

# 2006 Rates

Effective January 1, 2006

Veterinary Economics  
**firstline**<sup>™</sup>

## Issue Rates

Freq.	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page
1x	\$5,765	\$4,905	\$3,755	\$3,295	\$2,325	\$1,855
6x	\$5,660	\$4,810	\$3,680	\$3,230	\$2,270	\$1,830
12x	\$5,480	\$4,670	\$3,570	\$3,125	\$2,205	\$1,770
18x	\$5,310	\$4,520	\$3,455	\$3,030	\$2,130	\$1,715
24x	\$5,135	\$4,365	\$3,335	\$2,930	\$2,065	\$1,660
36x	\$4,910	\$4,175	\$3,195	\$2,800	\$1,965	\$1,585
48x	\$4,680	\$3,970	\$3,045	\$2,665	\$1,880	\$1,505
60x	\$4,510	\$3,835	\$2,930	\$2,570	\$1,805	\$1,450
72x	\$4,395	\$3,735	\$2,860	\$2,515	\$1,770	\$1,410
96x	\$4,230	\$3,600	\$2,755	\$2,415	\$1,700	\$1,360
120x	\$4,140	\$3,520	\$2,700	\$2,360	\$1,660	\$1,325

## Color Rates

### Standard

Page	\$425
Spread	\$745

### Special Matched

Page	\$650
Spread	\$965

### Process

Page	\$1,115
Spread	\$1,600

### Metallic

Page	\$730
Spread	\$1335

## Position Rates

Cover 2	+20%
Cover 3	+10%
Cover 4	+25%
Other	+15%

## Product Preview Rates

Freq.	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page
1x	\$3,895	\$3,115	\$2,330	\$1,760	\$1,485	\$1,000
6x	\$3,785	\$3,030	\$2,265	\$1,695	\$1,435	\$970
12x	\$3,630	\$2,900	\$2,160	\$1,625	\$1,380	\$930
18x	\$3,440	\$2,750	\$2,050	\$1,540	\$1,300	\$890
24x	\$3,355	\$2,690	\$2,005	\$1,505	\$1,280	\$860
36x	\$3,275	\$2,625	\$1,955	\$1,470	\$1,245	\$840

## Color Rates

### Standard

Page	\$360
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### Special Matched

Page	\$550
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### Process

Page	\$1,115
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### Metallic

Page	\$700
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## Marketplace Ads

Per column inch (1 column = 2-1/4"). Minimum 1".

Frequency	Black & White	2-Color	4-Color
1x	\$76	\$103	\$129
3x	\$73	\$100	\$126
6x	\$70	\$96	\$123
9x	\$68	\$94	\$121
12x	\$65	\$91	\$118
18x	\$63	\$89	\$116
24x	\$59	\$86	\$112
30x	\$54	\$81	\$107
36x	\$50	\$76	\$103

# 2006 Ad Planning Calendar

## January/February 2006

### Professional Growth

6 tasks you should take over

### Client Relations

Following through with warm service

### Money Matters

Deliver estimates with finesse



Space closes Dec. 15, 2005.  
Materials due Dec. 22, 2005.

**Bonus Circulation:** 2006 WVC

## March/April 2006

### Team Building

Dealing with a disgruntled co-worker

### Communication Strategies

The art of giving feedback

### Team Building

When bad things happen to good team members



Space closes Feb. 15, 2006.  
Materials due Feb. 23, 2006.

**READEX On Target Study**  
**Bonus Circulation:** 2006 CVC East

## May/June 2006

### Communication Strategies

5 ways to get your ideas heard

### Team Building

Getting that new hire started right

### Client Relations

Keep your act clean!



Space closes April 17, 2006.  
Materials due April 24, 2006.

**Bonus Circulation:** 2006 AVMA

## July/August 2006

### Client Relations

Do clients know why your team's great?

### Team Building

Make your practice a great place to work

### Professional Growth

What to do before you ask for a raise



Space closes June 15, 2006.  
Materials due June 22, 2006.

