



Colorado Veterinary  
Medical Association

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## Voice Rate Sheet 2010

The *Voice* is published quarterly by the Colorado Veterinary Medical Association. The *Voice* reflects the nature of the profession and the need of its readers – your customers. It provides advertisers an efficient channel to reach a highly targeted marketplace that turns to the publication time and again for trends in veterinary medicine and news about association initiatives.

*Voice* readers are primarily Colorado veterinarians. Readership includes practicing veterinarians engaged in all facets of practice and specialty areas, as well as veterinary faculty, researchers, veterinarians in public service and industry, and students. Besides being distributed to CVMA members (over 2,200) and Colorado State University Veterinary College students (200), the *Voice* is also distributed once a year to all veterinarians licensed in Colorado regardless of membership.

### General Policy

The publisher reserves the right to cancel or reject any advertisement at any time, and to add the word “advertisement” at the top of any copy, which in the publisher’s opinion might mislead the reader as editorial matter. The advertiser agrees to indemnify and protect the publisher from any claims or expenses resulting from the advertisers’ unauthorized use of any name, photograph, sketch or words protected by copyright or registered trademarks.

**Terms of Payment.** Payment for any advertisement shall be due and payable at the CVMA office, 191 Yuma Street, Denver, CO 80223. Payment is due thirty (30) days from date of invoice.

**Rate Protection Policy.** Publisher reserves the right to make such revisions in advertising rates, with (60) days notice, as may be necessitated by economic conditions. If a rate revision is made under this clause, and is not accepted by the advertiser, the latter may cancel their contract without a short rate adjustment.

**Cancellation Policy.** A signed commitment form constitutes a binding agreement for all advertising in all issues in which space has been reserved. Ads may be cancelled up to ten (10) days prior to submission deadline with written notice and are subject to a 10% cancellation fee of all cancelled ads and retroactive billing of multiple-ad discounts. Accounts past due sixty (60) days will result in termination of contract and/or advertisement and a loss of any applicable contract discounts.

Deadlines for Submission	Issues
January 15.....	2010 #1
April 15.....	2010 #2
July 15.....	2010 #3
October 15.....	2010 #4

### Advertising Rates

Ad size	1x	2x	4x
¼ page	\$240	\$225	\$215
½ page	410	390	360
Full page	740	695	660
Insert	prices available upon request		

**Production Charge.** Any modifications or additions to ads made by the publisher on behalf of the advertiser are billed at \$40 each.

**Mechanical File Requirements.** Please send only high-resolution (as close to 1 MB as possible), grayscale PDF files. For files over 10 MB or for alternative file formats please call 303.318.0047.

Trim size: 8½” x 11”

¼ vertical	3 5/8” x 5”
½ horizontal	7 ½” x 5”
Full Page	7 ½” x 10”
Full Page Insert	8” x 10.5” (paper color must be specified)



¼ vertical



½ horizontal



Full page

### Classified Advertisements

CVMA Members – First 25 words *free*, 30 cents for each additional word  
Non-members – \$25 for first 25 words, 30 cents for each additional word