

## FOCUS MAGAZINE

### 2021 RATES & SPECIFICATIONS

- **Highly rated.** OVMA members rate *Focus* magazine as one of their most valued benefits.
- **Well read.** 90% readership rate and 70% pass-on rate.
- **Extended reach.** More than 3,000 Ontario veterinarians receive *Focus* bi-monthly and thousands read it online each year.
- **Informative content.** Practice management, government/regulatory, health and well-being, financial management, communications, and more.
- **Added value & discounts.** Receive discounts for multiple print bookings and digital features, including links to advertiser content.
- **Award winning.** *Gold Quill Excellence Award* from the International Association of Business Communicators.

2021 FOCUS ISSUES	DISTRIBUTION	AD BOOKING DEADLINE	MATERIAL DEADLINE
January/February	Mid January	Nov. 13, 2020	Nov. 20, 2021
March/April	Mid March	Jan. 15, 2021	Jan. 22, 2021
May/June	Mid May	March 12, 2021	March 19, 2021
July/August	Mid July	May 14, 2021	May 21, 2021
September/October	Mid September	July 16, 2021	July 23, 2021
November/December	Mid November	Sept. 17, 2021	Sept. 24, 2021

# ADVERTISING RATES

There are no agency commissions. Pricing does not include tax.

COVERS (NONCANCELABLE)	RATE
Inside front cover left-hand side	\$2,650
Inside back cover	\$2,650
Outside back cover	\$2,730
Cover flap (stitched onto cover)	\$3,245

INSIDE PREMIUM (NONCANCELABLE)	RATE
Inside front cover right-hand side	\$2,520
Opposite table of contents	\$2,520
Premium front right (#1) - p. 7	\$2,490
Premium front right (#2) - p. 9	\$2,490

STANDARD	RATE
Double page spread	\$5,300
1 page	\$2,440
1/2 page horizontal or vertical	\$1,480
1/4 page	\$965
1/8 page	\$460

DIGITAL	1X	3 OR MORE
Live link (must be purchased with print ad)	\$99	\$50 each

## CANCELLATION POLICY

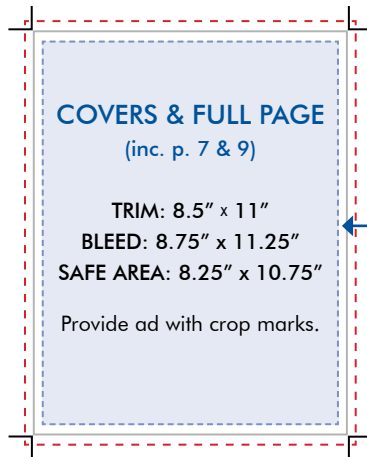
Cancellation will not be accepted after the material and insertion deadline. If material is not submitted by space close, advertiser will still be charged the full amount of the ad.

**Covers and premium ad spaces are noncancelable.**

## DISCOUNT

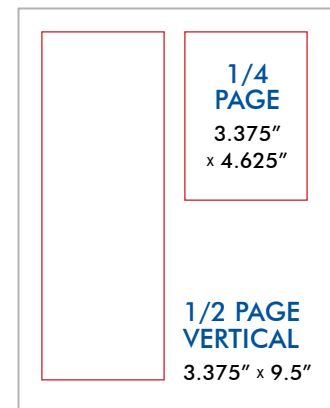
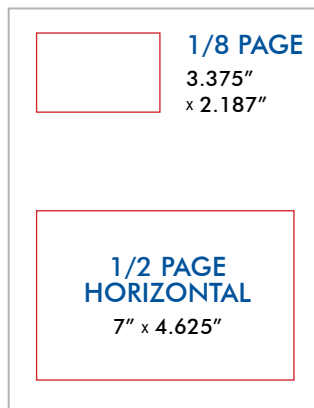
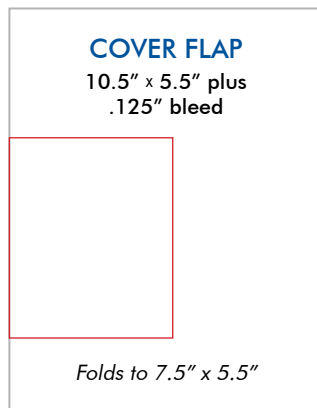
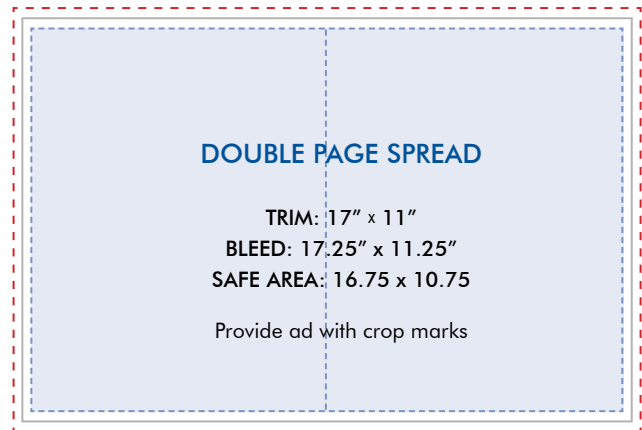
15% discount on all ads placed if six issues are booked by January/February issue space booking deadline.

# SPECIFICATIONS



The live/safe area is .125" from the edges.

Keep critical text or images within this area!



## PRINT PRODUCTION REQUIREMENTS

- Please provide a high-resolution PDF (300 dpi) with fonts embedded. JPG files will not be accepted.
- CMYK colour mode.
- All ads must be submitted electronically. Email final PDF file to [vernile@ovma.org](mailto:vernile@ovma.org).

# COPY & CONTRACT REGULATIONS

1. Advertisers assume all responsibility and liability for all content of advertising submitted for print and for any claims made against the publisher.
2. Advertisers and advertising agencies agree that the publisher is under no liability for failure to insert any advertisement or for any errors and potential damages resulting from errors caused by the publisher, suppliers or consultants in advertising published.
3. Advertisers and advertising agencies are jointly responsible for payment of advertising published.
4. Terms of payment: net 60 days from the date of the invoice. OVMA advertising invoices that remain unpaid after 60 days are subject to a 2% per month interest charge.
5. All advertising materials are subject to approval of the publisher and can be refused at the sole discretion of the publisher.
6. All space reservations must be confirmed with a *Focus* advertising contract signed by the advertiser or agency and submitted no later than the scheduled deadline to book ad space.
7. Cancellation will not be accepted after the material and insertion deadline. If material is not submitted by space close, advertiser will still be charged the full amount of the advertisement.
8. The appearance of advertising in *Focus* magazine does not constitute a guarantee or endorsement of the quality or the value of such products or the claims made for by its manufacturer or service provider.
9. Editorial decisions are not influenced by advertising and are made without consideration of the advertising scheduled to appear in any given issue.
10. Advertising must be clearly presented as such and not as editorial. Advertorial ads that are primarily text should not try to appear as regular articles that may be featured in *Focus*. The acceptance of advertising is at the sole discretion of the publisher.

Advertising material should be sent in the correct format (see p. 3 for specifications and requirements) by the appropriate deadline to [vvernile@ovma.org](mailto:vvernile@ovma.org).

To learn more or to reserve an ad space, contact Vicky Vernile, OVMA advertising coordinator, at 1.800.670.1702 ext. 210 or [vvernile@ovma.org](mailto:vvernile@ovma.org).

**Contact us today!**