



Midwest Veterinary Conference PROGRAM ADVERTISING AGREEMENT

2018

Please fill out the form below to reserve space in the 2018 MVC programs, or purchase during your online Exhibit Hall booth registration. As space is limited, please reserve your ad in advance. Deadlines: Oct. 2, 2017 (*Registration Program*) and Jan. 15, 2018 (*On-Site Program*).

ADVERTISER INFORMATION

Advertising Company _____

Contact Name _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____ E-Mail _____

ADVERTISING OPTIONS

Registration Program Circulation: Appx. 15,000 Deadline: Oct. 2, 2017

Full-page ad: \$2,000 Half-page ad: \$1,000 Quarter-page ad: \$500

Size: 8.5" x 11" Size: 8.5" x 5.5" Size: 3.75" x 5"

Bleed: 0.125" Bleed: 0.125" Horizontal or vertical

On-Site Program Circulation: Appx. 6,000 Deadline: Jan. 15, 2018

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: \$1,500 Half-page ad: \$750 Quarter-page ad: \$375 Notebook* ad: \$200

Size: 8.5" x 11" Size: 8.5" x 5.25" Size: 5" x 3.75" Size: 1.5" x 8"

Bleed: 0.125" Bleed: 0.125" Horizontal or vertical Horizontal or vertical

**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. We will confirm your placement after contract receipt.
- 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.
- To ensure high-quality printing, artwork must be submitted electronically; 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 • **Mail:** 1472 Manning Pkwy., Powell OH 43065
Got Questions? Contact OVMA: 614.436.1300 • **Ads & Marketing:** Krysten Bennett, kdb@ohiovma.org • **Billing:** Cindi Rains, car@ohiovma.org