



SASKATCHEWAN
VETERINARY MEDICAL
ASSOCIATION

2017 MEDIA KIT

SVMA News

Published quarterly, *SVMA News* acts as both a resource and an outlet for its readers and members.

ADVERTISING INFORMATION

ADVERTISING RATES

4-colour; print-ready ad	One issue	Four issues, ordered in advance
Outside back cover	\$ 1200	\$ 4400
Inside back/front cover	\$ 1100	\$ 4000
Standard full page	\$ 1000	\$ 3600
Half page	\$ 525	\$ 2000
Quarter page	\$ 275	\$ 1000
Business card	\$ 150	\$ 400
Page Insertions 8.5" x 11" (supplied)	\$ 300	\$ 1100

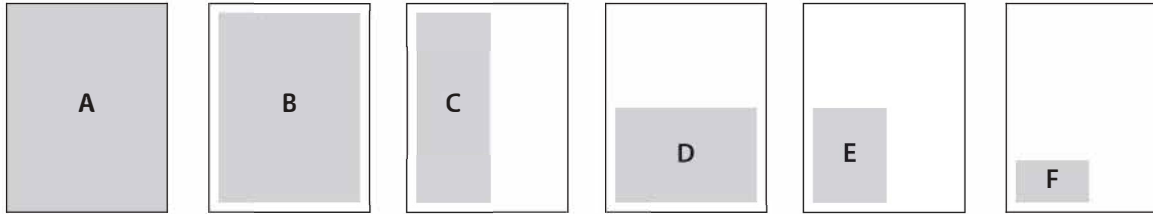
ALL ADVERTISING AND INSERTION PRICING IS SUBJECT TO GST



The SVMA represents over 750 licensed veterinarians across the province, employed in clinical practice, research, education, food safety and affiliated government bodies. By assuring the proficiency, competency and ethical behaviour of its members, the SVMA provides both service to the veterinary profession and protection for the public.

SVMA News has a print circulation of over 800 members and affiliates across the province of Saskatchewan and nationwide. Each 32 -36 page issue provides veterinarians, veterinary technologists, clinic owners and all other members of the clinical team with updates on current veterinary issues and information on SVMA programs and initiatives. Current and archived issues of *SVMA News* are accessible on our website www.svma.sk.ca.

AD SPECIFICATIONS



DIMENSIONS

	UNIT	WIDTH	HEIGHT
A	Full page with full bleeds	8.75"	11.25"
B	Full page floater	7.7"	10"
C	1/2 page horizontal	7.7"	4.875"
D	1/2 page vertical	3.725"	10"
E	1/4 page vertical	3.725"	4.875"
F	Business card	3.5"	2"

TECHNICAL SPECIFICATIONS

- Ads must be submitted electronically
- File formats preferred are pdf, jpeg, tif or eps
- Resolution of at least 300 dpi at final size
- CMYK colour mode
- All fonts embedded
- Keep copy material .25" away from trim



EDITORIAL LINEUP

REGULAR FEATURES INCLUDE:

- Timely articles on current issues of specific concern to the veterinary profession
- Insights into practice management, environmental trends, animal welfare practices, professional wellness and much more
- News from the Council president and the SVMA registrar and about current issues affecting members
- Reports from SVMA council, CVMA, SAVT, WCVM and SK Agriculture
- Membership changes and the latest membership information
- PDS Animal Health Perspectives insert
- Classified ads



2017 AD SUBMISSION DEADLINES

ISSUE	DEADLINE
February	January 6
May	April 6
August	July 6
November	October 6

* All issues are posted on the SVMA website.



All advertising communication can be sent via email to sgauthier@svma.sk.ca or by mail to: Saskatchewan Veterinary Medical Association, c/o Sue Gauthier
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