



SASKATCHEWAN  
VETERINARY MEDICAL  
ASSOCIATION



# SVMA NEWS 2020 MEDIA KIT

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

# ADVERTISING RATES

ALL ADVERTISING AND  
INSERTION PRICING  
IS SUBJECT TO GST

## AD INSERTIONS

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	\$ 500
Loose FP Insertions (supplied)	\$ 400	\$ 1100
Classified ads (up to 200 words)	\$ 100	(n/a)

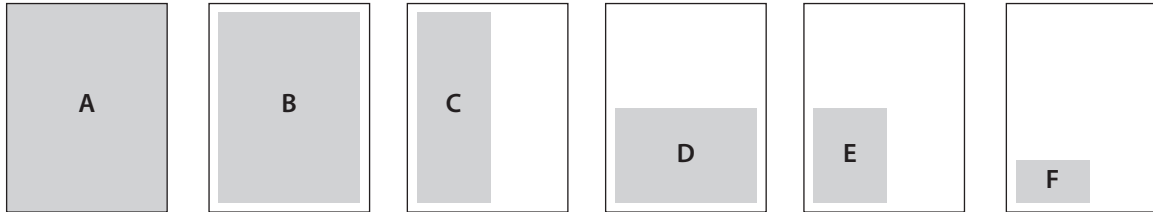


The SVMA represents over 750 licensed veterinarians and 450+ registered veterinary technologists across the province, employed in clinical practice, research, education, food safety and affiliated government bodies.

*SVMA News* has a print and digital circulation of over 1300 members and affiliates across the province of Saskatchewan and nationwide. It is a widely read publication providing veterinarians, veterinary technologists, practice owners and all other members of the clinical team with updates on current veterinary issues and information about SVMA programs and initiatives.

Current and archived issues of *SVMA News* are accessible on our website [www.svma.sk.ca](http://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"

## TECHNICAL SPECIFICATIONS

- Ads must be submitted electronically
- File formats preferred are pdf, jpeg, tif or eps
- Resolution of 300 dpi at final size
- CMYK colour mode
- All fonts embedded



# EDITORIAL LINEUP

## FEATURES INCLUDE

- Timely articles looking at current issues of specific concern to SK veterinarians
- Insights into practice management, environmental trends, animal welfare practices, professional wellness and much more
- News from the SVMA registrar about current issues affecting member regulation
- Reports from SVMA council, CVMA, SAVT, WCVM, SK Polytech and SK Agriculture
- Discipline case reports
- Membership changes and the latest membership information
- PDS Animal Health Perspectives insert
- Member news
- Classifieds



## 2020 AD SUBMISSION DEADLINES

ISSUE	DEADLINE
February	January 5
May	April 6
August	July 6
November	October 5

*\* Each issue is available digitally on the SVMA website.*



All advertising communication can be sent via email to [sgauthier@svma.sk.ca](mailto:sgauthier@svma.sk.ca) or by mail to:  
Saskatchewan Veterinary Medical Association, c/o Sue Gauthier  
202-224 Pacific Avenue, Saskatoon, SK S7K 1N9 T: 306.955.7868 • [svma.sk.ca](http://svma.sk.ca)