

EPITOME

Newsletter of The Illinois State Veterinary Medical Association

1211 Chatham Road, Springfield IL 62704
 Phone: 217/546-8381 Fax: 217/546-5633
 Editor in Chief: Peter S. Weber, MS, CAE
 Managing Editor: Brenda Weber

Current Advertising Rates

Rate Base: 2700

Display Advertisements - all rates are for camera-ready art

Type of Advertisement	Dimensions	Rate per issue
Business Card	Horizontal 3.5" W x 2" H	\$200
Quarter page	Horizontal 4.75" W x 3" H	\$300
Quarter page	Vertical 2.75" W x 5" H	\$300
Half page	Horizontal 7.5" W x 4.7"H	\$500
Two-thirds page	Vertical 4.75" W x 9.75"H	\$700
Full page	7.5"W x 9.75"H	\$900

File formats accepted: .jpg; .pdf; .tif;
File resolution: high resolution of 180 dpi or higher
Publication Trim Size: 8 1/2" x 11"
Design Restrictions: 2-color ads accepted. Please specify colors as PMS 158 orange and PMS 281 blue; screens accepted; no bleed

Classified Advertisements

Print Rates	Base Fee	Overage Charge
ISVMA members	\$50 for first 40 words	\$ 0.35 each additional word
ISVMA non-members	\$75 for first 40 words	\$ 0.45 each additional word
Unemployed ISVMA member	n/c for "Seeking Employment"	
Online Rates	Fee	
ISVMA members	When purchased with print ad	n/c
ISVMA non-members	When purchased with print ad	Additional \$20
ISVMA members	Purchased for online ONLY	MONTHLY fee \$35; limited to 200 words
ISVMA non-members	Purchased for online ONLY	MONTHLY fee \$60; limited to 200 words

Counting words: Any hyphenated word is considered as multiple words, each section considered one word. If using a post office box, P.O. is considered two words, box is considered one word and the following box number one word. Cities and states consisting of two words or more are considered as multiples (i.e., Downers Grove would be considered two words). Internet/email addresses count as one word. Telephone numbers (with area code) are considered one word. If ISVMA finds a discrepancy that significantly affects the amount owed, you will be contacted by a staff member to discuss any refund or excess charge due.

Publication Dates and Deadlines

Issue	Publication Deadline	Distribution Schedule
Summer, No. 1	June 1	Second Week of July
Pre-Convention, No. 2	September 1	Second Week of October
Winter, No. 3	December 1	Second Week of January
Spring, No. 4	March 1	Second Week of April

PUBLICATION

ONLINE ONLY - Classifieds

Classified ads purchased for online posting, after confirmation of payment, will be posted immediately on the ISVMA website at www.isvma.org/classifieds/index.html and will remain online for 30 days.

PRINT and ONLINE – Classifieds

Classified ads purchased for newsletter/print and online posting, after confirmation of payment, ad will be posted immediately on the website and run through the end of the EPITOME publication date in which it will appear.

MISPRINTS If there are errors, notify ISVMA immediately. ISVMA does not accept liability for damages that may result from an error or omission in an ad. ISVMA liability is limited to the first issue of publication.

CANCELLATIONS Cancellations are accepted either in writing or by email and must be received on or before the deadline of the scheduled issue.

FORWARDING

Advertisements may be submitted by email to info@isvma.org or mailed on a disk to ISVMA, 1121 Chatham Road, Springfield IL 62704. Classified advertisements may also be submitted online at www.isvma.org/classifieds/adplacement.html.

TERMS

- Advertisements may be paid in full with submission of ad. Make checks payable to Illinois State Veterinary Medical Association (ISVMA). MasterCard and VISA are accepted for payment. Credit card number, expiration date, authorized amount and signature of cardholder are requested
- Advertisements may also be invoiced if requested. All invoices are payable on receipt and net 30 days from date of invoice.

EDITORIAL STANDARD

The ISVMA is the sole judge of suitability of advertisements for the EPITOME and acceptability is based upon strict legal, social, professional and ethical standards.

- Advertising should be for products or services related to the veterinary profession.
- The tone, content and appearance of advertising must be in keeping with the technical and professional nature of the EPITOME.
- Advertisers are encouraged to describe products in an accurate and complete manner. The ISVMA reserves the right to refuse advertisements that could be considered misleading or that are deemed not to be in the best interests of the membership.
- The publisher reserves the right to refuse advertising that promotes a regulated product or service which does not have the appropriate official approval of licensing agencies of the Federal Government.
- Conditions, printed or otherwise, that do not meet these standards will not be binding on the publisher. These guidelines are for the use of ISVMA personnel, as well as advertisers, responsible for enforcing and adhering to the policy.