**Bonus Circulation:** 2006 CVC Central

## September/October 2006

### Client Relations

Why do clients visit?

### Staying Sane

10 ways to beat the stresses of practice

### Team Building

Working with a new doctor



Space closes Aug. 17, 2006.  
Materials due Aug. 24, 2006.

**Bonus Circulation:** 2006 CVC West

## November/December 2006

### Team Building

Teamwork: Adjust your expectations

### Professional Growth

Preparing for your annual review

### Working Environment

Does your practice need a makeover?



Space closes Oct. 17, 2006.  
Materials due Oct. 24, 2006.

**Bonus Circulation:** 2007 NAVC

## Circulation Statement

Circulation for the January/February issue of *Firstline* magazine shall be over 20,000 total qualified recipients, as per BPA standards. These names consist of over 15,000 personal direct requests from targeted recipients (registered technicians, practice managers, veterinary assistants, receptionists, and multi-functional titles at predominantly small animal practices), with the balance received from directory sources, company requests, firm requests, or other verifiable sources by name.

Projected circulation targets for the May/June 2006 issue will con-

sist of 40,000 recipients, including total personal requests, directory sources, company requests, firm requests, and other verifiable sources by name, as per BPA standards, from predominantly small animal practices. Current circulation breakdowns available on request.

All advertising is subject to the Publisher's approval. The Publisher reserves the right to reject advertising not in keeping with the publication's standards. *Firstline* magazine is a registered trademark used herein under license.

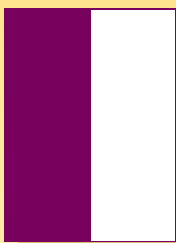
**Bleed dimensions** include allowance for loss of 1/8" at head, foot, gutter, and face during binding. Leave at least 3/8" between gutter and live matter and all trim edges.



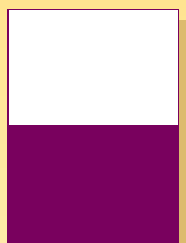
**Full Page**  
 Trim 7<sup>3</sup>/<sub>4</sub>" x 10<sup>1</sup>/<sub>2</sub>"  
 Bleed 8" x 10<sup>3</sup>/<sub>4</sub>"



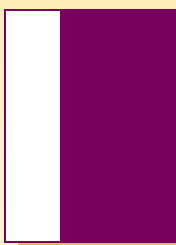
**Spread**  
 Trim 15<sup>1</sup>/<sub>2</sub>" x 10<sup>1</sup>/<sub>2</sub>"  
 Bleed 15<sup>3</sup>/<sub>4</sub>" x 10<sup>3</sup>/<sub>4</sub>"



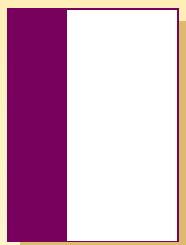
**1/2 Page Vertical**  
 Bleed 4<sup>1</sup>/<sub>8</sub>" x 10<sup>3</sup>/<sub>4</sub>"



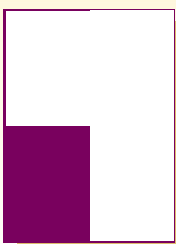
**1/2 Page Horizontal**  
 Bleed 8" x 5<sup>1</sup>/<sub>4</sub>"



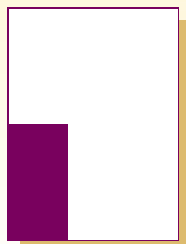
**2/3 Page Vertical**  
 Bleed 5<sup>1</sup>/<sub>8</sub>" x 10<sup>3</sup>/<sub>4</sub>"



