

ADVERTISING RATES

Full page ads

A5 page	4 colour	\$3,810
Double-sided A5 page (same ad both sides)	4 colour	\$4,820
Double-sided A5 page (different ads)	4 colour	\$5,290
Index tab	4 colour	\$4,295
Bookmark	supplied	\$5,420
Inside front cover	4 colour	\$5,420
Inside back cover	4 colour	\$3,530

Strip ads

Strip advertising on 16 page sections 4 colour \$765/section
 >> *Receive a 15% discount for 7 or more sections*

Text embedded ads

1-4 advertisements	4 colour	\$755 each
5-9 advertisements	4 colour	\$700 each
10 or more advertisements	4 colour	\$545 each

Spine ad

Spine 4 colour \$3,530

Website

Animated revolving banner with link to company website. . . . \$590

For more information please contact **Adele Johnstone**,
 Advertising Manager, **phone 09-360 2149** or email **dajohnstone@xtra.co.nz**

LISTING RATES

\$62 per product	first 20 listings
\$52 per product	next 20 listings
\$47 per product	next 20 listings

\$22 each duplicate listing

There is a minimum charge of \$248 and a maximum charge of \$3,220 plus duplicate listings. Advertisers in the IVS will receive a 10% discount on product listing fees. All companies who list product information and/or advertise in the IVS Annual will receive a complimentary copy of the IVS Annual 2011. Those companies who reach the maximum listing charge will receive two complimentary copies of the IVS Annual 2011.

Note: These rates are non commission bearing.

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 Advertising Manager, **phone 09-360 2149** or email **dajohnstone@xtra.co.nz**

**IVS
Annual**

where over

92%

of vets refer to the
IVS Annual and

47%

of vets refer
to the IVS Annual
frequently/regularly.

UBM Medica IVS survey
June 2010



AD SPECIFICATIONS

A5 advertising (Full page)

Trim size 150mm (W) x 215mm (H)

Max. type area 133mm (W) x 197mm (H)

Bleed 5mm on all edges

Please note: image should allow room (10mm) for binding.

Strip ads (Baseline)

Trim size 150mm (W) x 22mm (H)

Max. type area 133mm (W) x 15mm (H)

Bleed 3mm left/right/bottom

Please note: image should allow room (10mm) for binding.

Text embedded ads (1/6 page)

Image size 65mm x 65mm

Bleed No bleed

Spine ad

Image size 20mm x 60mm (landscape or portrait)

Bleed No bleed

Website banners

.gif format (72 dpi) 380 pixels (W) x 64 pixels (H)

Optional: website you would like the banner linked to.

If required, advertisements can be created for you by our IVS designer:

Please contact **Adele Johnstone, phone 09-360 2149** or email **dajohnstone@xtra.co.nz**

Format

All ads in the 2010 issue of IVS are four colour (CMYK) and must be supplied as digital art.

- **All fonts MUST be converted to outlines.**

- Please supply as high resolution (print quality, 300 dpi) CMYK PDF files.
- A signed-off laser print of the PDF is also preferred.
- Please ensure bleed, trim and registration marks are included.
- Tif and EPS files with all fonts converted to outlines will also be accepted.

Artwork delivery:
IVS
UBM Medica NZ Ltd
3 Shea Terrace
Takapuna
North Shore City, Auckland
Att: Susan Tupp
OR
stupp@ivsonline.co.nz

For more information contact **Susan Tupp, phone 09-488 4293**