



Distribution

The Ontario Association of Bovine Practitioners (OABP) newsletter is published four times per year (March, June, September, December) and emailed to over 200 large animal veterinarians and affiliates.

Rates

Advertising rates are on a per issue basis. Receive a 10% discount if advertisements are placed in all four 2022 issues (only if prepayment in full). Advertisers will be invoiced.

Ad Type	Description (Size = Width x Height, measured in inches)	Cost Per Issue
Full Page	Inside Page, 7.5" x 10", colour	\$700
Half Page	Inside Page, 7.5" x 5", colour	\$350
Quarter Page	Inside Page, 3.5" x 5", colour	\$175
One-Third Page	Inside Page, 7.5" x 3.3, colour	\$260
Business Card	Inside Page, 3.5" x 2", colour	\$55
Insert—Material Supplied by Advertiser	One page included in e-mail with newsletter. Colour or black and white.	\$450
Email to OABP Members' Listserv (for time sensitive events only)	One time email sent to OABP membership including link or attachment with event information.	\$350
Advertisement on OABP Website www.oabp.ca	With the purchase of a newsletter advertisement, receive 3 months exposure on the OABP website. (180x150 pixel size)	\$75

Please Note: Commercial events or company product brochures can be advertised through the newsletter in the form of inserts or PDF attachments if newsletters are sent by email. Time sensitive pieces of commercial information that cannot wait until the next newsletter can be sent to membership via the listserv. Please provide the event material in PDF format. A disclaimer stating that the OABP does not endorse the event or product will accompany inserts and/or attachments.

Format

All advertisements are to be submitted CMYK, camera-ready, size specific, high resolution. All fonts and images embedded. JPEG, TIF, PDF files only. All ads are to be specific size with all placement marks removed. Submit via email to oabpruth@gmail.com.

Material Deadline

March Issue—February 18
June Issue—May 20

September Issue—August 19
December Issue—November 18

For further information contact Ruth Cudmore at oabpruth@gmail.com.
