

B/W Ad space (\$ CDN)	1x	6x	12x
Full tabloid page	\$1,825	\$1,735	\$1,650
Journal size	\$1,550	\$1,475	\$1,400
1/2 tab page	\$915	\$870	\$825
1/4 tab page	\$460	\$435	\$415
Full double page spread	\$3,290	\$3,125	\$2,790
Gatefold ad (3 pages with fold-out)	\$5,475	\$5,205	\$4,950
False cover (cover and IFC ads)	\$4,920	\$4,675	\$4,440

Colour Charges

Add \$1,050 for 4-colour process
 Add \$500 for 1 matched colour
 Add \$400 for 1 standard colour
 4-colour charge applied only once for a DPS
 Colour is included for sponsorship logos and bootlug ads

Special positions

Must book minimum 6 times

Front cover bootlug	\$675
Feature column sponsorship with logo	\$750
IFC, IBC, OBC	15% premium

Agency Commission

15% commission to recognized advertising agencies

Classified Ads

	1x	3x
250 words	\$175	\$150
250 words plus logo	\$200	\$175

Invoicing

Invoices for ads will include two tear sheets, unless otherwise requested
 Invoices are due net 30 days from the date of the invoice
 Past due invoices are subject to a late payment charge of 2% monthly

Ad Specs		
Tabloid page	Live Area	9.75 x 13"
	Trim	10.5 x 14"
	Bleed	10.75 x 14.25"
Journal page	Live Area	7 x 9.625"
	Trim	7.5 x 10.25"
	Bleed	7.625 x 10.375"
Binding	Saddle stitch	
Line screen	150	

Format: A high resolution PDF file is preferred.
 FTP site available for uploading ad files.

See our website for additional ad specs
www.k2publishing.ca

Industry news announcements	1x	3x
<i>Approx. 250 words</i>		
Written news brief	\$175	\$150
News brief plus image	\$200	\$175

Inserts	1x	3x
Glued tip-on inserts	\$1,750	\$1,500
Stitched inserts	\$1,750	\$1,500
Polybagged inserts	\$1,750	\$1,500
Belly wraps (23" x 4")	\$1,750	\$1,500
Business reply cards	\$1,250	\$1,050
Two inserts in same issue	\$2,250	\$2,000

Inserts should not exceed 10" x 12" flat size
 Inserts to be supplied printed and folded
 Additional weight charges may apply for oversized or heavy inserts

Website ads www.k2publishing.ca	3mths	6mths	12mths
Monthly cost	\$300	\$275	\$250*
Total cost	\$900	\$1,650	\$2,750

**Last month free for a 12-month booking*
 3 month minimum run for website ads

Direct mail services	1x	3x
Direct mail coordination and use of mailing list*	\$1,750	\$1,500

**Plus applicable Canada Post charges*

Closing Dates		
Issue	Insertion Order	Ad Material
Jan/Feb	Dec 1	Dec 9
Mar/Apr	Feb 1	Feb 10
May/June	Apr 1	Apr 10
July/Aug	June 1	June 11
Sept/Oct	Aug 1	Aug 10
Nov/Dec	Oct 1	Oct 10

Insertion Orders and Artwork

K2 Animal Health Publishing
 3662 Sawmill Valley Drive
 Mississauga, Ontario,
 L5L 2P6
 Telephone: 905-607-7338
 Toll-free: 1-888-607-7338
 Facsimile: 905-607-0181
 karen@k2publishing.ca

CANADIAN VET

A NEWSMAGAZINE FOR VETERINARIANS AND THEIR COLLEAGUES

2012 Media Planner

Mission Statement

To be a valued source of information to Canadian veterinary professionals by imparting new, relevant and practical information on animal health and patient wellness, animal behaviour, nutrition, and veterinary practice management topics.

Continuous learning; continuous improvement; continuous success

Thank you very much for the informative and interesting magazine! Good work.

Christiane Pfaender, DVM
 Langley, British Columbia

The whole magazine is good and topic talks about the problems we see in the clinic. ... it is good to keep up with the new developments.

Nasib Randhawa, DVM
 Brandon, Manitoba

We at OVMA all enjoy Canadian Vet - very much. Keep up the good work.

Angela Cerovic, Ontario Veterinary Medical Association
 Milton, Ontario

And by the way, I LOVE Canadian Vet -- absolutely love it!

Debbie Stoewen, DVM, MSW
 Kitchener, Ontario



Contact: Karen Tousignant
 Tel: (905) 607-7338
 Toll-free: 1-888-607-7338
 karen@k2publishing.ca

Thanks for sending me your publication, *Canadian Vet*. I read it from page one to the last and find it very interesting. We need such a venue of what is going on and being discussed at the various meetings of veterinary associations.

Clinique Veterinaire Visitation
Joliette, Quebec

Canadian Vet newsmagazine

- A respected source of useful and relevant information for veterinarians since 2006.
- Advisory Board of esteemed Canadian veterinarians.
- Distributed bi-monthly to over 4,000 veterinary practices across Canada.
- Articles are professionally written for veterinarians.
- Articles are based on information presented at national veterinary conferences or obtained through interviews with selected veterinary experts.
- Editorial is veterinarian reviewed and approved prior to publication.
- Read by small animal, mixed practice, and large animal veterinarians.
- Each issue includes: Canadian Veterinary Medical Association (CVMA) News; a VetLaw column with informative articles on legal topics related to veterinary practice; A Best Practices column covering useful practice management topics; and a For Pet's Sake column that addresses pet behavior issues.

