

The Canadian Veterinary Journal

2023

ADVERTISING RATE CARD

Your Direct Line to Canadian Veterinarians

The Canadian Veterinary Journal
La Revue vétérinaire canadienne

March/Mars 2023 | Volume 94, No. 03 |



Why the hype—What are microRNAs and why do they provide unique investigative, diagnostic, and therapeutic opportunities in veterinary medicine?

Descriptive network analysis of a Standardbred horse training facility contact network: Implications for disease transmission

Resolution of neurologic signs presumed to be associated with hyperaesthesia in 2 endurance horses

Complication of an artificial urethral sphincter in the treatment of a urethral sphincter mechanism incompetence

Pulsus alternans in a critically ill dog hospitalized for xylitol toxicity

Use of vessel sealing system for multiple partial lung lobectomies for spontaneous pneumothorax

Acute toxoplasmosis and post-viral dermatitis in a juvenile bald eagle (*Haliaeetus leucocapillus*) in New Brunswick, Canada

Auriculolectomy for spontaneous thrombosis of the left auricle in a domestic shorthair cat

Comparison of bovine viral diarrhoea virus-specific antibody responses of young beef calves vaccinated with either modified live virus or inactivated virus regimens

Ownership structure and financial status of Canadian dairy operations

White line disease in a 19-year-old appendix mare

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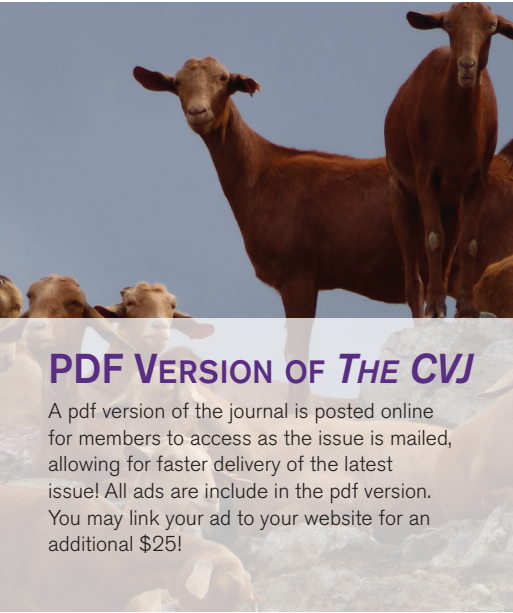
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SPACE RATES

B&W Space	1×	3×	6×	12×
1 page	\$1,820	\$1,725	\$1,640	\$1,445
2/3	\$1,560	\$1,485	\$1,405	\$1,250
1/2	\$1,200	\$1,135	\$1,080	\$965
1/3	\$915	\$865	\$815	\$725
1/4	\$725	\$690	\$650	\$580
DPS	\$3,300	\$3,135	\$2,970	\$2,640

Mechanical Requirements

	Full page	Double page spread
Type page	7" × 10"	15 1/8" × 10"
Trim page	8 1/8" × 10 7/8"	16 1/4" × 10 7/8"
Bleed page	8 3/8" × 11 1/8"	16 1/2" × 11 1/8"



PDF VERSION OF *THE CVJ*

A pdf version of the journal is posted online for members to access as the issue is mailed, allowing for faster delivery of the latest issue! All ads are include in the pdf version. You may link your ad to your website for an additional \$25!

Covers Non-cancellable (includes 4 colour charge)	
Inside front cover	\$3,095
Inside back cover	\$3,015
Outside back cover	\$3,305

Colour Charges

1 standard	\$430
1 matched	\$540
4 colour	\$1,090
Bleed	no charge

Guaranteed Positions (Non-cancellable)	
Opposite table of contents	30% over space rate
Other preferred positions*	25% over space rate
*Some restrictions apply	

Agency Commission

15% to recognized agencies.

Inserts

Can be incorporated into publication or can be mailed in the polybag with *The CVJ*. Flat rates for inserts apply as follows:

Single sheet (8 1/2" × 11")	\$1,685
2 panels (11" × 17" when flat)	\$2,400
3 panels (11" × 25" when flat or 3 single)	\$3,390
Business reply cards	\$1,070
Other sizes	Request quotation

Additional weight charges may apply. Splitting of list is an additional \$350. Sample of insert should accompany insertion order.

Copy and Contract Regulations

Please refer to regulations printed on reverse side of page.

UNIT SIZES



1 page
8 1/8" × 10 7/8"



2/3 page
horizontal
7" × 6 7/8"



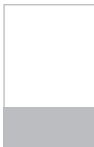
2/3 page
vertical
4 5/8" × 10"



1/2 page
horizontal
7" × 4 7/8"



1/2 page
vertical
3 3/8" × 10"



1/3 page
7" × 3 1/2"



1/4 page
3 3/8" × 4 7/8"

CVJ Circulation by Province
(total: 8,383)

Alberta	2,141*
Ontario	1,556*
Saskatchewan	936*
British Columbia	835
Quebec	707*
Prince Edward Island	502*
Manitoba	427
Nova Scotia	387
New Brunswick	277
Newfoundland and Labrador	107
Northwest Territories/Nunavet/Yukon	11
Foreign	498*

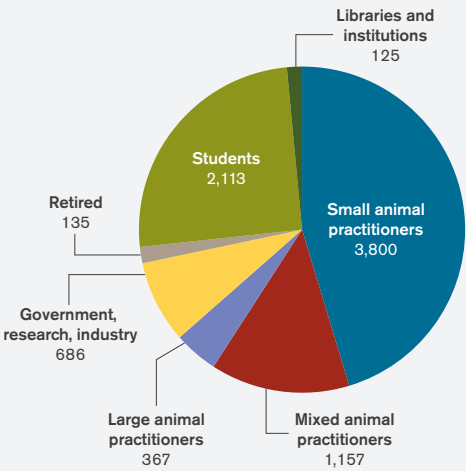
*includes students

Industry Statistics

Average annual income for:

PRACTICE OWNERS: \$258,586 ASSOCIATES: \$110,300
GOVERNMENT, INDUSTRY, ACADEME: \$134,200

CVJ Readership by Type (approx.)