**1/3 Page Vertical**  
 Bleed 2<sup>3</sup>/<sub>4</sub>" x 10<sup>3</sup>/<sub>4</sub>"

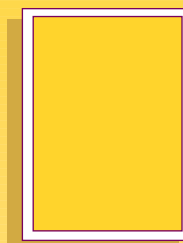


**1/4 Page**  
 Bleed 4<sup>1</sup>/<sub>8</sub>" x 5<sup>1</sup>/<sub>4</sub>"

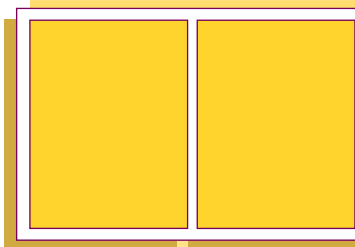


**1/6 Page**  
 Bleed 2<sup>3</sup>/<sub>4</sub>" x 5<sup>1</sup>/<sub>4</sub>"

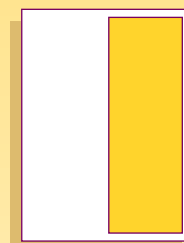
**Nonbleed dimensions** include allowance for loss of 1/8" at face, head, foot, and gutter during binding. Leave at least 3/8" between gutter and live matter and 3/8" between live matter and all trim edges.



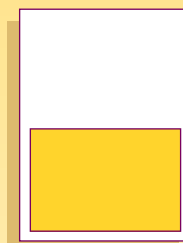
**Full Page**  
 Trim 7<sup>3</sup>/<sub>4</sub>" x 10<sup>1</sup>/<sub>2</sub>"  
 Nonbleed 6<sup>3</sup>/<sub>4</sub>" x 9<sup>1</sup>/<sub>2</sub>"



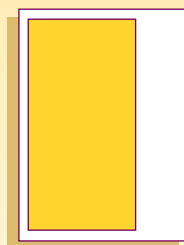
**Spread**  
 Trim 15<sup>1</sup>/<sub>2</sub>" x 10<sup>1</sup>/<sub>2</sub>"  
 Nonbleed 14<sup>1</sup>/<sub>2</sub>" x 9<sup>1</sup>/<sub>2</sub>"



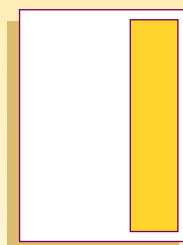
**1/2 Page Vertical**  
 Nonbleed 3<sup>3</sup>/<sub>8</sub>" x 9<sup>1</sup>/<sub>2</sub>"



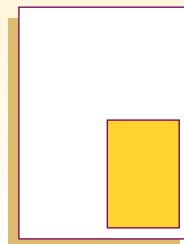
**1/2 Page Horizontal**  
 Nonbleed 6<sup>3</sup>/<sub>4</sub>" x 4<sup>5</sup>/<sub>8</sub>"



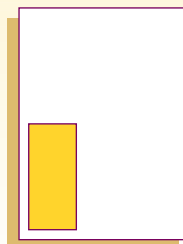
**2/3 Page Vertical**  
 Nonbleed 4<sup>1</sup>/<sub>2</sub>" x 9<sup>1</sup>/<sub>2</sub>"



**1/3 Page Vertical**  
 Nonbleed 2<sup>1</sup>/<sub>8</sub>" x 9<sup>1</sup>/<sub>2</sub>"



**1/4 Page**  
 Nonbleed 3<sup>3</sup>/<sub>8</sub>" x 4<sup>5</sup>/<sub>8</sub>"



**1/6 Page**  
 Nonbleed 2<sup>1</sup>/<sub>8</sub>" x 4<sup>5</sup>/<sub>8</sub>"

## Magazine Specifications

### Stock:

Text pages: 36# stock  
Cover: 80# stock

### Binding:

Saddle stitch binding

### Printing Process:

Web offset

### Halftones:

150-line screen (allow for 24% dot gain)

### Digital Ad Requirements:

Digital data is required for all ad submissions. Preferred format is PDF/X-1. Acceptable format is a PDF. Files should be press optimized, converted to CMYK, and have all fonts embedded. *Firstline* will be relieved of all responsibility for any form of compensation if an ad is supplied in non-preferred or non-acceptable formats, such as native application files. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. We cannot guarantee the accuracy of reproduction from any ads supplied in non-preferred or non-acceptable formats. For detailed instructions of preferred formats, contact the production manager or download digital ad specifications from [www.advantstar.com/adspec/](http://www.advantstar.com/adspec/).

