Advertising with the
Australian Veterinary Association Ltd

2016
RATE CARD

1 2 3
Australian Veterinary Journal  eLine  Web
Advertising with the Australia Veterinary Association

This rate card provides information and pricing for the AVA’s broad member-wide communication channels: Australian Veterinary Journal, eLine and AVA website.

AVA’s special interest groups
The AVA has over 21 special interest groups which may also offer advertising opportunities in their members.
To see the full list of special interest groups and to make contact, visit the AVA website: www.ava.com.au/about-us/who-does-what/groups.

AVA’s divisions
The AVA has 7 divisions covering all Australian states and territories. Each division has advertising opportunities through their newsletters.
To see a full list of AVA divisions and to make contact, visit the AVA website: www.ava.com.au/about-us/who-does-what/groups-0.
The Australian Veterinary Journal (AVJ) helps advertisers reach the largest single group of veterinarians in the region. The AVJ stands unchallenged as Australia’s leader among veterinary journals in terms of presentation, news and scientific coverage.

It is the voice of Australia’s veterinary profession and its progressive content ensures that most veterinarians keep and reuse it, both in waiting rooms and for their own clinical or scientific reference purposes.

The journal provides the latest information to the profession, including disease updates, veterinary education and legislation, practice innovation, products and services as well as cutting-edge peer-reviewed clinical and scientific papers, in one comprehensive high-quality publication.

With a distinguished history and superior production quality, the AVJ is the perfect way for you to promote your products and services, and increase your brand profile.

### Frequency

Eleven issues are published each year including a combined January/February issue. The AVJ is distributed at the beginning of each month.

### Format

Generally 80 pages. Gloss paper, full colour throughout.

### Distribution

The Australian Veterinary Journal (AVJ) is distributed monthly to over 7,500 AVA members and several thousand Australian and international subscribers.
Exposure

Worldwide distribution
The Australian Veterinary Journal is also the voice of Australian veterinary science globally with nearly 3,000 international subscribers, and approximately 121,593 articles downloaded annually. All issues of the AVJ dating back to 1925 are available online at [http://onlinelibrary.wiley.com](http://onlinelibrary.wiley.com).

Online exposure
Free online access to the News section of the AVJ, for both AVA members and non-members, is available via the Wiley Online Library.

Readership
- Veterinarians
- Student veterinarians
- Practice owners and managers
- Industry opinion leaders
- Veterinary nurses
- Public servants

AVJ print subscribers
**Subscribers in:** Australia, Canada, China, Europe, Japan, New Zealand, United Kingdom and USA.

Advertising opportunities

Advertorials
Advertorials are a great way to launch a new product or service – you can inform prospective buyers at the same time you promote your product to our niche readership of veterinarians. Before advertorial material can be accepted, content will be checked to ensure it complies with AVA policy, and the final decision will be made by the Editor in Chief. All material will be edited before publication. The word ‘advertisement’ will appear above the advertorial.

Fly sheet
The fly sheet provides an excellent opportunity for your brand to be seen broadly in veterinary practice. The fly sheet is printed in black and white mono. (no greyscale).

<table>
<thead>
<tr>
<th>Black and white mono (no greyscale)</th>
<th>(AUD excl. GST)</th>
</tr>
</thead>
<tbody>
<tr>
<td>58w x 140h (mm)</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

Inserts
Advertisers can insert a flyer into the AVJ. The flyer is inserted into the front of the Journal. Printed insert material must be delivered to the mailing house by the required date. Each package must have a delivery note provided by the AVA clearly stating the name of the advertiser and the quantity of onserts provided, a copy of the onsert securely taped to the outside, with the publication date and ‘Insert for Australian Veterinary Journal’ clearly marked. Print run 6000.

Prices for printing insert material, or for inserts of more than 1 page are available on application.

Contact emma.malcolm@ava.com.au for a quote.

<table>
<thead>
<tr>
<th>Full colour</th>
<th>(AUD excl. GST)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page (single sided):</td>
<td>$3,200</td>
</tr>
<tr>
<td>1 page (double sided):</td>
<td>$4,700</td>
</tr>
<tr>
<td>DL brochure:</td>
<td>$5,100</td>
</tr>
</tbody>
</table>

Note: Trim size mm (NOT A4) 190w x 270h.

