



# WVMA Advertising rate sheet

## The WVMA convention program book advertising - Let your company SHINE!

When you advertise in the WVMA convention program book, you:

- receive maximum exposure for minimal cost
- earn a positive image for supporting organized veterinary medicine
- help provide high quality continuing education for veterinarians.

The convention program book is a comprehensive listing of all speakers, events, times, and exhibitors at the WVMA Annual Convention. **It is mailed to more than 2,700 veterinarians before the event, and is also distributed to each attendee at the convention.**

Ad submission deadline: June 15

**Ads are in full-color!**

Exhibitor rates		Non-exhibitor rates	
Size (width x height)	Price	Size (width x height)	Price
* Outside back cover	\$450	* Outside back cover	\$550
* Inside front cover	\$400	* Inside front cover	\$500
* Inside back cover	\$400	* Inside back cover	\$500
Full page (7" x 9.5")	\$275	Full page (7" x 9.5")	\$350
Half page (7" x 4.5")	\$150	Half page (7" x 4.5")	\$225
1/4 page (3.25" x 4.5")	\$100	1/4 page (3.25" x 4.5")	\$175
1/8 page (3.25" x 2.25")	\$75	1/8 page (3.25" x 2.25")	\$150

\*Available on a first come, first served basis.

**Indicate ad size**

## The WVMA Member Directory - An exceptional year-round advertising value

Get year-round exposure to more than 2,300 veterinarians and students! The WVMA Membership Directory is used frequently by WVMA members because it contains the name, address, phone number, and e-mail of every WVMA member. It also includes valuable information on officers, committees, clinics, local associations, frequently used reference numbers, and the WVMA by-laws.

Full-page advertisers receive a complimentary copy of the directory (a \$150 value), as well as a hyper-link on the WVMA's online directory webpage.

Ad submission deadline: December 31

Size	Width x Height	Price
*Full-page cover	7" x 9.75"	\$475
Full-page	7" x 9.75"	\$425
Half-page	7" x 4.75"	\$275
Quarter-page	3.25" x 4.75"	\$200

\*Available on a first come, first served basis.

**Indicate ad size**

## The WVMA News - The WVMA's award winning monthly newsletter

Circulation: 2,400 WVMA members and subscribers

Date published: the 15th of every month

Ad submission deadline: The last working day of the month, prior to the month of publication.

Frequent advertiser discount: 10% off standard price on subsequent ads run within same calendar year.

Advertising space varies monthly, therefore, we cannot guarantee your ad will appear in the month(s) you request. Acceptance and placement of ads is at the discretion of the editors.

Size	Width x Height	Price
One column	2.25" x 3"	\$100
Two columns	5" x 3"	\$195
Half page <small>(Infrequent availability)</small>	7.25" x 4.75"	\$345

**Indicate ad size**

**Specifications:** Ads are grayscale, with exception of convention program ads, which are in full-color. Illustrator EPS or high resolution PDFs are preferred; Adobe InDesign files, tif files, ad slicks, good laser printer copy, or Microsoft Word documents are also acceptable. E-mail your ad to rpoehnel@wvma.org. If you need to mail a CD, also include a hard copy.

If you have any questions, contact Rob Poehnel, WVMA Communications Director, at (608) 257-3665 or rpoehnel@wvma.org.

Name \_\_\_\_\_ Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

Company \_\_\_\_\_ Ad type: Convention program    Directory    Newsletter    Cost of ad(s) \_\_\_\_\_

Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Check # \_\_\_\_\_ Credit Card: MC    Visa    Discover    Ad enclosed? Yes    No

Card number \_\_\_\_\_ Exp. date \_\_\_\_\_

V Code # \_\_\_\_\_ (Last three digits on the back of the card after the account number)

Name on card \_\_\_\_\_ Signature \_\_\_\_\_

Office use only	
Account #:	_____
<b>Payment</b>	
Check #:	_____
CC #:	_____
Amount: \$	_____

Return to the Wisconsin Veterinary Medical Association, 301 N. Broom Street, Madison, WI 53703 or fax to (608) 257-8989. Questions? Contact us at (608) 257-3665 or send an e-mail to wvma@wvma.org.