*Firstline* will not supply a faxed or soft proof on client-supplied files. We assume due diligence has been taken by the client or by their agency to preflight and proof all advertisements prior to submission.

Files may be submitted on CD-ROM. Files may also be submitted to our FTP site. Please contact the production manager for instructions.

To insure that your ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that you supply to us must be provided. We cannot guarantee the accuracy of reproduction of your ad without a SWOP proof. No make-goods will be issued on ads that run without a SWOP proof.

### Accepted media:

Files may be submitted on CD-ROM.

### FTP:

Files may be submitted to Publisher's FTP site. Please contact the production manager for instructions.

### Ad Proofs:

To ensure that Advertiser's ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser make-goods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof.

## Insert Specifications

### Two-page insert

8" x 10<sup>3</sup>/<sub>4</sub>"

#### Trim size

7<sup>3</sup>/<sub>4</sub>" x 10<sup>1</sup>/<sub>2</sub>"

(Position ad to allow for 1/8" trim at head, foot, gutter, and face. Leave at least 3/8" between live matter and all trim edges. Bleed 1/8" on all sides of ad.)

### Four-page insert

16" x 10<sup>3</sup>/<sub>4</sub>"

#### Trim size

7<sup>3</sup>/<sub>4</sub>" x 10<sup>1</sup>/<sub>2</sub>"

All inserts should be delivered folded and ready for binding. (Position ad to allow for 1/8" trim at head, foot, gutter, and face. Leave at least 3/8" between live matter and all trim edges. Bleed 1/8" on all sides of ad.)

### Stock:

Not to exceed equivalent of 80# coated text.

### Quantity:

Verify before each insertion.

### Shipping:

Inserts should be shipped to:

*Firstline* magazine  
Banta Publications Group  
100 Banta Road  
Long Prairie, MN 56347-1903

*Please mark all cartons with publication name and month.*

### Insert Rates:

Contact your AVHC account manager for a specific quote based on insert size and desired circulation.

### Issuance:

Bimonthly

Mailed at periodical rate, 15th day of the first month of issue.

### Closing Dates:

Reservations and copy: 30 days preceding month of issue.  
Cancellations: 30 days preceding month of issue.

### Commission:

Accredited advertising agencies receive a 15% commission provided invoices are paid within 30 days.

*Production charges are not subject to agency commission.*

# Standard Terms and Conditions for Advertising • Effective January 1, 2006

**The following terms and conditions (the “Standard terms”) shall be incorporated by reference into all Insertion orders submitted to Advanstar Communications Inc. (“Publisher”) by Advertiser or its advertising agency.**

