



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 2024 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	\$800 + HST
Half Page	Inside Page, 7.5" x 5", colour	\$400 + HST
Quarter Page	Inside Page, 3.5" x 5", colour	\$200 + HST
One-Third Page	Inside Page, 7.5" x 3.3, colour	\$290 + HST
Business Card	Inside Page, 3.5" x 2", colour	\$85 + HST
Insert—Material Supplied by Advertiser	One page included in e-mail with newsletter. Colour or black and white.	\$550 + HST
Email to OABP Members' Listserv (for time sensitive events only)	One time email sent to OABP membership including link or attachment with event information.	\$400 + HST
Advertisement on OABP Website www.oabp.ca	<u>With the purchase of a newsletter advertisement</u> , receive 3 months exposure on the OABP website. (180x150 pixel size)	\$100 + HST

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 info.oabp@gmail.com

Material Deadline

March Issue—March 1
June Issue—June 3

September Issue—September 3
December Issue—November 22