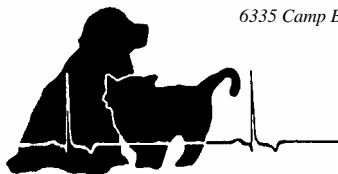


# VETERINARY EMERGENCY & CRITICAL CARE SOCIETY

6335 Camp Bullis Rd., San Antonio, TX 78257; Ph: 210/698-5575; Fax: 210/698-7138; URL: [www.veccs.org](http://www.veccs.org); Email: [info@veccs.org](mailto:info@veccs.org)

Executive Director: Dr. Gary L. Stamp

Advertising Coordinator: Kelli Collier



## 2005 IVECCS PROGRAM ADVERTISING INSERTION ORDER

SIZE	RATE			
	B/W		4C	
*PREFERRED PLACEMENT (advertiser discretion)	***INSERTIONS		***INSERTIONS	
	1x	(cost per issue) 2x	1x	(cost per issue) 2x
	Full page (7.375" x 9.75")	\$600	\$510	\$1200
2 <sup>nd</sup> cover (inside front)			\$1350	\$1150
3 <sup>rd</sup> cover (inside back)			\$1275	\$1085
†4 <sup>th</sup> cover (outside back)			\$1925	
**RUN OF PRESS (publisher discretion)	B/W		4C	
	***INSERTIONS		***INSERTIONS	
	1x	(cost per issue) 2x	1x	(cost per issue) 2x
Full page (7.375" x 9.75")	\$500	\$425	\$1075	\$915
Half page (7.375" x 4.75")	\$350	\$300		
Quarter page (3.5" x 4.75")	\$265	\$225		

**NOTE:**

\*Preferred placement (PP): Advertisers may request specific ad placement, typically w/in the first eight pages or the publication cover. Preferred placement is assigned on a first-come/first-served basis, with preference given to those advertisers who have run ads consistently in previous volumes/issues of JVECC.

\*\*Run of press (ROP): We reserve the right to determine ad placement when no specification is given by the advertiser, or the advertiser has paid for a ROP rate.

\*\*\*Insertions: Rates are shown as per-insertion rates. If advertiser chooses the 2x rate, advertiser is agreeing to run in the preliminary program and the final program. If Advertiser cancels before running in both programs, they will be responsible for the difference between a 1x rate and a 2x rate.

†This option is only available for the final program, which will be distributed at the symposium only.

B/W: Ad will be run in black and white.

4C: Ad will be run in color.

**PLEASE COMPLETE THE INFORMATION BELOW FOR AD PLACEMENT IN THE 2005 IVECCS PROGRAM:**

Please indicate which program(s) you want to advertise in:

Preliminary Program - Ad Materials deadline: March 1, 2005     Final Program - Ad Materials deadline: August 12, 2005

Ad Size: \_\_\_\_\_ B/W: \_\_\_\_\_ 4C \_\_\_\_\_ Please indicate placement preference: \_\_\_\_\_

Advertiser Name: \_\_\_\_\_

Advertising Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Check/credit card information for payment must accompany ad for first-time advertisers. (Current advertisers will be invoiced.):

Method of payment (please check one):  Check enclosed     Visa     MasterCard     American Express

Card Number: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Expiration Date: \_\_\_\_\_ / \_\_\_\_\_

Name on Card: \_\_\_\_\_