- A** – Invoices are rendered at date of publication.
- B** – Publisher holds the Advertiser and its advertising agency jointly responsible for paying all duly authorized advertising inserted or attached to *Firstline* magazine. All past due payments may be invoiced directly to the Advertiser, who will be held fully responsible for payment.
- C** – Terms: Invoices are rendered on the publication date of each issue and are due upon receipt. Agency commission will be disallowed on all past due invoices. In the event Advertiser’s account is placed for collection, Advertiser and agency agree to pay Publisher for all reasonable collection costs and/or attorney’s fees incurred. Advertiser and agency also agree to pay finance charges on unpaid account balance at the rate of 1-1/2% per month or the maximum permitted by law.
- D** – Publisher will not be bound by any terms, conditions, or provisions appearing on insertion orders or copy instructions which conflict with provisions of these Standard terms, including, without limitation, sequential liability statements from advertising agencies. In the event of any inconsistency between an insertion order and/or copy instructions and these Standard terms, the Standard terms shall control.
- E** – All advertisements are accepted and published by the Publisher on the representation that the agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof.
- F** – Advertiser hereby grants Publisher the right and license to use, reproduce, transmit, and distribute all creative materials supplied by or on behalf of Advertiser, including, without limitation, all text, graphics, illustrations, and photographs (the “Creative”). Advertiser represents and warrants that: (i) it has all the necessary rights in the Creative; (ii) the Creative does not violate any applicable law or regulation; (iii) the Creative does not violate or infringe upon any third party right in any manner or contain any material or information that is defamatory, libelous, slanderous, that violates any person’s right of publicity, privacy or personality, or may otherwise result in any tort, injury, damage, or harm to any person. Advertiser acknowledges that Publisher is relying on the foregoing representations and warranties. Advertiser agrees to indemnify, defend, and hold Publisher and its affiliates, and their respective officers, directors, and employees, harmless from and against any and all expenses and losses of any kind (including reasonable attorney’s fees and costs) incurred based upon a breach of any of the foregoing representations and warranties or in connection with any claim arising from or related to any advertisement supplied by Advertiser or its agents and run by Publisher.
- G** – Publisher reserves the right to reject any advertising that Publisher feels is not in keeping with the publication’s standards or for any other reason, even if the advertising has been published previously by Publisher.
- H** – Publisher shall not be liable for any omitted, misplaced, or mis-positioned advertisements.
- I** – All orders are accepted by Publisher subject to change in rate upon notice from Publisher.
- J** – Orders may be cancelled within ten (10) business days of the effective date of a change of rates without incurring a shortrate adjustment, provided the Advertiser’s contract rate has been earned as of the date of cancellation.
- K** – An order may be cancelled without liability up to thirty (30) days prior to the issue’s ad close date. Publisher reserves the right to demand payment for orders cancelled less than thirty (30) days prior to ad close, regardless of the date of ad placement.
- L** – A 1/6 page ad is the minimum rate holder.
- M** – Advertiser will be shortrated if, within a 12-month period from the date of the first insertion, Advertiser does not use the amount of space upon which its billings has been based. Advertiser will be rebated if, within a 12-month period from the date of the first insertion, Advertiser has used sufficient additional space to warrant a lower rate than that at which it has been billed.
- N** – Costs incurred by Publisher for production work on advertisements will be charged to the Advertiser regardless of whether or not the ad runs. Advertiser will be charged for any artwork, separations, halftone, shipping, or typography provided by Publisher.
- O** – In the event a change of copy is not received by Publisher by the publication’s ad closing date, the copy run in the previous issue of the publication will be inserted.
- P** – Publisher will hold Advertiser’s materials for a maximum of one year from last issue date. It is the responsibility of the Advertiser to arrange for the disposition of artwork, proofs, or digital materials prior to that time, otherwise materials will be destroyed. All requests must be submitted in writing.
- Q** – Publisher will not be held responsible for consequential costs or other damages due to loss or damage of digital ad materials, art, proofs, or transparencies.
- R** – Reader response inquiries are provided as a service. Publisher disclaims all liability and responsibility for inaccuracies.
- S** – Under no circumstances shall Publisher be liable for any indirect, incidental, special, or consequential damages (including, without limitation, loss of profit or impairment of goodwill) of any Advertiser. Under no circumstances shall Publisher’s direct or indirect liability to any advertising agency or Advertiser exceed the invoiced cost of the advertisement. Notwithstanding the foregoing, Publisher shall have no liability for (i) any failure or delay resulting from conditions beyond Publisher’s control; or (ii) errors in content or omissions in any creative or advertising materials provided by Advertiser.
- T** – These Standard Terms, together with insertion orders submitted by Advertiser, (i) shall be governed by and construed in accordance with the laws of the State of New York and the United States, without giving effect to principles of conflicts law; (ii) may be amended only by written agreement executed by an authorized representative of each party; and (iii) constitute the complete and entire expression of the agreement between parties, and shall supercede any and all other agreements regarding the subject matter hereof, whether written or oral, between the parties. Failure by either party to enforce any provision of these Standard Terms shall not be deemed a waiver of future enforcement of that or any other provision. Advertiser may not resell, assign, or transfer any of its rights hereunder.

# Veterinary Economics firstline™

*Because it pays to talk to the veterinary healthcare team.*

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Healthcare Communications**

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