Full colour | (AUD excl. GST) |
-------------|----------------|
Double page spread: | $7,400 |
Full page: | $4,200 |
Half page: | $2,750 |

Note: Trim size mm (NOT A4) 210w x 275h.
### Display advertising rates and sizes

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page double page spread (DPS)</td>
<td>$7,400*</td>
<td></td>
</tr>
<tr>
<td>Trim size</td>
<td>420w x 275h (mm)</td>
<td></td>
</tr>
<tr>
<td>Bleed size</td>
<td>430w x 285h (mm)</td>
<td></td>
</tr>
<tr>
<td>Text area</td>
<td>190w x 255h (mm) per page spread</td>
<td></td>
</tr>
</tbody>
</table>

| ½ page double page spread | $4,900* | |
| Trim size | 420w x 135h (mm) |
| Bleed size | 430w x 145h (mm) |
| Text area | 190w x 115h (mm) per page spread |

| ¼ page double page spread | $3,200* | |
| Trim size | 420w x 68h (mm) |
| Bleed size | 430w x 78h (mm) |
| Text area | 190w x 48h (mm) per page spread |

| Book ends | $3,850* | |
| Trim size | 70w x 275h (mm) |
| Bleed size | 80w x 285h (mm) |
| Text area | 50w x 255h (mm) per page spread |

* Discounts apply for multiple bookings

Agency commission 10%
Display advertising rates and sizes

<table>
<thead>
<tr>
<th>Size</th>
<th>Casual</th>
<th>3x</th>
<th>6x</th>
<th>11x</th>
<th>Trim size (mm)</th>
<th>Bleed size (mm)</th>
<th>Text area (mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$4,200</td>
<td></td>
<td></td>
<td></td>
<td>210w x 275h</td>
<td>220w x 285h</td>
<td>190w x 255h</td>
</tr>
<tr>
<td>1/2 horizontal</td>
<td>$2,750</td>
<td></td>
<td></td>
<td></td>
<td>210w x 135h</td>
<td>220w x 145h</td>
<td>190w x 115h</td>
</tr>
<tr>
<td>1/4 horizontal</td>
<td>$1,700</td>
<td></td>
<td></td>
<td></td>
<td>210w x 68h</td>
<td>220w x 78h</td>
<td>190w x 48h</td>
</tr>
<tr>
<td>Strip advert</td>
<td>$1,200</td>
<td></td>
<td></td>
<td></td>
<td>180w x 35h</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All advertising prices are quoted in Australian dollars and exclude 10% GST. Additional charges apply for international money transfers.
AVJ production deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Display ads booking</th>
<th>Display ads material</th>
<th>Inserts to mailhouse</th>
</tr>
</thead>
<tbody>
<tr>
<td>January / February</td>
<td>14 December</td>
<td>16 December</td>
<td>13 January</td>
</tr>
<tr>
<td>March</td>
<td>8 February</td>
<td>10 February</td>
<td>10 February</td>
</tr>
<tr>
<td>April</td>
<td>7 March</td>
<td>9 March</td>
<td>16 March</td>
</tr>
<tr>
<td>May</td>
<td>4 April</td>
<td>6 April</td>
<td>13 April</td>
</tr>
<tr>
<td>June</td>
<td>9 May</td>
<td>11 May</td>
<td>11 May</td>
</tr>
<tr>
<td>July</td>
<td>6 June</td>
<td>8 June</td>
<td>15 June</td>
</tr>
<tr>
<td>August</td>
<td>4 July</td>
<td>6 July</td>
<td>13 July</td>
</tr>
<tr>
<td>September</td>
<td>8 August</td>
<td>10 August</td>
<td>10 August</td>
</tr>
<tr>
<td>October</td>
<td>5 September</td>
<td>7 September</td>
<td>14 September</td>
</tr>
<tr>
<td>November</td>
<td>3 October</td>
<td>5 October</td>
<td>12 October</td>
</tr>
<tr>
<td>December</td>
<td>7 November</td>
<td>9 November</td>
<td>16 November</td>
</tr>
</tbody>
</table>

Members receive copies by the 10th of each month.

Material requirements

Advertising material to be submitted via email or on CD as:
- high-resolution (300dpi) print-ready CMYK PDF
- finished trim marks included and no colour bar
- 5mm bleed
- all fonts embedded or converted to outlines

Other formats cannot be accepted. It is the responsibility of the advertiser to supply the correct files. Artwork must be supplied by the material deadline. Booked material which fails to arrive by the deadline date will be billed at full cost, and where possible the Editor in Chief will select a replacement advertisement from previously used material. If no such material exists, other material will be printed on the page(s) concerned. It is the responsibility of the advertiser or agency to ensure the finished artwork is available by the deadline.

Contacts

Display advertising, advertorials and insets

Bookings and enquiries
Emma Malcolm
Email: emma.malcolm@ava.com.au Phone: (02) 9431 5066

Artwork submission
Joe Hoang
Email: joe.hoang@ava.com.au Phone: (02) 9431 5061

Editor in Chief
Dr Anne Jackson
Australian Veterinary Association
Unit 40, 6 Herbert Street St Leonards NSW 2065
Email: editor@ava.com.au Phone: (02) 9431 5003 Fax: (02) 9437 9068
eLine – the AVA’s electronic newsletter

Communicate directly with more than 10,000 veterinarians and veterinary industry participants via their email inbox. The AVA’s electronic newsletter, eLine, offers great exposure to the veterinary market, with distribution to AVA members, nonmember veterinarians and industry partners. AVA eLine is one of the most widely-read industry publications. Its relevant and up-to-date content ensures that readers are highly engaged – achieving a unique open rate of over 30% and, attesting to its ongoing value, an overall open rate of over 40% each month. eLine is distributed in the middle of each month, 12 times each year.