I must tell you, the response to my ad has been very impressive. Again, the response from Canadian vets who have seen the ad in your publication has been amazing.

Lorraine Walston, Woodrow Wear
San Jose, California

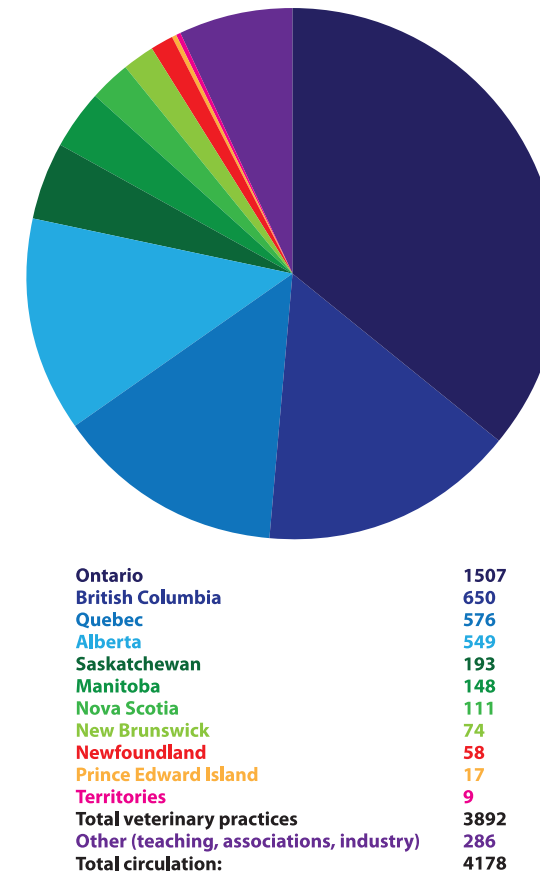
Why Advertise in *Canadian Vet*?

- To get your key messages in front of your target audience – Canadian veterinarians!
- To raise awareness of your veterinary products and services amongst veterinarians.
- Your advertising is placed amongst credible and relevant editorial articles.
- There is always an ad size available to meet your campaign objectives and advertising budgets.
- To get noticed by using useful and unique inserts that are stitched, glued in, or polybagged along with *Canadian Vet*.

Since we began running ads for our pet waste disposal system in *Canadian Vet*, our orders from veterinary clinics across Canada have increased dramatically!"

Esther Strubin, Practica Inc.
Cambridge, Ontario

Canadian Vet Circulation



Circulation Breakdown

Small animal practices 2,297
Mixed animal practices 1,157
Large animal practices 438

Note: Circulation numbers indicate how many veterinary practices receive *Canadian Vet* newsmagazine. Actual veterinarian readership is greater since in many clinics each issue is read by several vets.

Canadian Vet advisory board:

Elizabeth Bellavance, DVM, CMA, MBA, Camlachie, ON
Soren Boysen, DVM, DACVECC, Calgary, AB
Trisha Dowling, DVM, DACVIM, DACVCP, Saskatoon, SK
David Francoz, DVM, DACVIM, St. Hyacinthe, QC
Fraser Hale, DVM, FAVD, DAVDC, Guelph, ON
Danny Joffe, DVM, DABVP (canine/feline), Calgary, AB
Duane Landals, DVM, BSc.Ag, Edmonton, AB
Susan Little, DVM, DABVP (feline), Ottawa, ON
Ernie Prowse, DVM, BSc, BA, Truro, NS
John Tait, BSc, DVM, MBA, CFP, Guelph, ON
Scott Weese, DVM, DVSc, DACVIM, Guelph, ON
Joe Wolfer, DVM, DACVO, Toronto, ON

2012 Editorial Calendar

Bi-monthly issues of *Canadian Vet* will report on the following veterinary conferences. Information from other meetings and/or interviews with veterinarians may also be included.

January/February

CanWest Veterinary Conference, Banff, AB
ICCVIM Conference, Niagara On The Lake, ON
American Assn. Of Equine Practitioners (AAEP) Conference, San Antonio, TX

March/April

North American Veterinary Conference (NAVC), Orlando, FL
Western Veterinary Conference, Las Vegas, NV

May/June

Ontario Veterinary Medical Association (OVMA) Conference, Toronto, ON
Western Canadian Association of Bovine Practitioners Congress, Calgary, AB

July/August issue

Atlantic Provinces Veterinary Conference (APVC), Halifax, NS
Saskatchewan Veterinary Medical Association / Western College of Veterinary Medicine Conference, Regina, SK
American Animal Hospital Association (AAHA) Conference, Denver, CO

September/October

Canadian Veterinary Medical Association (CVMA) Convention, Montréal, QC
The World Congress on Veterinary Dermatology, Vancouver, BC
American College of Veterinary Internal Medicine (ACVIM) Forum, New Orleans, LA

November/December

American Association of Feline Practitioners (AAFP) - Feline Surgery, Dermatology and Complementary Medicine, Seattle, WA
International Veterinary Emergency & Critical Care Society (IVECCS), San Antonio, TX
American Veterinary Medical Association (AVMA) Conference, San Diego, CA