

# 2018 MVMA Advertising Options – New Advertisers

## 3 Available Advertising Options:

Previous advertisers and MVMA Supporting Members should contact us at 651-645-7533 or [info@mvma.org](mailto:info@mvma.org) for more details

- Bi-monthly issue of the *MVMA News* – published 6 times per year
  - Website Advertising – annual listing
  - MVMA Annual Meeting Insert – (exhibitors only)

### Newsletter Advertising - Single Issue Rates

Rates are based on camera-ready B/W only

	1 x	2 x	3 x	4 x	5 x	6 x
Full Page	\$630	\$590	\$545	\$500	\$470	\$440
Half Page	\$460	\$430	\$390	\$355	\$320	\$295
Fourth Page	\$335	\$300	\$280	\$250	\$240	\$230
Eighth Page	\$225	\$190	\$185	\$165	\$160	\$150

### MVMA Annual Meeting Exhibitors Only

Full page insert in January/February MVMA News

Exhibitor provides own insert (approx. 950 copies)	\$450 / issue
Provide one copy to be duplicated by MVMA (b/w option only)	\$600 / issue

### Website Advertising

Rates are based on per year web advertising when combined with Newsletter Advertising

	1x	2x	3x	4x	5x	6x
Website Only						
\$1,000	\$955	\$895	\$795	\$715	\$615	\$515

Advertisement Dimensions (Website/MVMA News)			Publication Deadlines	
<b>Page Trim Size</b>	<b>W x H</b>		Ad updates must be received in our office no later than the listed deadlines: Jan/Feb – December 15, 2017 Mar/Apr – February 16, 2018 May/June – April 20, 2018 Jul/Aug – June 22, 2018 Sept/Oct – August 24, 2018 Nov/Dec – October 19, 2018	
Full Page	8 ½ x 11			
1/2 page	3 ¾ x 7 ½	7 ½ x 4 ¾		
	Vertical	Horizontal		
1/4 page	3 ¾ x 4 ¾			
1/8 page	2 x 3 ½			
Website	12 x 90 pixels			
Artwork Requirements				
Artwork preferred in these formats: Print quality PDF, EPS, JPG or TIF, with a minimum resolution of 300 dpi. Type & images must be in grayscale. Web ads not to exceed 20K and in GIF, JPG or PNG				

Display advertisements are accepted on space availability basis & are subject to approval by the newsletter editor.

Advertising materials should be sent to:

#### Minnesota Veterinary Medical Association

101 Bridgepoint Way, Suite 100

South St. Paul, MN 55075

Email: [info@mvma.org](mailto:info@mvma.org)

For more information regarding MVMA advertising, please contact Melissa at 651-645-7533 or [melissat@mvma.org](mailto:melissat@mvma.org)