# Advertising Opportunities with Veterinary Pathology

**Official Journal of the American College of Veterinary Pathologists, European College of Veterinary Pathologists and Japanese College of Veterinary Pathologists**

All Advertising subject to ACVP approval.

## 2015 Print Advertising Rates

<table>
<thead>
<tr>
<th>B&amp;W</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$965</td>
<td>$945</td>
<td>$900</td>
<td>$850</td>
<td>$765</td>
</tr>
<tr>
<td>½ page</td>
<td>$770</td>
<td>$755</td>
<td>$720</td>
<td>$680</td>
<td>$615</td>
</tr>
<tr>
<td>¼ page</td>
<td>$460</td>
<td>$455</td>
<td>$430</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

**Color Rates:** 4-Color charge (in addition to B&W rate above) ................................................................. $1,115

**Agency Commission:** 15%

**Payment Terms:** Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

## Inserts and Other High-Impact Opportunities

**Inserts (Bound) — Rates for Furnished Inserts:**
- 2 page insert – 3 times the earned B&W rate
- 4 page insert – 5 times the earned B&W rate
- 6 page insert – 6 times the earned B&W rate
- 8 page insert – 8 times the earned B&W rate

Business reply cards – earned B&W rate

**High-Impact Print Advertising:**
- **Cover Tips** — An exclusive way to place your message front and center with each journal reader.
  - Your ad would attach to the front of the journal with removable glue. The reader would therefore not have to remove your ad to open the journal.

- **Belly Bands** — Another exclusive visibility option.
  - Your ad would wrap around the entire journal.

- **Outserts** — Include your product brochure in the polybag of each mailed issue and get it right into the hands of the readers
  - Please contact your representative for pricing and details on any of these options. Samples must be provided.

## Cover and Preferred Position Rates (Non-Cancelable)

<table>
<thead>
<tr>
<th>Inside Front Cover</th>
<th>Earned B&amp;W rate + 35%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Back Cover</td>
<td>Earned B&amp;W rate + 25%</td>
</tr>
<tr>
<td>Back Cover</td>
<td>Earned B&amp;W rate + 50%</td>
</tr>
<tr>
<td>Facing Table of Contents</td>
<td>Earned B&amp;W rate + 30%</td>
</tr>
<tr>
<td>Facing First Text Page</td>
<td>Earned B&amp;W rate + 25%</td>
</tr>
<tr>
<td>Other specified positions</td>
<td>Earned B&amp;W rate + 15%</td>
</tr>
</tbody>
</table>

## Other Marketing Opportunities

**Article Reprints, E-Prints, Translated Reprints**

Reprints of articles discussing specific products, therapies, or topics related to your company serve as excellent marketing support materials for conference handouts, collateral sales materials, and direct mail pieces.

SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via e-mail.

SAGE can also arrange for translation of reprints into the local language of your target audience.

**Supplements**

Peer-reviewed journal supplements provide you with a credible, objective means to publish themed articles on topics related to your company’s business.

Supplements mail with the regular issues of the journal to the entire readership and are also posted online. You may include a Continuing Education component to enhance value.

All supplement topics need to be preapproved by the editor, and all articles must undergo peer review.

**Translated Regional Editions**

Partner with us to produce regional editions based on select journal articles translated to the local language in the geographic region of your choice.

**Sponsored Subscriptions**

Target the mailing list of your choice by sponsoring subscriptions to the journal.

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**2015 Deadlines**

**January**
- Space reservation due: 11/11/14
- Materials due: 11/18/14
- Inserts due: 11/25/14

**March**
- Space reservation due: 1/8/15
- Materials due: 1/15/15
- Inserts due: 1/22/15

**May**
- Space reservation due: 3/16/15
- Materials due: 3/23/15
- Inserts due: 3/30/15

**July**
- Space reservation due: 5/15/15
- Materials due: 5/22/15
- Inserts due: 5/29/15

**September**
- Space reservation due: 7/13/15
- Materials due: 7/20/15
- Inserts due: 7/27/15

**November**
- Space reservation due: 9/14/15
- Materials due: 9/21/15
- Inserts due: 9/28/15
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ONLINE ADVERTISING RATES
• Leaderboard (728 x 90) ................................................................. $75 CPM
• Skyscraper (160 x 600) ................................................................. $75 CPM
Minimum buy: 10,000 impressions per month per banner
• Exclusive visibility may be available in any of the locations. Please contact your representative.
• Please note that some locations may not be available for all sites.
• Banner advertising may be available across multiple publications. Please contact your representative.
• Geo-targeting is available. Please contact us if you would like your ad to run in specific countries/regions.

BANNER AD SPECIFICATIONS
• Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
• Maximum size on banners: 100K
• All artwork is subject to review/acceptance by publisher prior to placement.
• Third party ad tags accepted.

E-MAIL MARKETING

ELECTRONIC TABLE OF CONTENTS (E-TOC) ALERT SPONSORSHIPS
Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing. Subject to Society approval.

