



# The Australian Equine Veterinarian

The Journal of Equine Veterinarians Australia



## 2012 ADVERTISING

The *Australian Equine Veterinarian* is the number one equine veterinary peer-reviewed journal in Australia. Our world renowned journal is distributed to over 1000 members throughout the country and to a number of veterinary institutions overseas.

The AEV is published four times annually, Spring, Summer, Autumn and Winter.

Please tick the appropriate box/es

Issues (Booking 4 issues attracts a 15% discount)

### Full Page, Four Colour (subject to availability)

- Inside Front - \$1425.00 (incl. GST) per issue **(SOLD)**
- Inside Back - \$1334.00 (incl. GST) per issue **(SOLD)**
- Outside Back - \$1525.00 (incl. GST) per issue **(SOLD)**

	Autumn	Winter	Spring	Summer
Inside Front - \$1425.00 (incl. GST) per issue <b>(SOLD)</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inside Back - \$1334.00 (incl. GST) per issue <b>(SOLD)</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outside Back - \$1525.00 (incl. GST) per issue <b>(SOLD)</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Full Page

- Four Colour - \$1102.00 (incl. GST) per issue
- Black and White - \$863.00 (incl. GST) per issue

	Autumn	Winter	Spring	Summer
Four Colour - \$1102.00 (incl. GST) per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Black and White - \$863.00 (incl. GST) per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Half Page

- Four Colour - \$550.00 (incl. GST) per issue
- Black and White - \$420.00 (incl. GST) per issue

	Autumn	Winter	Spring	Summer
Four Colour - \$550.00 (incl. GST) per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Black and White - \$420.00 (incl. GST) per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Quarter page

- Four Colour - \$534.00
- Black and White - \$402.00 (incl. GST) per issue

	Autumn	Winter	Spring	Summer
Four Colour - \$534.00	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Black and White - \$402.00 (incl. GST) per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Strip Ad

- Colour - \$534.00
- Black and White - \$402.00 (incl. GST) per issue

	Autumn	Winter	Spring	Summer
Colour - \$534.00	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Black and White - \$402.00 (incl. GST) per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Insert

- One A4 page - \$1334.00 (incl. GST) per issue

	Autumn	Winter	Spring	Summer
One A4 page - \$1334.00 (incl. GST) per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The above rates do not include agency commission (please add commission if applicable)

Copy of the advertisement for **all** issues is enclosed: YES / NO  
 Please contact me during preparation of each issue for copy: YES / NO

Comments: \_\_\_\_\_

Company: \_\_\_\_\_ Contact name: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Telephone: \_\_\_\_\_ Facsimile: \_\_\_\_\_ Email: \_\_\_\_\_

Billing Address: \_\_\_\_\_



## MATERIAL SPECIFICATIONS

### MECHANICAL INFORMATION

*The Australian Equine Veterinarian* is an A4 sized journal, printed offset, cover printed with hi-gloss varnish both sides and burst bound.

### MATERIAL REQUIREMENTS

High resolution, print quality PDF files are the preferred format for material. Please contact the office if you have any difficulties with these requirements. Must include bleed as specified below.

### LAYOUT SPECIFICATIONS

SPACE	TRIM SIZE HEIGHT/WIDTH MM	BLEED SIZE HEIGHT/WIDTH MM	TEXT AREA HEIGHT/WIDTH MM
Full page	297 x 210	303 x 216	287 x 200
Half page horizontal	126 x 178	132 x 184	116 x 168
Half page vertical	252 x 85	258 x 91	242 x 75
Quarter page vertical	126 x 85	132 x 91	116 x 75
Strip ad	60 x 210	66 x 216	50 x 200

If the booking is made but promised new material is not received by the due date the previous advertisement will be run.

All material should be forwarded to:

Equine Veterinarians Australia  
Unit 40, Level 1, 6 Herbert St  
ST LEONARDS NSW 2065 AUSTRALIA  
admin@eva.org.au

### BOOKINGS & MATERIAL REQUIRED BY:

#### AUTUMN 2012 - March

Booking deadline: Friday 3<sup>rd</sup> February

Material deadline: Friday 17<sup>th</sup> February

#### WINTER 2012 - June

Booking deadline: Friday 11<sup>th</sup> May

Material deadline: Friday 18<sup>th</sup> May

#### SPRING 2012 - September

Booking deadline: Friday 3<sup>rd</sup> August

Material deadline: Friday 17<sup>th</sup> August

#### SUMMER 2012 - December

Booking deadline: Friday 2<sup>nd</sup> November

Material deadline: Friday 16<sup>th</sup> November

For further information please contact EVA:

T: 02 9431 5080 F: 02 9437 9068

E: admin@eva.org.au