



2021 MEDIA KIT

Reach over 850 Maryland veterinarians and key decision makers by advertising in the

Maryland Veterinarian

the official publication of the Maryland Veterinary Medical Association.

The *Maryland Veterinarian* is a bi-annual, digital publication with a bonus end-of-year issue serving the 850+ members of the MDMVA.

The *Maryland Veterinarian* offers information that impacts every veterinarian and every practice by featuring clinical topics and advances, legislative and regulatory issues, industry trends, insightful commentaries, association news, and upcoming continuing education opportunities.

MDMVA's mission is to ethically serve as the leader and resource for the veterinary community through communication, education, representation, and support for the advancement of animal and public health in Maryland.

Advertising space is still available for the 2020 Year-End Issue. Please contact Jen to reserve your space by 11/9/20.

AD SUBMISSION

You may email your ad to Jen Smith at jen@thinkgraphtech.com or you may send us files by going to www.thinkgraphtech.com and clicking on the Send Us Files button on the top right of the screen.

DEADLINES

Winter/Spring 2021

Ad Reservation: 2/26/21

Artwork Due: 3/5/21

Summer/Fall 2021

Ad Reservation: 6/25/21

Artwork Due: 7/2/21

Year-End 2021

Ad Reservation: 11/12/21

Artwork Due: 11/19/21

SIZES

Trim sizes listed. Submit artwork @ 300dpi.

Full Page (no bleed) 8"w x 10.5"h

Full Page (full bleed) 8.75"w x 11.25"h

1/2 Page (horizontal, no bleed) 8"w x 5"h

1/2 Page (vertical, no bleed) 3.875" w x 10.5"h

1/4 Page (vertical, no bleed) 3.875" w x 5.125"h

Business Card 3.875"w x 2"h

DIGITAL ADVERTISING OPTIONS

Digital advertising offers the opportunity to engage readers with interactive features unavailable in print. It also gives readers the benefit of a mobile platform with all the familiarity of a traditional print layout.

Sponsor Banner Ad \$600

300w x 396h pixels @ 96dpi

A clickable ad appears to the left of the front cover when the book is closed. A scrolling, clickable banner ad is also included. Only one package is available and will be sold on a first-come, first-served basis.

Banner Ad \$350

2500w x 60h pixels @ 96dpi

Keep sensitive information flush left

Scrolling, clickable banners will appear at the top of the screen above the magazine. Limited quantities are available on a first-come, first-served basis.

Video/Audio \$100

The audio/video option allows you to embed a sound or video clip directly into your ad.

Interactive Links

Interactive links will allow readers to click on any of your linkable text or photos on your ad, including: social media sites, email, and phone. Each ad includes one complimentary website link.

2021 The Maryland Veterinarian Reservation Form

Please complete the form and email to Jen Smith at jen@thinkgraphtech.com or fax to 717.238.3081.

CONTACT INFORMATION

Contact Name

Company

Address

City

State

Zip

Phone

Fax

Email

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ADVERTISING INFORMATION

(Place a check next to your selections below)

POSITION	COLOR AD RATES		
	1x	2x	3x
<input type="checkbox"/> Inside Front Cover/Page 2	\$1,200	\$1,175	\$1,150
<input type="checkbox"/> Full Page/Upfront Positioning	\$1,000	\$975	\$950
<input type="checkbox"/> Full Page	\$800	\$775	\$750
<input type="checkbox"/> Half Page	\$600	\$575	\$550
<input type="checkbox"/> Quarter Page	\$400	\$375	\$350
<input type="checkbox"/> Business Card	\$200	\$175	\$150

SUB-TOTAL \$ _____

DIGITAL ADVERTISING ADD-ON	RATE
<input type="checkbox"/> Sponsor Banner/Left Cover Ad	\$600
<input type="checkbox"/> Banner	\$350
<input type="checkbox"/> Video/Audio	\$100
<input type="checkbox"/> Interactive Links	\$25 each
SUB-TOTAL \$ _____	

Issue(s) selection: ☐ Winter/Spring ☐ Summer/Fall ☐ Year-end

NOTES: Rates listed are per issue. Ad space sold on a first-come, first-served basis. All ad sizes shown are in inches, width x height. 4-color ad rates listed, deduct \$50 from rate for B&W ad.

TOTAL \$

PAYMENT INFORMATION

- ☐ Please invoice me: ☐ in full ☐ per issue
☐ Please charge to my credit card: ☐ in full ☐ per issue
☐ Visa ☐ Mastercard ☐ Discover ☐ American Express

NOTE:

Visit www.ThinkGraphtech.com and click on "Pay Your Bill" to securely pay your invoice online.

Credit Card Number

CIV#

Exp. Date

Print Name on Card

Signature

Please contact Jen if you have any questions at 717-238-5751 x124 or jen@thinkgraphtech.com.