

News & Views

The members' only publication
for Manitoba's veterinary community

Published every two months and distributed to all Manitoba licensed veterinarians. News & Views is the only source of information on the practice of veterinary medicine in Manitoba.

2008 RATE CARD



News & Views – direct access to Manitoba's Animal Health Care Professionals

Over 325 licensed veterinarians

- A doctor of veterinary medicine (DVM) has trained at university for at least six years and is licensed to provide medical and surgical care for animals.
- Approximately one-third of the province's veterinarians are in Winnipeg treating pets primarily or serving in government or academic capacities.
- Approximately two-thirds of the province's veterinarians are located in other major centres and rural areas. These veterinarians are usually treating both family pets and live-stock.
- There are 125 veterinary clinics in Manitoba that have all the needs associated with small and mid-sized businesses.
- Average starting salary for veterinarians is approximately \$55,000.

Shipping

(insertion orders and creative):

Andrea Lear

Editor, News & Views
Manitoba Veterinary Medical Association

6014 Roblin Boulevard, Winnipeg,
Manitoba, R3R 0H4
Phone: 204.832.1283
Fax: 204.832.1382
Email: alear@mvma.ca

Issue (published every second month)

January/February 2008
March/April 2008
May/June 2008
July/August 2008
September/October 2008
November/December 2008*

*This is the annual report issue of the MVMA.

Closing date (insertion orders and materials)

January 4, 2008
March 8, 2008
May 2, 2008
July 4, 2008
September 5, 2008
November 7, 2008

Mechanical Specifications

Trim Size.....8.5" x 11"
Bleed.....Minimum 1/8" bleed
Colour.....CMYK and 2-colour

Printing.....Sheet fed offset
Binding.....Saddle stitch

Classified Advertising Rates

Classified Advertising Rates	Dimensions	Rate (plus 5% GST)
Classified ads	1 3/4" w	\$50 (up to 60 words, \$0.25 per word thereafter)

Display Advertising Rates

Display Advertising Rates	Dimensions	Rate (plus 5% GST)
Business card	2" h x 3 1/2" w	\$ 50 (B/W) \$200 (B/W)
Six issue confirmed placement (one time invoice)		
Black and White		
Full page	11" h x 8 1/2" w	\$375
1/2 page	11" h x 4 1/4" w or 5 1/2" h x 8 1/2" w	\$215
1/4 page	5 1/2" h x 4 1/4" w	\$115
Four colour		
Full page	11" h x 8 1/2" w	\$750
1/2 page	11" h x 4 1/4" w or 5 1/2" h x 8 1/2" w	\$425
1/4 page	5 1/2" h x 4 1/4" w	\$215

Insertions

Insertions	Dimensions	Rate (plus 5% GST)
	No larger than 8 1/4" x 10 3/4"	\$225

Group Fax/Email

Group Fax/Email	Rate (plus 5% GST)
The MVMA will send your information to veterinary clinics via fax or email. The information must be relevant to the practice of veterinary medicine.	\$75

An electronic version of News & Views is placed on the MVMA website, www.mvma.ca, at no additional charge to advertisers.

Advertising requirements

Classified Advertising

E-mail to alear@mvma.ca

Display Advertising

- Electronic files must be supplied to MVMA on Compact Disk as a **Press Quality PDF, InDesign CS2, Photoshop CS2 or Illustrator CS2** with all support files and fonts included.
- It is suggested that a press ready proof be supplied to guarantee accurate colour reproduction.

Payments and Discounts

- MVMA accepts payment in Canadian funds only.
- MVMA offers a 5% discount when a booking is secured for six issues in one year. MVMA will invoice the annual placement fee one time only. The advertiser agrees to provide artwork prior to the identified closing dates. If no artwork is provided, the previously placed ad will run in the space secured.
- Agency discounts are not provided by MVMA.