



# Midwest Veterinary Conference PROGRAM ADVERTISING AGREEMENT

2017

Please fill out the form below or online at [www.mvcinfo.org/marketing](http://www.mvcinfo.org/marketing) to reserve space in the 2017 MVC printed programs. As space is limited, please reserve your ad in advance. Deadlines: Oct. 1, 2016 (*Registration Program*) and Jan. 16, 2017 (*On-Site Program*).

## ADVERTISER INFORMATION

Advertising Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_

## ADVERTISING OPTIONS

### Registration Program

**Deadline: Oct. 1, 2016**

Full-page ad: \$2,450  
Size: 8.5" x 11"  
Bleed: 0.125"

Half-page ad: \$1,450  
Size: 8.5" x 5.5"  
Bleed: 0.125"

Quarter-page ad: \$750  
Size: 3.75" x 5"  
Horizontal or vertical

### On-Site Program

**Deadline: Jan. 16, 2017**

Note: The on-site program is spiral bound. If you plan on submitting a full-bleed ad, ensure that all important information is contained within a 0.5" margin on the right and left sides.

Full-page ad: \$1,250  
Size: 8.5" x 11"  
Bleed: 0.125"

Half-page ad: \$750  
Size: 8.5" x 5.25"  
Bleed: 0.125"

Quarter-page ad: \$375  
Size: 5" x 3.75"  
Horizontal or vertical

Notebook\* ad: \$200  
Size: 1.5" x 8"  
Horizontal or vertical  
Bleed: 0.125"

*\*Appears in the notes section, located in the back half of the program.*

## MVC ADVERTISING: SPECS AND TERMS

- As space is limited, advertising contracts are available on a first-come, first-serve basis.
- Aforementioned rates include four-color printing.
- Camera-ready art must be provided by advertiser. Minimum resolution of 300 dpi is required to ensure high-quality printing.
- Preferred file types include .pdf, .eps, .psd, .ai or .tif. Please inquire about other acceptable file formats.
- Artwork may be submitted electronically or via a mailed CD/flash drive. No paper copies will be accepted.

- Placement requests are accepted but not guaranteed.
- All advertising is subject to OVMA review and approval prior to publication.
- Publisher reserves the right to offer modified publishing alternatives.
- Changes to an advertisement must be made in writing (via fax, mail, or e-mail) and new artwork will be required.
- As it is imperative that the publication be printed on time, any artwork not received by press time will be excluded.
- By submitting this form, you agree to abide by these terms.

## PAYMENT INFORMATION

Check enclosed. (*Please make payable to OVMA.*)     Visa     Mastercard     Discover     American Express

Name of Cardholder \_\_\_\_\_ CVV: \_\_\_\_\_

Card No. \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature \_\_\_\_\_ Total amount\* due: \$ \_\_\_\_\_

*Please do not include credit card information if submitting this form by email. To ensure security, this information should only be sent via regular mail, fax, or over the phone.*

*\*Less 15% discount if reserving an ad in **both** programs*

## SUBMIT TO:

**Attn:** Communications Director Krysten Bennett • **Fax:** 614.436.1301 • **E-mail:** [kdb@ohiovma.org](mailto:kdb@ohiovma.org) • **Mail:** 1472 Manning Pkwy., Powell OH 43065  
**Got Questions?** Contact OVMA: 614.436.1300 • **Ads & Marketing:** Krysten Bennett, [kdb@ohiovma.org](mailto:kdb@ohiovma.org) • **Billing:** Cindi Rains, [car@ohiovma.org](mailto:car@ohiovma.org)