



# Rate Sheet for Quarterly Newsletter, Biannual Magazine, Annual Membership Directory

The South Carolina Association of Veterinarians publishes a quarterly newsletter, biannual magazine and membership directory annually. These are the official publications of SCAV and distributed to almost 1,000 veterinarians, veterinary technicians, and veterinary students.

## AD COPY DEADLINES

Newsletter: February 6, April 17, September 25, November 6

Magazine: March 13, July 17

Membership Directory: March 31

## RATES—Check All That Apply

Full Page (7 1/2" x 10")

Half Page

1/2 pg horizontal (7 1/2" x 4 7/8")

1/2 pg vertical (3 5/8" x 10")

Quarter Page (3 5/8" x 4 7/8")

Back Cover (7 1/2" x 7 1/4")

Classified

### Newsletter (Single Issue)

\$240

\$200

\$175

\$350

\$30 (60 words/members)

\$100 (60 words/non members)

### Magazine (Single Issue)

\$500

\$350

\$225

\$500

\$600

\$25 (60 words/members)

\$80 (60 words/non members)

### Membership Directory

Full Page (Inside): \$500 (7 1/2" x 10")

Quarter Page: \$200 (3 5/8" x 4 7/8")

Inside (F or B Cover): \$600 (8 1/2" x 11"; 1/8" bleed) 4/C

Back Cover: \$800 (8 1/2" x 11"; 1/8" bleed) 4/C

### All Four Issues (Billed Annually)

\$840 (\$210 each)

\$700 (\$175 each)

\$600 (\$150 each)

\$1,300 (\$325 each)

\$100 (\$25 each/members)

\$260 (\$65 each/nonmembers)

### Two Issues (Billed Annually)

\$800 (\$400 each)

\$600 (\$300 each)

\$400 (\$200 each)

\$900 (\$450 each)

\$1000 (\$500 each)

\$80 (\$40 each/members)

\$200 (\$100 each/nonmembers)

Half Page (Inside): \$350

1/2 pg horizontal (7 1/2" x 4 7/8")

1/2 pg vertical (3 5/8" x 10")

**SCAV Member Discount:** 10% discount on selection of full page, half page, or other non-classified advertisements. Discount applicable to single issue purchases or multiple issue purchases.

## Special Opportunities:

Lanyard Sponsor  
at all Conferences

\$2,000

Conference Bag Sponsor  
at all Conferences:

\$2,000

Writing Pad Sponsor  
at all Conferences:

\$3,000

## SCAV WEB SITE ([www.scav.org](http://www.scav.org))

Place your banner ad with link of your choice on the SCAV homepage (left sidebar). Ads must be 275 pixels wide x 50 pixels high and in either JPEG or GIF format. The order of banner ads are random. Preferential placement is not guaranteed.

1 month  \$100

3 months  \$250 (a \$50 discount)

6 months  \$500 (a \$100 discount)

12 months  \$1000 (a \$200 discount)

1 month (Classified) Less Than 60 Words- \$50

1 Month (Classified) more than 60 words  \$100

3 month (Classified) Less Than 60 Words- \$120

3 Month (Classified) more than 60 words  \$160

## FORMAT

**Display Ads:** PDF (Adobe Acrobat), JPG, TIFF, PSD (Photoshop), Illustrator EPS, or InDesign. Please include all fonts, placed graphics, pictures, etc. Graphic files should be 300 dpi or higher in resolution for greyscale or color (600 dpi or higher for bitmaps) for print advertising.

**Classified Ads:** Submissions preferred as either an email attachment (MS Word or plain text format) or in the body of an e-mail message. Please specify in email what issue and publication the ad should appear in.

## DESIGN SERVICES

The SCAV Office will design your ad at a cost of \$75 per hour.

(Please Complete Advertising Agreement on Reverse)



### SCAV Advertising Payment Method:

Check Enclosed      Charge my Credit Card:       VISA       MC       AmExp

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

Name on Card \_\_\_\_\_ Security code \_\_\_\_\_

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

Card #: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Magazine      # Insertions: \_\_\_\_\_      Total Magazine Advertising Cost: \$ \_\_\_\_\_

Newsletter:      # Insertions: \_\_\_\_\_      Total Newsletter Advertising Cost: \$ \_\_\_\_\_

Membership Directory:      Location/Size: \_\_\_\_\_      Total Directory Advertising Cost: \$ \_\_\_\_\_

Website:      # of months: \_\_\_\_\_      Total Website Advertising Cost: \$ \_\_\_\_\_

SCAV & SEVC Sponsors:      Landyard Sponsor Cost: \$ \_\_\_\_\_

Bag Sponsor Cost: \$ \_\_\_\_\_

Writing Pad Sponsor Cost: \$ \_\_\_\_\_

Design Services      Quarter or Half Page \$50, Full Page \$100      Cost: \$ \_\_\_\_\_