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

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions</th>
<th>Full Page (Single Issue)</th>
<th>Half Page</th>
<th>Quarter Page</th>
<th>Back Cover</th>
<th>Classified</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Newsletter (Single Issue)</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>$240</td>
<td>$200</td>
<td>$175</td>
<td>$30 (60 words/members)</td>
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<td></td>
<td>$100</td>
<td>$30 (60 words/non members)</td>
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<tr>
<td></td>
<td></td>
<td>All Four Issues (Billed Annually)</td>
<td>$840 ($210 each)</td>
<td>$700 ($175 each)</td>
<td>$600 ($150 each)</td>
<td>$100 ($25 each/members)</td>
</tr>
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<td></td>
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<td></td>
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<td>$1,300 ($325 each)</td>
<td>$260 ($65 each/nonmembers)</td>
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<tr>
<td></td>
<td></td>
<td>Magazine (Single Issue)</td>
<td>$500</td>
<td>$350</td>
<td>$225</td>
<td>$25 (60 words/members)</td>
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<td></td>
<td></td>
<td></td>
<td>$600</td>
<td>$80 (60 words/non members)</td>
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<tr>
<td></td>
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<td>Membership Directory (Inside)</td>
<td>$500</td>
<td>$350</td>
<td>$225</td>
<td>$25 (60 words/members)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$600</td>
<td>$80 (60 words/non members)</td>
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<tr>
<td></td>
<td></td>
<td>All Four Issues (Billed Annually)</td>
<td>$800 ($400 each)</td>
<td>$600 ($300 each)</td>
<td>$400 ($200 each)</td>
<td>$900 ($450 each)</td>
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<td></td>
<td></td>
<td></td>
<td>$1000 ($500 each)</td>
<td>$80 ($40 each/members)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Membership Directory (Inside)</td>
<td>$500</td>
<td>$350</td>
<td>$225</td>
<td>$25 (60 words/members)</td>
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<td></td>
<td>$600</td>
<td>$80 (60 words/non members)</td>
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<td></td>
<td></td>
<td>All Four Issues (Billed Annually)</td>
<td>$800 ($400 each)</td>
<td>$600 ($300 each)</td>
<td>$400 ($200 each)</td>
<td>$900 ($450 each)</td>
</tr>
</tbody>
</table>

**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.

<table>
<thead>
<tr>
<th>Special Opportunities:</th>
<th>Lanyard Sponsor at all Conferences</th>
<th>Conference Bag Sponsor at all Conferences</th>
<th>Writing Pad Sponsor at all Conferences</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 month (Classified) Less Than 60 Words</td>
<td>$50</td>
<td>$250 (a $50 discount)</td>
<td>$1000 (a $200 discount)</td>
</tr>
<tr>
<td>3 months (Classified) more than 60 words</td>
<td>$100</td>
<td>$120</td>
<td>$160</td>
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</tbody>
</table>

**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.

**FORMAT**
- Display Ads: PDF (Adobe Acrobat), JGP, 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.
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: $___________