<table>
<thead>
<tr>
<th>Type of Ad</th>
<th>Specs</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ad</td>
<td>728 x 90</td>
<td>$1,250</td>
<td>$1,150</td>
<td>$1,000</td>
<td>$850</td>
</tr>
</tbody>
</table>

Advertisers are also required to provide 40 words of text, which will appear in the event the e-TOC subscriber has elected to receive the e-TOC as text only.

BANNER AD SPECIFICATIONS FOR E-TOC
• Acceptable File Formats: GIF, JPG, PNG
• Maximum size on banners: 40K
• All artwork is subject to review/acceptance by publisher prior to placement.
**GENERAL INFORMATION**

**FREQUENCY:** 6 times/year

**PRINT CIRCULATION:** 2,500 Paid

**PUBLISHER:** SAGE Publications, 2455 Teller Road, Thousand Oaks, CA 91320 USA. Phone: (805) 499-0721, Fax: (805) 410-7009

**SOCIETY AFFILIATION:** American College of Veterinary Pathologists, European College of Veterinary Pathologists and Japanese College of Veterinary Pathologists

**ABOUT THE SOCIETY:**
The American College of Veterinary Pathologists (ACVP) is an organization of board-certified scientists that has been setting the standard for veterinary pathology since 1949. By promoting excellence in veterinary pathology, ACVP improves and protects human and animal health for the betterment of society.

The European College of Veterinary Pathologists (ECVP) was established in 1995 to advance veterinary pathology and promote high standards within the specialty in Europe. The European College of Veterinary Pathologists represents an organised effort to establish criteria for training and experience to qualify as a specialist in veterinary pathology. The Japanese College of Veterinary Pathologists (JCVP) is an organization of board-certified pathologists that was established in 1991. JCVP activities are dedicated to the advancement and sharing of knowledge concerning the discipline of veterinary pathology and furthering the technical skill of diagnostic pathology.

**ABOUT THE JOURNAL:**
*Veterinary Pathology* is an international journal publishing original observations on the pathology of animals, both from natural and experimentally-induced diseases. In terms of scientific content, it is the most prestigious journal in its field. The journal attracts papers from all of the major countries in the English-speaking world and has readers in all countries where pathology of animals is a discipline of teaching, research and diagnostic practice. Its readers are also especially represented among pathology and toxicology laboratories of the pharmaceutical and chemical industries in major industrialized countries.

**READERSHIP:**
Readers of VET include veterinary pathologists, veterinary diagnostic laboratory staff, toxicologic pathologists, comparative pathologists, medical pathology researchers, environmental scientists, and others involved in veterinary diagnosis and animal research across all animal species.
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BONUS DISTRIBUTION CALENDAR – 2015

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>CONFERENCE DISTRIBUTION</th>
<th>DATES - 2015</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sep</td>
<td>ACVP/ASVCP/STP Combined Meeting</td>
<td>Oct 17-21</td>
<td>Minneapolis, MN</td>
</tr>
</tbody>
</table>

ARTWORK SPECIFICATIONS

Trim Size: 8 1/8" w x 11" h

Non-Bleed
Full page: 7" w x 10" h
1/2 page horizontal: 7" w x 4 7/8" h
1/2 page vertical: 3 3/8" w x 10" h
1/4 page vertical: 3 3/8" w x 4 7/8" h

Bleed
8 3/8" w x 11 1/4" h

Live matter: ¼" from trim
Linescreen: 133-150

Requirements for Electronic Delivery:

General Instructions:
A High-Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is 300 dpi for color or grayscale images and 900-1200 dpi for line art (1-bit) images. All color files must be created and submitted to publisher in CMYK color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow.

Image Size/Crop:
Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

Proof Instructions:
- Color Ads: An identifiable SWOP-certified proof (Specifications Web Offset Publications—www.swop.org) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.
- B&W Ads: A hard-copy proof the same size as the digital art must be supplied with the final digital file.

File Submission Instructions:
Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

Bind-in Cards and Inserts:
All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8" trim beyond the crop mark area of the Head, Foot, Gutter, and Face of the advertisement. Perforations must be 3/8" from gutter.
All live copy should be no closer than ¼" from the trim.
For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

Postal Requirements of Business Reply Cards:
Final size of all BRCs must be 4 1/4" x 6".
Minimum paper weight is 7 pt.
Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.
Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

CONTACT INFORMATION

FOR DISPLAY AND CLASSIFIED ADVERTISING:
Anna Gonda
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7772
Fax: (805) 410-7009
E-mail: advertising@sagepub.com

FOR ARTWORK DELIVERY:
Anna Gonda
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7772
Fax: (805) 410-7009
E-mail: advertising@sagepub.com

PRE-PRINTED INSERTS:
(list journal name, issue # and quantity on boxes/skid)
Ship To:
Mary Heiliger
CSR
Sheridan Press
450 Fame Avenue
Hanover, PA 17331 USA
Phone: (800) 635-7181 ext. 8145

FOR REPRINT AND SUPPLEMENT SALES:
Barbara Eisenberg
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7763
Fax: (805) 410-7009
E-mail: reprint@sagepub.com