



CANADA'S VETERINARY NEWS SOURCE

# 2018 Media Planner

Canadian Vet Tech extends the voice of veterinary technicians by delivering current, practical articles and continuing education quizzes, to help keep vet techs up-to-date on the latest advancements in patient care.

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- Heather Lowe, AHT, MBA
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- Lauren O'Leary, RVT, CVPM, BEd

## New for 2018:

- Animal welfare and ethics case studies (Dr. Bernard Rollin)
- Tips: brief updates, insights and in-clinic strategies for veterinary healthcare teams
- Marketplace Ads: veterinary product and service showcase

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**A tech's guide to the medical management of DM in cats and dogs**

By David Lisa, BA, RVT, VTS (ECC, SAIM), CVPM

**HALIFAX** - Diabetes mellitus (DM) is a relatively common chronic endocrinopathy in dogs and cats. Patients can be stable or emergent and will require long-term management. As the veterinary technician is an integral part of this management, they should understand the underlying pathophysiology and treatment recommendations.

**The role of insulin in DM**

Diabetes mellitus can be an absolute or relative lack of insulin. Insulin is a hormone synthesized in the  $\beta$ -cells of the Islets of Langerhans in the pancreas. It is released in response to increased blood glucose concentrations. An absolute lack of insulin is termed insulin-dependent diabetes mellitus (IDDM) and typically results from  $\beta$ -cell failure. Relative lack of insulin is often referred to as non-

**Management of DM continues on page 4**

**A tech's guide to oral pathology**

**HALIFAX, NS** - Using your eyes, ears, nose, and sense of touch to check for any external abnormalities is the first step to identifying oral/dental disease. Judy Rochette, DVM, FAVD, Dipl. AVDC, while presenting at the Atlantic Provinces Veterinary Conference, said that any variation that exists should be considered abnormal until proven otherwise. Examining the inside of the pet's mouth, and assessing the diagnostic reports, history, its breed, etc. will help to determine the pet's oral pathology, and are key to getting and keeping patients healthy.

**Conducting an external assessment**

Even before looking inside a pet's mouth, indications of oral/dental disease can often be suspected. For example, facial asymmetry, ocular or nasal discharge, pain on opening the mouth, humps, head type or occlusion, may suggest a problem. "Although you may not see a lesion, you might hear a 'click', smell an odour, or palpate an unexpected lump or change in texture", said Dr. Rochette. She said that to assess symmetry, stand directly behind the animal and look along the midline of the skull and along the nose. See if the nose is straight, whether there is dental interlock, a genetically controlled wry occlusion, or facial trauma that has affected growth. Check whether the muscle mass is equal, because

**Oral pathology continues on page 6**

**Fleas and ticks: old problem, new approach**

By Beckie Mossor, RVT

Ask most clients and they will say fleas and ticks are only a problem in the spring and summer months. But ask a veterinary professional or any of the leading veterinary organizations and most will say there is no longer a "flea and tick season", and that pets need protection year-round. So why the discrepancy, and how do we get everyone on the same page to ensure that every pet is protected against fleas and ticks year-round?

Bridging the gap between client perception and professional recommendations starts with communication and education at every veterinary wellness visit. A survey<sup>1</sup> looking at the frequency of discussions about flea and tick prevention at

**Fleas and ticks continues on page 6**

Inspiring, advancing, sharing knowledge

## Advertising Specifications



**Tabloid**  
Trim Size: 10.5 x 14"



**Tabloid Spread**  
Trim Size: 21 x 14"



**Half Tabloid Horizontal**  
Trim Size: 10.5 x 7"



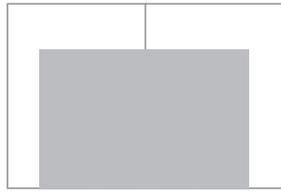
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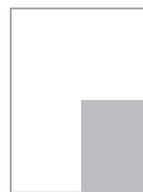
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**Journal Spread**  
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**1/3 Tabloid Vertical**  
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### Tabloid

Live 9.75 x 13"  
Bleed 10.75 x 14.25"

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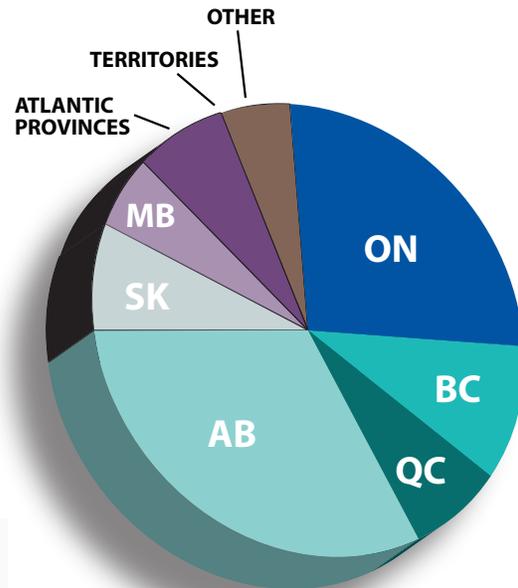
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Bleed 15 x 10.375"

