

Epitome



A publication of the Illinois State Veterinary Medical Association

WHO ARE WE?

Our association represents more than **2,700 decision-makers** responsible for contracting, purchasing or recommending your products and services, including:

- Veterinarians
- Certified Veterinary Technicians (CVTs)
- Veterinary and CVT students

WHY ISVMA?

- ◆ Our members spend **millions of dollars** annually on products and services relating to their practices.
- ◆ Veterinarians from **all across Illinois** read each issue of *Epitome*.

ABOUT THE PUBLICATION



Epitome is the official publication of the Illinois State Veterinary Medical Association. This professionally designed quarterly magazine is a critical component of ISVMA's communications program and features relevant editorial for people directly involved in Illinois' veterinary medicine profession. When our readers are ready to contract services and products for their practices, patients and clients, **make sure they think of you first.**

PUBLISHER

Innovative Publishing, a national publisher of association and corporate magazines for more than 20 years, is the official publisher of *Epitome*.



www.innovativepublishing.com

Please contact

Innovative Publishing
844.423.7272 TOLL-FREE
888.780.2241 FAX
advertise@innovativepublishing.com

EDITORIAL CALENDAR

| Ad Sales Close/Artwork Due | Delivered to Members |
|----------------------------|----------------------|
| 11/25/15 | January 2016 |
| 2/3/16 | March 2016 |
| 5/4/16 | June 2016 |
| 8/3/16 | September 2016 |

NET ADVERTISING RATES: EPITOME

| Size | 1x | 4x |
|-----------|---------|---------|
| Covers | N/A | \$1,165 |
| Full Page | \$1,340 | \$955 |
| 1/2 Page | \$1,235 | \$825 |
| 1/3 Page | \$1,080 | \$695 |
| 1/4 Page | \$900 | \$515 |
| 1/6 Page | \$695 | \$340 |
| 1/9 Page | \$540 | \$230 |

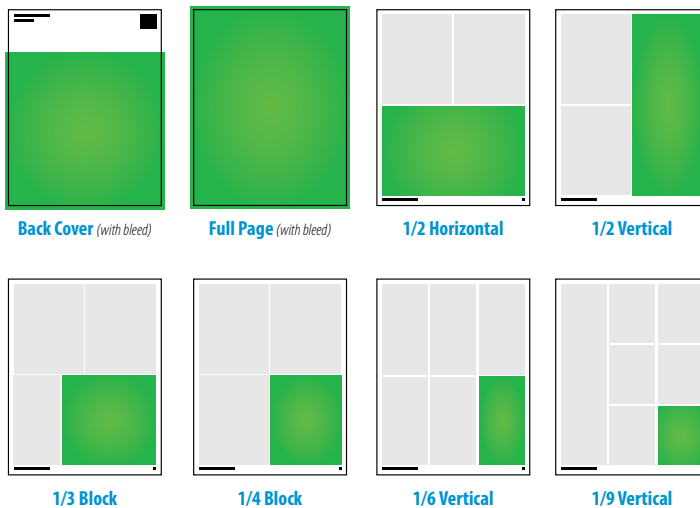
Covers include: inside front cover, inside back cover and back cover.
All rates are for full-color advertisements.

SPECIFICATIONS: EPITOME

| Page Size | 8.375" x 10.875" (trim) |
|---------------------|-------------------------|
| Back Cover* | 8.375" x 8.3" |
| Full Page* | 8.375" x 10.875" |
| 1/2 Page Horizontal | 7.875" x 4.937" |
| 1/2 Page Vertical | 3.875" x 10" |
| 1/3 Page Block | 5.187" x 4.937" |
| 1/4 Page Block | 3.875" x 4.937" |
| 1/6 Page Vertical | 2.5" x 4.937" |
| 1/9 Page Vertical | 2.5" x 3.25" |

* Full-page ads are intended to bleed off the page

- Please include an **additional 0.125" of bleed** on each side of page
- Keep all important information at least **0.5" from the page edge** (8.375" x 10.875")



DIGITAL FILE REQUIREMENTS

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
- Please embed or include all fonts and graphics.
- Graphics should visually appear high-resolution and have a minimum 300 DPI (dots per inch).
NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small — graphics pulled from websites are generally too small to use.
- All colors should be created as CMYK process colors.
- If you're ready to send us your ad, you can email it to us at graphics@innovativepublishing.com. Please upload files over 5 MB to our secure site.

DESIGN SERVICES

If you need help designing your ad, our graphic designers can design it for you at **no charge**.

PAYMENT TERMS

- Make checks payable to Innovative Publishing
- American Express, MasterCard or Visa accepted

PLEASE CONTACT

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