one of the most enjoyed benefits by WSVMA members. Containing contact information of all Washington veterinarians and veterinary practices, the WSVMA Member Services Directory is the go-to source around the state.

Black & White Advertising	Member	Non-Members
Inside Cover - Front/Back	$775	$1,075
Full Page Tab Section	$625	$925
Full Page	$525	$825
1/2 Page	$425	$675
1/4 Page	$325	$550
1/8 Page	$175	$300

WA Veterinarian magazine

Unit Sizes	W	H
2 Page Spread	17.25″	11.25″
Outside Back Cover	8.75″	11.25″
Inside Cover - Front/Back	8.75″	11.25″
Full Page	8.75″	11.25″

* Full page sizes include a 0.25″ bleed.

1/2 Page - No Bleed	8″	5.13″
1/4 Page - No Bleed	3.88″	5.13″
1/8 Page - No Bleed	3.88″	2.44″

Full Page CE Insert	8.5″	11″

WSVMA Newswire blog

Unit Sizes	W	H
Interactive Ad	215 px	432 px
Featured Blog Post	300 - 1,800 words	

Member Services directory

Unit Sizes	W	H
Inside Cover - Front/Back	7″	9.5″
Full Page	8.625″	11.25″
Full Page Tab Section	7″	9.5″
1/2 Page	7″	4.5″
1/4 Page	3.5″	4.5″
1/8 Page	3.5″	2″

Print ad required material

PDF X-1a or HIGH-RES PDF (image resolution 300 dpi min., 400 dpi preferred) with 150-line screen. Layers must be flattened. All fonts must be embedded or outlined. Only CMYK process colors are to be used. No RGB images or spot colors accepted. Compressed images such as JPEG or LZW are not accepted.

In addition to PDF format, we also accept .tif or .eps, with all text converted to outlines and all images embedded. Files must be minimum 300 dpi and cmyk. Layers must be flattened.

We accept ads created in the following software programs

- Adobe Photoshop CS-3 or newer
- Adobe Illustrator CS-3 or newer
- Adobe PDF X-1a

All materials not submitted according to the noted requirements are subject to charges of $85 per hour. Ad design and production assistance is available. For more information, contact Chris O'Toole at 425.396.3191

Digital ad required material

Animation NOT permitted, image must be static. Client can provide a click redirect URL. 30k max GIF, JPEG, or PNG files. Only RGB process colors are to be used.

Preferred delivery method

Email: chriso@wsvma.org

Shipping instructions

All contracts, insertion orders, and printing materials to:

chriso@wsvma.org
tel: 425.396.3191 fax: 425.396.3192

WSVMA
8024 Bracken Pl SE
Snoqualmie, WA 98065

www.wsvma.org

WA Veterinarian magazine

Jan/Feb	Mar/Apr	May/Jun	July/Aug	Sept/Oct	Nov/Dec
☐ 2 Page Spread	☐ 2 Page Spread	☐ 2 Page Spread	☐ 2 Page Spread	☐ 2 Page Spread	☐ 2 Page Spread
☐ Outside Cover	☐ Outside Cover	☐ Outside Cover	☐ Outside Cover	☐ Outside Cover	☐ Outside Cover
☐ Inside Cover Front	☐ Inside Cover Front	☐ Inside Cover Front	☐ Inside Cover Front	☐ Inside Cover Front	☐ Inside Cover Front
☐ Inside Cover Back	☐ Inside Cover Back	☐ Inside Cover Back	☐ Inside Cover Back	☐ Inside Cover Back	☐ Inside Cover Back
☐ Full Page	☐ Full Page	☐ Full Page	☐ Full Page	☐ Full Page	☐ Full Page
☐ 1/2 Page - No Bleed	☐ 1/2 Page - No Bleed	☐ 1/2 Page - No Bleed	☐ 1/2 Page - No Bleed	☐ 1/2 Page - No Bleed	☐ 1/2 Page - No Bleed
☐ 1/4 Page - No Bleed	☐ 1/4 Page - No Bleed	☐ 1/4 Page - No Bleed	☐ 1/4 Page - No Bleed	☐ 1/4 Page - No Bleed	☐ 1/4 Page - No Bleed
☐ 1/8 Page - No Bleed	☐ 1/8 Page - No Bleed	☐ 1/8 Page - No Bleed	☐ 1/8 Page - No Bleed	☐ 1/8 Page - No Bleed	☐ 1/8 Page - No Bleed
CE Insert	**CE Insert**	**CE Insert**	**CE Insert**	**CE Insert**	**CE Insert**
☐ B&W Single-sided	☐ B&W Single-sided	☐ B&W Single-sided	☐ B&W Single-sided	☐ B&W Single-sided	☐ B&W Single-sided
☐ B&W Double-sided	☐ B&W Double-sided	☐ B&W Double-sided	☐ B&W Double-sided	☐ B&W Double-sided	☐ B&W Double-sided
☐ Color Single-sided	☐ Color Single-sided	☐ Color Single-sided	☐ Color Single-sided	☐ Color Single-sided	☐ Color Single-sided
☐ Color Double-sided	☐ Color Double-sided	☐ Color Double-sided	☐ Color Double-sided	☐ Color Double-sided	☐ Color Double-sided