Gender breakdown:

FEMALE: 62% MALE: 37%
UNDISCLOSED OR UNKNOWN GENDER IDENTITY: 1%

BUSINESS DIRECTORY SECTION ADS (B&W rate/colour rate)

Ad Size	1 × rate	3 × rate	6 × rate	12 × rate
Business card (3.5" × 2")	\$180/\$230	\$165/\$215	\$145/\$195	\$120/\$160
1/4 page vertical (3.5" × 4.18") or 1/4 page horizontal (7.22" × 2")	\$305/\$405	\$290/\$390	\$275/\$375	\$235/\$335
1/3 page vertical (3.5" × 6.38")	\$455/\$605	\$430/\$580	\$410/\$560	\$355/\$505
1/2 page vertical (3.5" × 8.57") or 1/2 page horizontal (7.22" × 4.18")	\$585/\$785	\$555/\$755	\$525/\$725	\$470/\$670

Website Advertising

www.canadianveterinarians.net

Rates per month based on a minimum three month run.

	376 × 188 pixels (block) on <i>The CVJ</i> home page (no rotations) 3 spots available	510 × 255 pixels (CVMA home page – no rotations) 3 spots available
3 × rate	\$440	\$1,000
6 × rate	\$400	\$875
12 × rate	\$325	N/A

The CVJ E-notice/CVMA Member E-newsletters

The CVJ e-notice is sent the last week of each month when the new issue is posted online. The CVMA e-newsletters are sent around the 1st and the 15th of each month. Ad space is available at the top and at the mid-point of each newsletter (6 total per month).

Leaderboard banner ads:

Top of page 728 × 150 pixels	Bottom of page 750 × 200 pixels
\$550	\$500
For both ads in same issue	
\$950	

PRODUCTION REQUIREMENTS

Digital: Digital data is required for all display advertisements.

Files can be accepted in Adobe Photoshop (Tiff or eps), Adobe Illustrator (eps), or InDesign. All support files and fonts must be included. Support files must be saved as Tiff or eps files at 300 DPI resolution.

Media: CD-Rom, DVD. FTP site available for uploading files.

The CVJ is perfect bound. Any additional production (photographs, negatives, positives, and artwork) will be invoiced to the client.

Production material should be sent to:

The Canadian Veterinary Journal, 339 Booth Street, Ottawa, Ontario K1R 7K1

E-MAIL: advertising@cvma-acmv.org VOICEMAIL: 1-800-567-2862 ext. 131

Inquires: Laima Laffitte, Advertising and Sponsorship Consultant

TELEPHONE: (613) 925-2659 CELL: (613) 296-4624 E-MAIL: advertising@cvma-acmv.org

COPY AND CONTRACT REGULATIONS

- i) Advertisers and advertising agencies assume liability for all content of advertising printed or placed online and also assume responsibility for any claims arising therefrom made against the publisher.
- ii) Advertisers and advertising agencies agree that the publisher shall be under no liability for failure for any cause to insert any advertisement or for any errors and potential damages resulting from errors caused by the publisher or any of its agents, suppliers or consultants in advertising published.
- iii) Advertisers and advertising agencies are jointly responsible for payment of advertising published. Terms of payment: Net 30 days from date of invoice. Past due accounts are subject to a late payment charge of 1.5% monthly.
- iv) All advertising material is subject to approval of the publisher and can be refused at the sole discretion of the publisher.
- v) All inserts must be confirmed with an insertion order signed by the advertiser or the advertising agency and received by the publication, accompanied by a pdf or jpg of the material to be published, no later than the first day of the month preceding the month of publication.
- vi) Electronic files must be sent no later than the published deadline provided for the month preceding the month of publication.

LATE FEE: Advertising material received after the material deadline date will be subject to a **\$200 late fee** charge before plates made, or **\$500** after plates made.
- vii) All insertions will be invoiced at the one time rate unless a written contract has been received by the publisher stipulating the number of insertions planned in a 12-month period.
- viii) Cancellations cannot be accepted after the closing date for any issue.
- ix) The appearance of advertising in *The CVJ* or online with the CVMA does not constitute a guarantee or endorsement of the quality or the value of such products or the claims made for it by its manufacturers.
- x) Editorial decisions are not influenced by advertising and are made without consideration of the advertising scheduled to appear in any issue.
- xi) Advertising must be clearly distinguished from editorial material. Advertising that is primarily text, i.e. advertorial, should not appear as if it is a scientific report and should not imitate the style of the journal. The acceptance of advertising and its appearance is at the sole discretion of the publisher.
- xii) Advertising materials may be destroyed by the publisher if not used within one year. Advertisers assume the shipping costs if materials are returned.
- xiii) The CVMA would like to remind advertisers that the CVMA strongly discourages using brachycephalic dog images in any advertising (print or digital) given the large number of health problems associated with these breeds and consequences for health and welfare.
- xiv) The CVMA requests that advertisers make an effort to ensure that images of veterinarians used in advertising reflect the current diversity of the veterinary profession in Canada.
- xv) It is the responsibility of the advertiser and advertising agency that all advertisements for veterinary biologicals conform with the Health of Animals regulations. For further information see www.inspection.gc.ca, "Veterinary Biologics Guidelines".