



Florida Association of Equine Practitioners
 an Equine-Exclusive Division
 of the Florida Veterinary Medical Association

The Practitioner 2015-2016 Media Kit



The Practitioner is an equine-exclusive scientific journal published quarterly and distributed to a national circulation of more than 8,000 equine practitioners. We invite you to take advantage of this high quality print media as a means to reach out to a targeted market of equine practitioners about your company's products and services.

The Practitioner 2015-2016 Media Kit

Advertisement Selection

AD SIZE	Display Ad Size	Width	Height	Per Issue
	Full Page – (Bleed)	8.725"	11.25"	\$1,450
	½ Page Horizontal	7.5"	4.75"	\$795
	¼ Page Vertical	3.5"	4.75"	\$475
	Back Cover – (Bleed)	8.725"	8.125"	See Upgrades

UPGRADES	Advertising Special Placement (Subject to Availability)	Per Issue
	Back Cover – (special page dimensions)	+\$200
	Inside Front Cover – (full page only)	+\$150
	Inside Back Cover – (full page only)	+\$150
	Forward of Center – (limited availability)	+\$100

For additional advertising details contact **Ralph Huber**, FAEP/FVMA Industry Relations Director, at rhuber@fvma.org or by calling toll free **(800) 992-3862**.

*(All prices are net.
 Ad agency commission: Add usual rate to net rates.)*

Planned Advertising Schedule

Space is Limited, Act Now!



(Publication dates are approximate & may be subject to change at the FAEP/FVMA's discretion)

2014 - 2015 Production Schedule	Space Reservation Deadline	Advertisement Artwork Deadline
Issue 2 - April/May/June (1st QTR)	April 20, 2015	May 29, 2015
Issue 3 - July/Aug/Sept (2nd QTR)	August 14, 2015	August 28, 2015
Issue 4 - Oct/Nov/Dec (3rd QTR)	November 13, 2015	November 27, 2015
Issue 1 - Jan/Feb/March (4th QTR)	February 1, 2016	February 26, 2016



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THE PRACTITIONER 2015 - 2016 MEDIA KIT CONTRACT

Company Information

Company		
Company Representative		
Address		
City	State	Zip
Phone	Fax	
Email		

Advertisement Selection

AD SIZE	Display Ad Size	Per Issue	Number of Issues
	<input type="checkbox"/> Full Page – (Bleed)	\$1,450	
	<input type="checkbox"/> ½ Page Horizontal	\$795	
	<input type="checkbox"/> ¼ Page Vertical	\$475	

Please contact the FAEP/FVMA's Communications Department for ad specifications, file submission guidelines or any artwork-related questions.

Display Ad Total A	\$
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UPGRADES	Advertising Special Placement	Per Issue
	<input type="checkbox"/> Back Cover – (special page dimensions)	+\$200
	<input type="checkbox"/> Inside Front Cover – (full page only)	+\$150
	<input type="checkbox"/> Inside Back Cover – (full page only)	+\$150
<input type="checkbox"/> Forward of Center – (limited availability)	+\$100	

Please contact Ralph Huber, the FAEP/FVMA Industry Relations Director, for availability of upgrades and special placement options for each issue of The Practitioner.

Upgrades Total B	\$
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Payment Information

(Please print clearly)

Subtotal A + B	\$
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<input type="checkbox"/> Check Enclosed (Enclose check for total amount and make payable to FAEP/FVMA)
<input type="checkbox"/> Charge my credit card <input type="radio"/> VISA <input type="radio"/> MC <input type="radio"/> AMEX <input type="radio"/> DISCOVER
Credit Card # Exp. Date
Name on Card
Signature _____



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The Practitioner 2015-2016 Ad Specs

Digital Advertisement Artwork Specifications

	Trim / Ad Size	Bleed	Non-Bleed
Full Page	8 1/2" x 11"	8 3/4" x 11 1/4"	8 1/2" x 11"
1/2 Page Horizontal	7 5/16" x 4 13/16"		7 5/16" x 4 13/16"
1/4 Page Vertical	3 9/16" x 4 13/16"		3 9/16" x 4 13/16"
Back Cover	8 3/4" x 8 1/4"	9 1/4" x 8 3/4"	

- All advertising is subject to FAEP/FVMA approval.
- Ad placement in the first half of *THE PRACTITIONER* may be subject to additional charges.
- Only Full Page bleed ads and inserts will be exempt from *THE PRACTITIONER* headers, footers, folios and publication artwork.
- All ads should be submitted with a minimum of quarter inch bleed. Crop marks, offset for reference, would be appreciated, if possible.
- Advertisements must be submitted in acceptable electronic formats. Press-ready, high resolution PDF format are the most stable and preferred file type accepted by our graphics department. Layers should be flattened with all fonts embedded or outlined. **Export to PDF-X 1a will ensure the optimum file for reproduction of the ad.**
- If providing an image file for the ad, we also accept .tif or .eps, with all text converted to outlines and all images embedded. Files must be minimum resolution of 240 dpi. Please convert all RGB images and spot colors to CMYK. Layers should all be flattened.
- Failure to follow the specifications above could result in printing issues. Feel free to contact Alssa Mathews at amathews@fvma.org or call (800) 992-3862 for more information.
- If files are prepared improperly and mechanical requirements are not met, the FAEP/FVMA can not guarantee the reproduction of the ad.

Note: Advertisements must be received on or before the dates referenced in the FAEP/FVMA 2015-2016 Media Kit in electronic format. Artwork that requires FAEP/FVMA to edit, create or modify will be billed at \$50 per hour with a minimum charge of 1 hour and \$35.00 for each additional "proof" produced.

Advertiser Contact Information

Company Name _____

Representative Name _____

Preferred contact _____

The FAEP has a long history of working closely with it's Industry Partners and does not want to discourage any advertiser from contacting it's Communications Department with any questions. Acceptable artwork examples or templates may be supplied if requested. Please contact Alssa Mathews at amathews@fvma.org or call (800) 992-3862 for this information.