2 Page Spread Ad

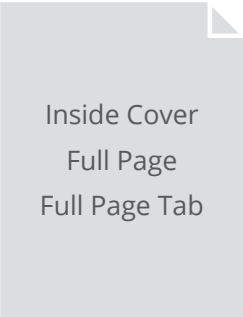
Full Page Ads

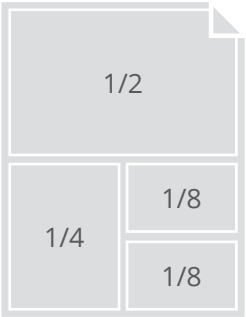
1/2 Page Ads

1/4 & 1/8 Page Ads

Member Services directory

Month	Ad Space
☐ May	☐ Inside Cover Front
	☐ Inside Cover Back
	☐ Full Page
	☐ Full Page Tab Section
	☐ 1/2 Page
	☐ 1/4 Page
	☐ 1/8 Page



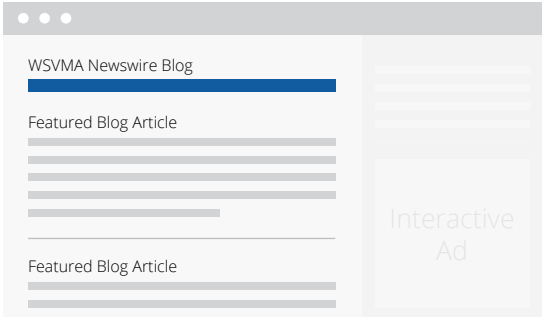


WSVMA Newswire ad

Month	Ad Space
☐ January	☐ 215 x 432 px
☐ February	
☐ March	
☐ April	
☐ May	
☐ June	
☐ July	
☐ August	
☐ September	
☐ October	
☐ November	
☐ December	

WSVMA Newswire article

Month	Article
☐ January	☐ 300 - 1,800 words
☐ February	
☐ March	
☐ April	
☐ May	
☐ June	
☐ July	
☐ August	
☐ September	
☐ October	
☐ November	
☐ December	



✱ Please send ad reservation (**pg. 6-7**) & payment information (**pg. 8**) to: email: **chriso@wsvma.org** or fax: **425.396.3192**

Contact Information

Company Name

Representative

☐ Add/Renew Corporate Membership ($325)* see pg. 2 for details

Mailing Address

City State Zip

Phone Fax

Email (required)

Click Redirect URL

Payment Information

☐ Total Amount Enclosed ☐ Invoice per Ad ☐ Auto-Charge per Ad

Total to be Charged $ ☐ Check ☐ Visa ☐ MC ☐ AMEX

Card Number Exp.

Billing Address

City State Zip

Name on Card

Signature

WSVMA

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Washington State Veterinary Medical Association • 8024 Bracken Pl SE • Snoqualmie, WA •
P (800) 399-7862 • F (425) 396-3192 • info@wsvma.org • wsvma.org