



# Communiqué Advertising

## About OVMA

The Oklahoma Veterinary Medical Association (OVMA) is the only statewide professional membership organization dedicated to veterinarians. Our membership, which consists of over 75% of the licensed veterinarians in Oklahoma, represent the broad spectrum of veterinary medicine, including, but not limited to, small animal, large animal, equine, bovine, and exotic practitioners and veterinarians working in academic and research capacities as well as the student members at the Center of Veterinary Health Sciences at Oklahoma State University.

## The Communiqué

The *Communiqué* is the official publication of the Oklahoma Veterinary Medical Association. It is published quarterly and distributed to Oklahoma veterinarians, students, technicians, staff, other state veterinary medical associations, and organizations interested in the activities of the Association and dedicated to the enhancement of the veterinary profession.

The purpose of the publication is to serve as a source of news and information relevant to the ever-changing and diverse veterinary profession. The *Communiqué* strives to provide timely information on clinical topics and advances, practice management, legislative and regulatory issues, and upcoming continuing education opportunities. Total circulation is over 1,400 copies.

## 2008 publication issues      Closing dates

Spring 2008	February 1, 2008
Summer 2008	May 1, 2008
Fall 2008	August 1, 2008
Winter 2008	November 1, 2008

OVMA offers you what you need — access which is affordable, convenient, and targeted to the veterinary profession. The *Communiqué* is the best for your advertising dollars.

## Advertising policy

Advertising will be accepted in the *Communiqué* subject to the following guidelines:

- The Oklahoma Veterinary Medical Association reserves the right to reject advertising felt not in keeping with the publication's standards.
- Advertising which simulate reading matter will be plainly marked "advertisement" in a typeline above or below insertion, in accordance with postal regulation.
- Cancellation will not be accepted after the closing date (see deadlines to the left). Payment must be submitted with advertisement. Outstanding payments must be brought up to date before any new advertising will be inserted.
- Initial review of proposed advertising or classified ads will be made by the editors.
- The OVMA is only responsible for providing advertising space, and is not liable for the content of advertisements appearing in the *Communiqué*.
- A signed contract must be submitted with each application prior to publication.
- An advertiser may change the copy of an ad in any issue. The ad will be repeated as in the previous issue if the publisher has not received new copy by the issue deadline specified on this page.
- Insert advertising will be accepted on a limited basis.

## Payment information

- Payment must accompany all advertising contracts.



# Communiqué Advertising Rates

## 2008 *Communiqué* rate schedule

### Classified ads

Classified ads should be submitted electronically. Proofs of classified ads will not be given. Classified ads will run for one issue and will then be discontinued unless renewed. Renewals may be made by email (jana@okvma.org), phone (405.478.1002) or fax (405.478.7193). Classified ads will also be run on the OVMA Web site, www.okvma.org, under the "Classifieds" or "Job Bank" sections for a one month period.

### Rates per issue for members:

Classified ads are complimentary. Please limit ads to 50 words or less due to space limitations. One ad per issue.

### Rates per issue for non members:

50 words or less	\$45	
51-100 words	\$75	
101-200 words	\$110	
201-225 words	\$140	
Over 225 words:		\$10
	\$140 plus \$.75 a word over 225	

### Classified Requirements:

All ads must be typed, preferable submitted electronically.

## Display ads

Rates: per insertion		Number of Insertions	
		1-2	3-4
Full page	8" x 10 1/2"	\$525.00	\$450.00
1/2 page horizontal	7 1/4 " x 4 3/4 "	\$350.00	\$300.00
1/2 page vertical	3 9/16" x 95/8"	\$350.00	\$300.00
1/4 page horizontal	7 1/4" x 2 5/16"	\$250.00	\$175.00
1/4 page vertical	3 3/16" x 4 11/16"	\$250.00	\$175.00

10% discount on the above for OVMA members.

### Requirements:

- Electronically files or camera-ready artwork are preferred. Ads should be in jpeg, tiff or pdf format and conform to sizes listed above.
- Ads should be submitted with a resolution of no less than 300 dpi.
- Ads will be printed in black and white.

## Insert advertising

Insert advertising is copied on colored paper. The page is inserted in the newsletter. One time rates for inserts are:

One side copied by OVMA	\$650.00
Two sides copied by OVMA	\$775.00
One side w/copies provided by advertiser	\$575.00
Two side w/copies provided by advertisers	\$675.00

### Requirements:

- Ad is complete and ready to be copied.
- Ad must have "Paid Advertisement" at the top of each copy.



# Communiqué Advertising Contract

2008 *Communiqué* Advertising Contract (payment must accompany signed and dated contract, unless other arrangements have been approved).

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Ad size:

Full page

Half page

Quarter page

Issues to run ad (check all that apply)

Spring

Summer

Fall

Winter

Type of Ad:

Classified

Display

Insert

Begin Date: \_\_\_\_\_ End Date: \_\_\_\_\_

Amount enclosed: \_\_\_\_\_

Contact Signature: \_\_\_\_\_

Print Signature: \_\_\_\_\_

Date Signed: \_\_\_\_\_

Please return (with payment) to: Oklahoma Veterinary Medical Association  
PO Box 14521  
Oklahoma City, OK 73113  
[www.okvma.org](http://www.okvma.org)

Questions: Call Jana Black 405.478.1002 or email [jana@okvma.org](mailto:jana@okvma.org)