ONTARIO VETERINARY MEDICAL ASSOCIATION

FOCUS

FOCUS MAGAZINE

2027 RATES & SPECIFICATIONS

- Highly rated. OVMA members rate *Focus* magazine as one of their most valued benefits.
- Extended reach. More than 3,300 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 and discounts. Receive discounts for multiple print bookings.
- Award winning. *Gold Quill Excellence Award* from the International Association of Business Communicators.

2026 FOCUS ISSUES	DISTRIBUTION	AD BOOKING DEADLINE	MATERIAL DEADLINE
January/February	Mid January	Nov. 6, 2026	Nov. 13, 2026
March/April	Mid March	Jan. 8, 2027	Jan. 15, 2027
May/June	Mid May	March 5, 2027	March 12, 2027
July/August	Mid July	May 7, 2027	May 14, 2027
September/October	Mid September	July 9, 2027	July 16, 2027
November/December	Mid November	Sept. 10, 2027	Sept. 17, 2027

ADVERTISING RATES

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

COVERS (NONCANCELABLE)	RATE
Inside front cover left-hand side	$3,550
Inside back cover	$3,550
Outside back cover	$3,670
Cover flap (stitched onto cover)	$4,370

INSIDE PREMIUM (NONCANCELABLE)	RATE
Inside front cover right-hand side	$3,395
Opposite table of contents	$3,395
Premium front right - p. 7	$3,350
Premium front right - p. 9	$3,350

STANDARD	RATE
Double page spread	$7,120
1 page	$3,275
1/2 page horizontal or vertical	$1,985
1/4 page	$1,290
1/8 page	$620

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.

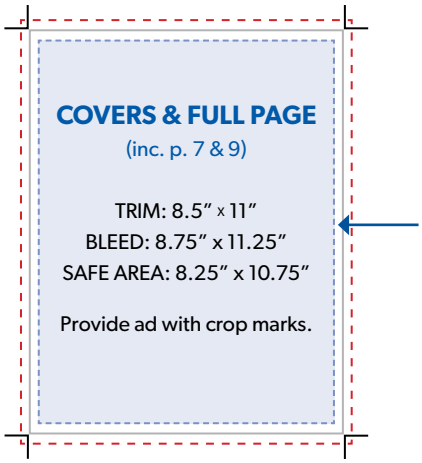
AD ARTWORK SUBMISSION POLICY

Advertisers must adhere to the material deadline calendar and are responsible for submitting their ad artwork (PDF) on time for each issue. If new artwork is not provided by the material deadline, the most recent previous ad artwork will be used.

DISCOUNT

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

SPECIFICATIONS



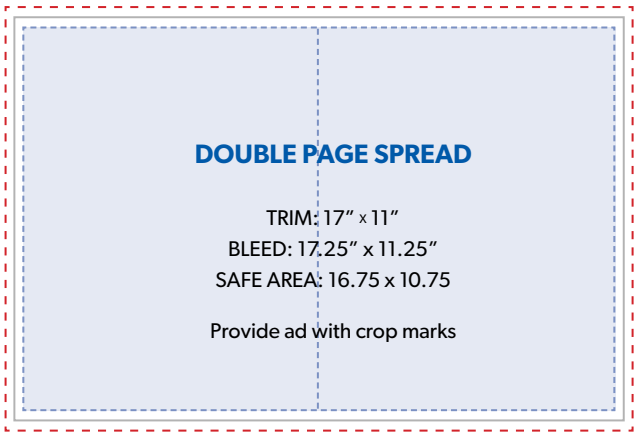
COVERS & FULL PAGE
(inc. p. 7 & 9)

TRIM: 8.5" x 11"
BLEED: 8.75" x 11.25"
SAFE AREA: 8.25" x 10.75"

Provide ad with crop marks.

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

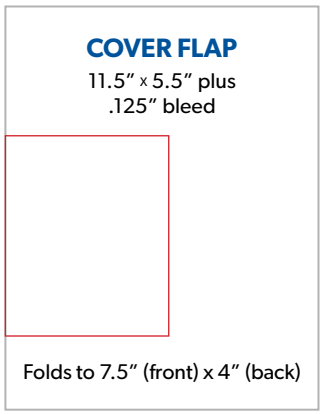
Keep critical text or images within this area!



DOUBLE PAGE SPREAD

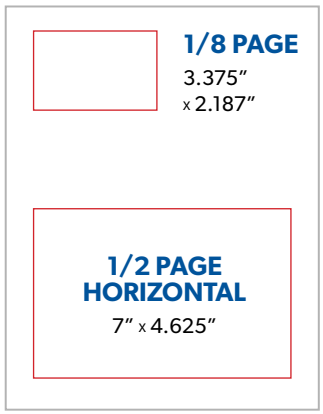
TRIM: 17" x 11"
BLEED: 17.25" x 11.25"
SAFE AREA: 16.75 x 10.75

Provide ad with crop marks



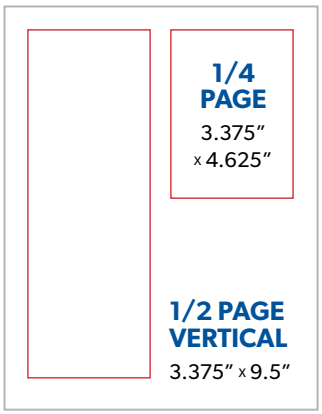
COVER FLAP
11.5" x 5.5" plus .125" bleed

Folds to 7.5" (front) x 4" (back)



1/8 PAGE
3.375" x 2.187"

1/2 PAGE HORIZONTAL
7" x 4.625"



1/4 PAGE
3.375" x 4.625"

1/2 PAGE VERTICAL
3.375" x 9.5"

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 vvernile@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 30 days from the date of the invoice. Past due accounts will not be entitled t o place an ad until past due invoices are paid in full.

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.

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.

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