Don’t miss out!

Advertising opportunities are limited with only three spots sold per issue.

Booking deadline for eLine:
1st of each month

For bookings and to discuss the different banner opportunities contact Emma Malcolm:
emma.malcolm@ava.com.au
or phone (02) 9431 5066

Rates
(AUD excl. GST)

<table>
<thead>
<tr>
<th>Positioning</th>
<th>Cost per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top positioning</td>
<td>$2,400</td>
</tr>
<tr>
<td>Second positioning</td>
<td>$2,200</td>
</tr>
<tr>
<td>Third positioning</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

Material specifications

<table>
<thead>
<tr>
<th>Size</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>645w x 100h pixels</td>
</tr>
<tr>
<td>Mobile optimisation banner</td>
<td>475w x 200h pixels</td>
</tr>
</tbody>
</table>

Accepted formats: jpeg and gif only.
Maximum file size: 90kb. 72dpi
AVA website – make an impression

With advertisements across the site consistently averaging in excess of 4000 impressions a month, advertising on the AVA website, www.ava.com.au, helps you make an impression. Thanks to the relevant, high-quality and up-to-date news, resources and information on continuing professional development opportunities and events, the AVA site attracts an average of 28,200 unique browsers a month. AVA website advertising helps you reach our established audience of more than 8,500 AVA members, as well as:
- non-member veterinarians and veterinary students
- industry partners, pet owners and the media.

Rates

- Homepage: $1,800 per month
- Section sponsorship: $2,500 per month
- Run of site: $1,200 per month

Material specifications

- Horizontal banner: 728w x 90h pixels
- Right hand column: 120w x 240h pixels

Accepted formats: jpeg, gif, png or swf only.
Maximum file size: 90kb. 72dpi

Website advertising opportunities

**There’s no place like home**
AVA homepage advertising ensures you’re front and centre when new or returning visitors first arrive at the site. With only four spots available per month you’re sure to reach your target market.

**Run of site**
Cover all the bases with run of site advertising. Only six rotations are available per month, and the home page and sponsored sections will be excluded.

**Become a sponsor**
Sign on as an exclusive section sponsor and be the only advertiser for the whole section.

**Classifieds section**
AVA online classifieds offers you a captive niche market of veterinary surgeons and other key staff who manage veterinary practices.

With an average of 1300 unique visitors a month this section is second only to the home page for high volume traffic.

**Australian Veterinary Journal**
As the Australian Veterinary Journal (AVJ) online partner you support a valuable member benefit and scientific resource. The AVJ is Australia’s premier veterinary scientific text. It is the voice of Australia’s veterinary profession and ensures Australian vets are kept up-to-date with local and international veterinary news.

**Centre for Professional Success**
As section sponsor you’ll be supporting Australian veterinarians to reach their business, professional and personal goals.

**My business** is a one-stop-shop for best practice business information, including ownership, human resources, finances and how to run a successful operation.

**My success** provides tools and information to help achieve personal and professional goals.

From starting out to career planning, managing money and staying healthy, it supports veterinarians on their path to professional success.

**For the public**
Get the best of both worlds and communicate with veterinarians and their clients on the For the public section.

**For the public** provides authoritative information about animals and the profession for the general public, as well as being full of useful resources and fact sheets for veterinarians to access and give to their clients.

Don’t forget to include the URL your advertisement will link to and your preferred ‘mouse over’ text. All advertising rates are in Australian dollars and exclude 10% GST. Additional charges apply for international money transfers.
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Australian Veterinary Association Ltd

2016 RATECARD

Terms and conditions
• Any new advertising material has to be approved by the Australian Veterinary Association before publication.
• The Australian Veterinary Association reserves the right to reject any advertisement or copy.
• The word ‘advertisement’ will be placed above or below copy that the Association believes warrants such treatment.

Indemnity
It is the responsibility of the advertiser to ensure that advertisements comply with:
• The Trade Practices Act 1974, as amended.
• Any other applicable Commonwealth and State laws.

• Advertising industry voluntary codes of practise including the Australian Association of National Advertisers (AANA) Code of Ethics.

Advertisers must ensure that advertisements do not conflict with AVA policy.

In accordance with section 84 of the Australian Pesticides and Veterinary Medicines Authority, (APVMA) Agricultural and Veterinary Chemicals Code Regulations (Agvet Codes), persons must not make any claim, or permit any claim to be made in respect of a registered chemical product that is not consistent with the approved label for that product.

It is an offence for advertisers to:
• Advertise an unregistered product unless an application for registration has been lodged with the APVMA and it is stated in the advertisement that the product is not registered and an application has been lodged.
• Make a claim about a product that is inconsistent with an instruction on the approved label for the product.
• Publish information about a product that is false or misleading.

We encourage all advertisers to list the ingredients of the product named in the advertisement.

Sales conditions
Interest may be charged at the rate of 1.5% per month, calculated daily, on any amount that remains unpaid after 60 days from the date of invoice.