

The Louisiana Veterinarian

Advertising Rates for Non-Members

Price per Issue	Price per insertion		
	<u>1 Issue</u>	<u>3 Issues</u> 10% OFF	<u>6 Issues</u> 20% OFF
<u>BLACK & WHITE</u>			
Full Page (7 ½" x 9 ¾")	___\$400.00	___\$360.00	___\$320.00
Half Page (7 ½" x 4 7/8")	___\$240.00	___\$216.00	___\$192.00
One Third Page (7 ½" x 3 ¼")	___\$175.00	___\$157.50	___\$140.00
One Third Page (5" x 4 7/8" vertical)	___\$175.00	___\$157.50	___\$140.00
One Fourth Page (7 ½" x 2 ½")	___\$140.00	___\$126.00	___\$112.00
One Fourth Page (5" x 3 5/8" vertical)	___\$140.00	___\$126.00	___\$112.00
<u>SPOT COLOR</u>			
Full Page (7 ½" x 9 ¾")	___\$500.00	___\$450.00	___\$400.00
Half Page (7 ½" x 4 7/8")	___\$375.00	___\$337.50	___\$300.00
One Third Page (7 ½" x 3 ¼")	___\$275.00	___\$247.50	___\$220.00
One Third Page (5" x 4 7/8" vertical)	___\$275.00	___\$247.50	___\$220.00
One Fourth Page (7 ½" x 2 ½")	___\$250.00	___\$225.00	___\$200.00
One Fourth Page (5" x 3 5/8" vertical)	___\$250.00	___\$225.00	___\$200.00
<u>PROCESS COLOR</u>			
Full Page (7 ½" x 9 ¾")	___\$750.00	___\$675.00	___\$600.00
Half Page (7 ½" x 4 7/8")	___\$500.00	___\$375.00	___\$400.00
One Third Page (7 ½" x 3 ¼")	___\$425.00	___\$350.00	___\$340.00
One Third Page (5" x 4 7/8" vertical)	___\$425.00	___\$350.00	___\$340.00
One Fourth Page (7 ½" x 2 ½")	___\$400.00	___\$300.00	___\$320.00
One Fourth Page (5" x 3 5/8" vertical)	___\$400.00	___\$300.00	___\$320.00
<u>COVER POSITIONS (Full Process Color ONLY)</u>			
Inside Front	___\$875.00	___\$790.00	___\$700.00
Back Cover	___\$895.00	___\$810.00	___\$720.00
<u>Full Page COLOR insert</u> (Limited Availability)			
One sided copies provided by advertiser	___\$300.00 per issue		
One sided copies provided by LVMA	___\$600.00 per issue		

ADDITIONAL 20% OFF FOR MEMBERS ON 6 ISSUES PROCESS COLOR!

Excluding Cover Positions & Inserts

CLASSIFIED FEES

Non Members	___\$0.75 per word
Members	___ 50 Free words (\$0.75 per additional word)
Web Classified	___ \$50/month (10% off on 1 year commitment!)

A word is defined as one or more letters or numbers bounded by spaces.

DEADLINES:

<u>Advertisements</u>	<u>Printing</u>	<u>Mailing</u>
Dec 15	Jan 1	Jan 15
Feb 15	Mar 1	Mar 15
April 15	May 1	May 15
June 15	July 1	July 15
Aug 15	Sep 1	Sep 15
Oct 15	Nov 1	Nov 15

CAMERA READY ADS SHOULD BE SENT TO:

E-mail: office@lvma.org