### Formats:

Quark, Indesign,  
High-Resolution PDF  
Binding: Saddle-stitch  
Line screen: 150  
FTP site available

## Circulation - digital

Ontario	1,532
British Columbia - BCVTA	600
Quebec	440
Alberta - AAAHT	1,900
Saskatchewan - SAVT	455
Manitoba - MVTA	345
Atlantic Provinces - EVTA	425
Territories	9
<b>Total veterinary practices</b>	<b>5,706</b>
Other (teaching, associations, industry)	302
<b>TOTAL CIRCULATION:</b>	<b>6,008</b>



**New for 2018: Canadian Vet Tech will be published in digital format only**



*"I enjoy reading Canadian Vet Tech magazine. The articles are interesting and the CE quizzes are great!"*

## 2018 Planning Calendar

Issue	Ad Booking	Material Due	Focus
Winter (Feb)	Jan 8	Jan 15	Veterinary Education Today (VET), BCVTA conference, SAVT conference
Spring (May)	April 2	April 16	Cencan conference, OAVT conference
Summer (Aug)	July 2	July 16	Atlantic Provinces Veterinary Conference (APVC)
Fall (Nov)	Oct 1	Oct 15	CVMA/RVTTC conference, EVTA conference

### Canadian Vet Tech

- Connecting you to veterinary technicians and technologists since 2009
- Distributed by provincial vet tech associations directly to their members
- Official media partner of the Veterinary Education Today (VET) conference
- RACE approved CE quizzes

**2018 Rate Card** Effective Sept 1, 2017

<b>Display Ads (Net rate, 4-colour)</b>	<b>1x</b>	<b>3x</b>	<b>6x*</b>	<b>12x</b>
Tabloid page (10.5" x 14")	\$2,295	\$2,155	\$2,025	\$1,910
Double page spread (21" x 14")	\$3,695	\$3,415	\$3,160	\$2,930
Journal size ad (7.5" x 10.25")	\$1,975	\$1,865	\$1,765	\$1,680
1/2 page (10.5" x 7" or 5.25" x 14")	\$1,285	\$1,200	\$1,125	\$1,055
1/3 page (10.5" x 4.75" or 3.5" x 14")	\$955	\$895	\$840	\$790
Gatefold ad (3 pages with fold-out)	\$5,100	\$4,675	\$4,295	\$3,955
False Cover (cover and IFC positions)	\$4,350	\$4,020	\$3,720	\$3,450

<b>Marketplace Ads</b>	<b>1x</b>	<b>3x</b>	<b>6x*</b>	<b>12x</b>
1/4 page (5" x 7")	\$505	\$455	\$405	\$365
Business card (3.5" x 2")	\$245	\$220	\$195	\$175
Text ad (black or blue font only)	\$0.50 /word	\$0.45 /word	\$0.40 /word	\$0.35 /word

All ads include a link to your website on digital copies.

Bonus:\* Book 6 or more ads and get your company logo on our monthly e-newsletter, with a link to your website! (Text ads excluded)

**Agency Commission:**

15% commission to advertising agencies

**Special Positions**

Front cover bootlug ad	\$375/issue
Column sponsorship annual (6 issues)	\$1,500
Sponsored article	\$2,350/page

**Advertising Terms:**

- Cancellations cannot be accepted after the closing date.
- Special positions are non-cancellable.
- Payment terms are net 30 days.
- Invoices for ads will include two tear sheets, unless otherwise requested.
- All prices are in Canadian dollars

**Belly Wraps**

Around all individual copies ..... \$1,250

**Inserts**

Glued inserts ..... \$1,200

Polybagged inserts ..... \$1,200

Inserts should not exceed 10" x 12" flat size

Additional weight charges may apply for heavy inserts

**Direct Mail Services**

Includes addressing, stuffing envelopes, and use of our mailing list

\*Plus applicable Canada Post charges

**Envelope**

\$1,550\*

**Postcard**

\$1,050\*

**Ask Us About:**

- Sponsoring an article
- Column sponsorship
- Custom conference reports
- Canadian Vet Link e-newsletter
- Your banner ad on our website

*"I want to commend you on the great job you are doing with Canadian Vet Tech. I read the issue from cover to cover and all the articles and highlights were great. Well done!"*

*"Just wanted to let you know that our Registered Veterinary Technologist and Technician (RVTTC) members are very pleased with the magazine!"*

**Insertion Orders and Artwork**

K2 Animal Health Publishing  
3662 Sawmill Valley Drive  
Mississauga, Ontario, L5L 2P6

Karen Tousignant  
Telephone: 905-607-7338  
karen@k2publishing.ca

Visit our website at  
**www.k2publishing.ca**