

## Rate Schedule for JVECC

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cost per issue >>	Black & White	Four Color	
	1x-3x	4x-6x	1x-3x
2pg Spread	N/A	N/A	\$2471
Full Page	\$819	\$708	\$1480
Half page	\$550	\$443	\$987
Quarter page	\$426	\$358	\$769
2nd Cover (inside front)	<del>SOLD</del>	N/A	SOLD
3rd Cover (inside back)	N/A	N/A	\$1431
4th Cover (inside front)	<del>SOLD</del>	N/A	SOLD

## Size

Page Sizes	Nonbleed	Bleed
Spread	16" x 10"	17.5" x 11.5"
Full Page	7.5" x 10"	8.75" x 11.5"
1/2 Page Horizontal	7.5" x 4.625"	8.75" x 5.5"
1/2 Page Vertical	3.5" x 10"	4.25" x 11.5"
1/4 Page Vertical	3.5" x 4.625"	4.25" x 5.5"

Trim size is 8.25 x 10.87. Keep live matter 1/2" from trim edges.

Bleeds should be 1/8" on all sides

## **Terms & Conditions**

Insertion Rates are shown as per-insertion rates. If advertiser chooses the 4x-6x rate, advertiser is agreeing to run in a minimum of four issues. If Advertiser cancels before running in all four Journals, they will be responsible for the difference between a single and an annual insertion rate.

## **Material Specifications & Procedures**

Trim size is 8.25 x 10.87. Keep live matter 1/2" from trip edges. Bleeds should be 1/8" on all sides. Preferred file format is high-resolution PDF files at 300 dpi. Please include crop marks and bleeds (if required). Email the file to [kelli@veccs.org](mailto:kelli@veccs.org).

## **To Place an Ad**

Please contact Kelli Albarado at the VECCS office:

Veterinary Emergency  
and Critical Care Society  
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San Antonio, TX. 78257  
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