



CANADIAN VETERINARY
MEDICAL ASSOCIATION

L'ASSOCIATION CANADIENNE
DES MÉDECINS VÉTÉRINAIRES

CANADIANVETERINARIANS.NET

CANADIAN VETERINARY MEDICAL ASSOCIATION MEDIA GUIDE

Stand out in front of Canada's Veterinary industry!

CVMA Source Guide

FOR MORE INFORMATION, PLEASE CONTACT:

Angela McDougall
Project Manager, Naylor Association Solutions
(800) 665-2456 ext. 3625
amcdougall@naylor.com

NAYLOR 
ASSOCIATION SOLUTIONS



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.



Source Guide

The only publication that includes a national listing of Canadian veterinarians.

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



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Net Advertising Rates

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

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Full-Colour	Rates
Double Page Spread	\$4,069.50
Outside Back Cover	\$3,899.50
Inside Front or Inside Back Cover	\$3,589.50
Full Page	\$2,959.50
1/2-Page Island	\$2,409.50
1/2 Page	\$1,989.50
1/4 Page	\$1,279.50
1/8 Page	\$769.50

Black-and-White	Rates
1/2 Page	\$1,289.50
1/4 Page	\$739.50
1/8 Page	\$489.50

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

Digital Edition Branding Opportunities

Sponsorship | \$1,300

Skyscraper | \$1,300

Belly Band | \$1,300

Leaderboard | \$1,300

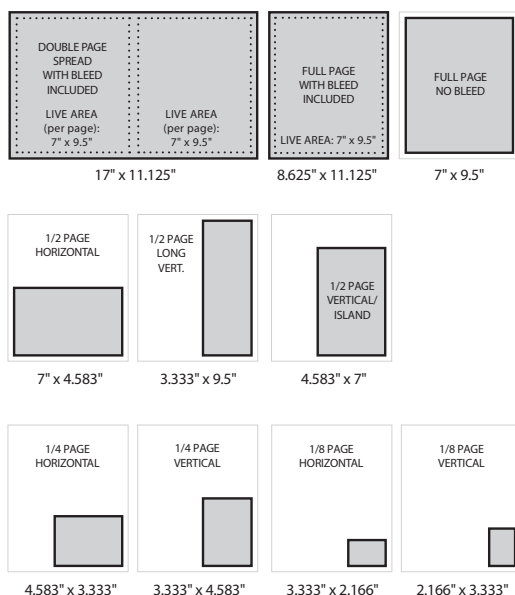
Toolbar | \$400

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 \$35.00 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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PRINT ADVERTISING SPECIFICATIONS

Directory Trim Size: 8.375" x 10.875"



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.

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/online specs

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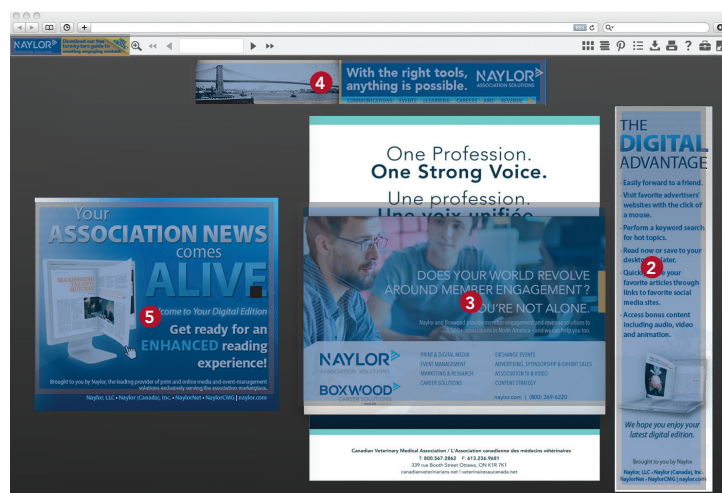
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EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- 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.

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INDEX OF ADVERTISERS CATEGORIES

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.*

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