



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.

2011 publication issues Closing dates

Spring 2011	February 1, 2011
Summer 2011	May 1, 2011
Fall 2011	August 1, 2011
Winter 2011	November 1, 2011

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

2011 Communiqué rate schedule

Classified ads

Classified ads are defined as a brief listing of items for sale and/or services offered. They do not include ads for employment. 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 (kristen@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" 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

2011 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

Questions: Call Kristen DeYoung 405.478.1002 or email kristen@okvma.org