CVMA ADVANTAGE

7,300
We represent over 7,300 veterinarians and student veterinarians, the majority of which are in private clinical practice.

$2.2 B
Our members are decision-makers in Canada’s $2.2 billion veterinary industry.

#1
We are the one and only national association representing the interests of veterinarians in Canada.

THE INDUSTRY

$2.2 billion in revenue
Veterinary services in Canada total approximately $2.2 billion in revenue annually.

1.7% annualized growth
Over the next four years to 2022, the veterinary industry in Canada is expected to grow at an annualized rate of 1.7% to $2.4 billion.

$1.03 billion in spending
The Canadian veterinary industry spends an estimated $1.03 billion on products and services each year.

8.8 and 7.6 million
Canadian households have an estimated 8.8 and 7.6 million cats and dogs, respectively, prompting demand for routine veterinary services.

Get noticed by Canada’s Veterinary industry!
Contact your Naylor representative today.

Sources: 2018 Marketing Questionnaire, IBISWorld Industry Report 54194CA
# CVMA SOURCE GUIDE

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the guide.

### Rates

<table>
<thead>
<tr>
<th>Format</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>$4,069.50</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$3,899.50</td>
</tr>
<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$3,589.50</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,959.50</td>
</tr>
<tr>
<td>1/2-Page Island</td>
<td>$2,409.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,989.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,279.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$769.50</td>
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</tbody>
</table>

### Black-and-White Rates

<table>
<thead>
<tr>
<th>Format</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 Page</td>
<td>$1,289.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$739.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$489.50</td>
</tr>
</tbody>
</table>

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Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

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Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of $55.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. Rates as of November 2018.

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Net Advertising Rates

Revisions and Proofs: $50

Position Guarantee: 15% Premium

Black-and-White Rates

Digital Edition Branding Opportunities

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>$1,300</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper</td>
<td>$1,300</td>
</tr>
<tr>
<td>Belly Band</td>
<td>$1,300</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>$1,300</td>
</tr>
<tr>
<td>Toolbar</td>
<td>$400</td>
</tr>
</tbody>
</table>

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NAYLOR
ASSOCIATION SOLUTIONS
CVMA SOURCE GUIDE
PRINT ADVERTISING SPECIFICATIONS

Directory Trim Size: 8.375" x 10.875"

Artwork Requirements
All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload
Go to the Naylor website at www.naylor.com/adupload

Production Services, Proofs and Revisions
Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Specs for Outsert/Inserts
1 Page / 1 surface: 8.375" x 10.875"
2 Page / 4 surface: 8.375" x 10.875"
Postcards: 6" x 4.25"

Digital Edition
For the latest online specs, please visit www.naylor.com/onlinespecs

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.
CVMA SOURCE GUIDE
EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on CVMA’s website. A full archive of past issues is available, ensuring longevity for your online presence

In addition to print, CVMA Source Guide is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser’s website.

1 **Large Toolbar | Free with Belly Band!**
   Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

2 **Skyscraper | $1,300**
   The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

3 **Belly Band | $1,300**
   The Belly Band is included on the front cover of the digital edition, making your company’s ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition’s back cover, wrapping your company’s message around the entire digital edition.

4 **Leaderboard | $1,300**
   Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

5 **Sponsorship* | $1,300**
   Your message will be prominently displayed directly across from the cover of the magazine.

*Video capabilities are not supported for Sponsorship MAX.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready. For the latest online specs, please visit www.naylor.com/onlinespecs
Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only $20 each. If your product or service is not listed below, a new category can be created for you.

- Anesthesia
- Anesthesia Equipment Sales & Service
- Anesthetic Vapourizers
- Animal Care & Rehabilitation
- Animal Care Products
- Animal Enzyme Therapy
- Animal Health
- Animal Health Products
- Anti-Fatigue Mats
- Antibiotics
- Artificial Insemination
- Banks
- Behavioural Consulting
- Biologicals
- Book Stores
- Breeder Services
- Business Brokers
- Cages
- Coccidiosis Vaccines
- Computer Software
- Cremation Urns
- Dental Care Products
- Dental Equipment & Supplies
- Dental Treats
- Dermatology Referrals
- Diagnostic Equipment & Services
- Digestive Enzyme Supplements
- Distributor of Veterinary Products
- Dog Treats
- Drug Suppliers
- Drugs
- Electrosurgical Equipment
- Endoscopic Accessories
- Endoscopic Instrument Suppliers
- Equine & Bovine Hoof Repair
- Equine Dental Instruments & Supplies
- Equine Post-surgical/Rehabilitation Products
- Financial
- Fluid Therapy
- Grooming Schools
- Health Registry
- Healthcare Products
- Hidden Fences
- Identification Systems & Supplies
- In-clinic Laboratory Equipment
- Infectious Disease Organization
- Insurance
- Invisible Fencing
- Lab Products & Instrumentation
- Laboratories
- Litter
- Livestock Feed Manufacturers
- Magnetic Therapy
- Massage Therapy
- Medical Equipment
- Medical Labels
- Medical Products & Supplies
- Microbiological Supplies
- Mobile Clinics/X-rays
- Natural Wheat Litter
- Nutrence
- Nutrition
- Nutrition - Veterinary Exclusive
- Nutritional Gel
- Nutritional Products/Supplements
- Obedience Schools
- Orthopedic Supplies
- Pet Accessories
- Pet Carrying Devices
- Pet Caskets
- Pet Food Suppliers
- Pet Nutrition
- Pet Shipping
- Pet Supplies Wholesalers/Distributors
- Pet Taxi
- Pet Transporting
- Pharmaceuticals
- Post-operative Care Products
- Practice Management Software
- Protective Animal Collars & Aprons
- Protective Eyewear for Dogs
- Publisher
- Radiology Supplies & Accessories
- Raw Pet Food
- Rehabilitation Equipment
- Research Institute
- Small Animal Litter
- Specimen Collection
- Spray Technology Products
- Stain & Odour Remover
- Supplemental Vitamins
- Suppliers
- Surgical Equipment & Supplies
- Surgical Instruments
- Surgical Lasers
- Telemedicine Software
- Temperature Therapy Equipment
- Three-dimensional Ultrasound Software
- Traps & Cages
- Travel Agency
- Tropical Travel Consultation
- Ultrasound Equipment
- Uniforms
- Unique Products
- Urethanes - Hoof Repair Services
- Vaccines
- Veterinarian Sinks & Tables
- Veterinary Diets
- Veterinary Pharmaceuticals
- Veterinary Pharmacy
- Veterinary Products & Supplies
- Veterinary Products Distributor
- Veterinary Software
- Veterinary Testing
- Vitamins/Supplements
- Wound Management Products
- X-Ray & Veterinary Supplies
- X-Ray Equipment
- X-Ray Film & Supplies
- Other: __________________

One free listing with any size ad. Additional listings are $20 each. No limit. Please list new categories on this sheet.

_________Additional Categories X $20 = $____________________

Initial:__________ Date:____________________