

Massachusetts Veterinary Medical Association

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January 2010

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The MassVet News

Display Advertising

The *MassVet News* is the newsletter published by the Massachusetts Veterinary Medical Association. It has a circulation of over 1,100 subscribers, including 1,000 veterinarian members. Readers find association news and views, insights into veterinary medicine and practice, updates from governmental agencies, and general interest columns. The *MassVet News* accepts display and classified advertising and is the source for employment opportunities for veterinarians, technicians, and veterinary office staff in Massachusetts. We currently publish 9 issues per calendar year.

The publication schedule (with payment and submission deadlines in parentheses) is as follows:

January (December 5)	May/June (April 5)	September (August 5)
February/March (January 5)	July (June 5)	October/November (Sept. 5)
April (March 5)	August (July 5)	December (November 5)

- Ads must be received by the deadline or they will be placed in the next available issue
- Payment by check, American Express, Discover, MasterCard, or Visa is due in advance.
- Advertising is at MVMA's discretion, as space permits. MVMA reserves the right to edit or not print any ad, and is not liable for misprints, errors, or omissions. That being said, we will try to work with you toward a mutually acceptable solution if we have erred.
- Employment ads (seeking to hire or seeking a job) cannot be larger than a half-page.
- Display ads must be submitted in electronic form (.jpg preferred; .gif, .pdf, and .doc accepted), preferably as an e-mail attachment to staff@massvet.org or by mail on 3.5" PC floppy disk or CD-ROM. You must also submit a printed copy, either with the data file or under separate cover (fax is okay, unless we need to scan your ad). Ads are printed in black and white.
- Design services available at additional cost. Call for information.
- Charge for display ads, according to size:

<u>Size</u>	<u>Per issue</u>
¼ page (3.5" w x 5.0" h)	\$150
½ page (7.5" w x 5.0" h OR 4.5" w x 7.45" h)	\$260
Full page (7.5" w x 10" h)	\$470
Insert (8.5" x 11", vertical orientation preferred)	
* single-sided	\$400
* double-sided	\$500

Contact Assistant Executive Director Marilyn Macleod at the MVMA office for more information.