Advertising Rates And Specifications - 2017

Editor: John Lewis, NorthStar Vets, Robbinsville, NJ

The Journal of Veterinary Dentistry (JOVD) is written for veterinary dental scientists, veterinarians, dentists, and veterinary/dental technicians who are engaged in veterinary dental practice.

JOVD provides a continuing education forum that can serve as a reference source in the veterinary office. It publishes articles that provide practical and scientifically sound information covering not only the medical and surgical aspects of veterinary dentistry but also specific categories including anatomy, restorations, crowns, endodontics, orthodontics, periodontics, laboratory animal dentistry, and dental and oral biology as they relate to clinical practice.

Membership in the Foundation for Veterinary Dentistry includes a subscription to the journal.

Journal Statistics

Volume: 34
Ranking: 98/138 in Veterinary Sciences

Print
Frequency: The journal is published 4 times per year

Online - jov.sagepub.com
Average Monthly Page Views: 7,500*
Average Monthly Unique Visitors: 2,250*

*Online Statistics refer to the number of advert impressions served by one banner position

Advertising Rates & Information - 2017

Closing dates for print advertising:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space reservation</th>
<th>Copy deadline</th>
<th>Mail date</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>08 February 2017</td>
<td>10 February 2017</td>
<td>01 March 2017</td>
</tr>
<tr>
<td>June</td>
<td>10 May 2017</td>
<td>12 May 2017</td>
<td>01 June 2017</td>
</tr>
<tr>
<td>September</td>
<td>09 August 2017</td>
<td>11 August 2017</td>
<td>01 September 2017</td>
</tr>
<tr>
<td>December</td>
<td>08 November 2017</td>
<td>10 November 2017</td>
<td>01 December 2017</td>
</tr>
</tbody>
</table>

Print advertising rates – 2017:

<table>
<thead>
<tr>
<th>Colour Rates</th>
<th>Frequency</th>
<th>1x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,815</td>
<td>$1,650</td>
<td></td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$1,950</td>
<td>$1,800</td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$1,950</td>
<td>$1,800</td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$1,950</td>
<td>$1,800</td>
<td></td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,430</td>
<td>$1,375</td>
<td></td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$1,155</td>
<td>$1,100</td>
<td></td>
</tr>
<tr>
<td>Double Spread</td>
<td>$2,640</td>
<td>$2,475</td>
<td></td>
</tr>
<tr>
<td>Black and white rates</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,100</td>
<td>$935</td>
<td></td>
</tr>
<tr>
<td>Half Page</td>
<td>$715</td>
<td>$660</td>
<td></td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$440</td>
<td>$395</td>
<td></td>
</tr>
</tbody>
</table>
Additional Promotional Opportunities

Belly band: A belly band is an advertisement that wraps around the entire journal. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

Inserts: Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are available. A sample must be submitted to the publisher for approval.

Outserts (product samples, brochures): Be the first advertiser to be seen by readers with your promotional item or product sample mailed within the polybag of each issue, outside of the journal. This is an exclusive opportunity— only one advertising outsert is permitted per issue.

Online Advertising

Available locations/sizes:
- Leaderboard (A) 728 x 90 pixels
- Skyscraper (B) 160 x 600 pixels
- Our standard rate is £49 per 1,000 impressions, with a minimum of £490 /10,000 impressions per booking.
- Banner advertising may be available across multiple publications.
- Geo-targeting is available. Please contact us if you would like your ad to run in specific countries/regions
- Third party ad tags accepted.
- Banner Ad Specifications:
  - Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
  - Maximum size of banners: 100KB

E-Toc alert sponsorship:
Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing. The sponsor may include a hyperlink and banner advert.
- Banner size: 728 x 90 pixels
- Acceptable File Formats: Static GIF, JPG, PNG
- Maximum size on banners: 40KB

General policy on acceptance of advertising
Cancellations must be submitted in writing and will not be accepted after closing dates for space reservations. Any cancellations after the deadlines will be charged in full.

All advertising is subject to the publisher’s and society’s approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement. If artwork cannot be provided by the above deadlines or an extension approved by the publisher, then the publisher will run the most recent artwork submitted.

If no artwork is on hand, then the advertiser will still be responsible for payment on the space reserved.

Mechanical requirements for print advertisements
- Full Page
  - Full page, bleed: 303mm (h) x 216mm (w)
  - Full page, trim size: 297mm (h) x 210mm (w)
  - Full page, type area: 268mm (h) x 180mm (w)
- Half Page
  - Horizontal: 131mm (h) x 180mm (w)
  - Vertical: 268mm (h) x 87mm (w)
- Double Spread
  - Double page spreads need to be supplied as a full PDF page per advert, and not a joined spread of both. The dimensions remain as per normal full page adverts, including the bleed and cropmark requirements.

Requirements for electronic delivery
Please submit advertisements as print-ready PDFs.
- Crop marks should be placed on all advertisements that bleed and offset.
- All colour and greyscale graphics should be a minimum of 300 dpi at the finished size.
- Colour graphics must be in CMYK.

The publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.