



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)

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

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

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

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

1 month (Classified) Less Than 60 Words - \$50 | **1 Month (Classified) more than 60 words** \$100

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

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: \$ _____