Canadian Veterinary Medical Association

CVMA Source Guide

FOR MORE INFORMATION, PLEASE CONTACT:

Candace Bremner
Naylor Association Solutions
Toll Free: (800) 665-2456 ext. 3614
Direct: (204) 975-3616
cbremner@naylor.com

www.canadianveterinarians.net
We are the only national association representing the interests of veterinarians in Canada. We represent over 7,200 veterinarians and student veterinarians, the majority of which are in private clinical practice. Our members are decision-makers in Canada’s $2 billion veterinary industry.

STATE OF THE INDUSTRY

$2 billion in revenue
Veterinary services in Canada total approximately $2 billion in revenue annually.

1.7% annualized growth
Over the next four years to 2021, the veterinary industry in Canada is expected to grow at an annualized rate of 1.7% to $2.2 billion.

$906 million in spending
The Canadian veterinary industry spends an estimated $906 million on products and services each year.

READERSHIP

The CVMA Source guide is distributed both in print and digitally to 100% of our members. Additional copies of the Source Guide are also distributed to provincial veterinary regulatory organizations and Canadian veterinary colleges.

Cited as an important member benefit, the Source Guide is the only publication that includes a national listing of Canadian veterinarians.

Connect with Canada’s veterinary professionals year-round. Contact your Naylor account executive today!

Source: IBISWorld Industry Report 54194CA
## Net Advertising Rates

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

### Full-Colour Rates

<table>
<thead>
<tr>
<th>Position</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>$3,989.50</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$3,839.50</td>
</tr>
<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$3,529.50</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,899.50</td>
</tr>
<tr>
<td>1/2-Page Island</td>
<td>$2,359.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,949.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,259.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$759.50</td>
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### Black-and-White Rates

<table>
<thead>
<tr>
<th>Position</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,989.50</td>
</tr>
<tr>
<td>1/2-Page Island</td>
<td>$1,469.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,269.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$729.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$479.50</td>
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</tbody>
</table>

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.

## 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>Toolbar</td>
<td>$775</td>
</tr>
<tr>
<td>Belly Band</td>
<td>$1,300</td>
</tr>
</tbody>
</table>

Online Specifications - For more information, visit: [http://www.naylor.com/digitalmagspecs/](http://www.naylor.com/digitalmagspecs/)

### Company Profile

Promote your brand with this unique advertising opportunity. Include a brief, 30-word description, along with either a full-colour or black-and-white logo.

### Products & Services Marketplace:

This special section is designed to highlight companies that provide products and services to our members. Your full-colour ad will catch the attention of over 6,000 vets in Canada for the entire year.

Advertisements indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of $50.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

(Rates as of September 2016)

In addition to print, the CVMA Source Guide is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser’s websites. Each issue is emailed to readers as well as posted on the CVMA’s website. An archive of issues is available, securing your ad a lasting online presence.

Readers can:
• Bookmark pages and insert notes
• Keyword search the entire publication
• Navigate and magnify pages with one click
• Read the publication online or download and print for later
• View issues instantly from most smartphones and tablets
• View archives and find listings for one-click access

Extend your advertising investment with digital media:
• Link your ad to the landing page of your choice
• Increase website traffic
• Interact with viewers to help the buying process
• Generate an immediate response from customers

Ad Positions

Digital Toolbar (250 x 50 pixels) | $500
Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

Digital Leaderboard (728 x 90 pixels) | $1,500
The leaderboard ad is displayed the entire time the digital edition is open at the top of the digital edition, giving your message constant and lasting exposure.

Digital Skyscraper (200 x 783 pixels) | $1,300
The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Ad Link | included in display ad rates
Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

Digital Sponsorship | $1,300
Your message will be prominently displayed directly across from the cover of the guide. Animation capabilities are available. Video capabilities not available for Sponsorship Max.

Digital Belly Band (603 x 324 pixels) | $1,300
Your company will be featured as a digital belly band that wraps around the front and back of the digital edition. This prominent location will give you.

Online Specifications - For more information, visit: http://www.naylor.com/digitalmagspecs/
Company Profile

Promote your brand with this unique advertising opportunity. Include a brief, 30-word description, along with either a full-colour or black-and-white logo. Please select from one of the following options below and return this form to your Naylor Account Executive.

- 30-word classified with full-colour logo - $309.50
- 30-word classified with black-and-white logo - $219.50

Advertiser Information:

Company Name: _______________________________________________________________________________________________________
Primary Contact: _________________________________________ Position:______________________________________________________
Address: _____________________________________________________________________________________________________________
City: ______________________________________________ State/Province:_____________ Zip/Postal Code:___________________________
Phone: _____________________________________________________ Fax:______________________________________________________
Email: __________________________________________________ Website:______________________________________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X ______________________ Date:________________________

Advertise indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Revisions to previously submitted ad copy are subject to additional charges. A charge of $50.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). [CVMA-00017]

Please sign and return to:

Candace Bremner
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Direct: (204) 975-3616
cbremner@naylor.com
CVMA Source Guide

Print Advertising Specifications

Directory/Magazine 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.

DPS Live Area: 15.417" x 9.5"
Full-Page Live Area: 7" x 9.5"

Specs for Outsert/Inserts

Directory
1 Pg / 1 Surface 8.375" x 10.875"
1 Pg / 2 Surface 8.375" x 10.875"
2 Pg / 4 Surface 8.375" x 10.875"
Postcards 6" x 4.25"
Heavy Card Stock Insert 8.25" x 10.75"
Postal flysheets 8.5" x 11"

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of $30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

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

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.

Digital Edition - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp
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.

- 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
- Nutrience
- 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 $20.00 each. No limit. Please list new categories on this sheet.

_________ Additional Categories X $20.00 = $ ________________

Initial: __________ Date: __________________________
Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the Canadian Veterinary Medical Association and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of CVMA.

<table>
<thead>
<tr>
<th>Acumenex</th>
<th>National Leasing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alicia Diagnostics Inc.</td>
<td>Neogen Corporation</td>
</tr>
<tr>
<td>American Animal Hospital Association</td>
<td>Opti-Tech Scientific, Inc.</td>
</tr>
<tr>
<td>Animal Blood Resources</td>
<td>Pacific Veterinary Sales Ltd.</td>
</tr>
<tr>
<td>Antech Diagnostics</td>
<td>Petidco/Avid Canada</td>
</tr>
<tr>
<td>Associate Vet Clinics</td>
<td>Petsecure Pet Health Insurance</td>
</tr>
<tr>
<td>ATS Healthcare</td>
<td>Rayence USA</td>
</tr>
<tr>
<td>Canadian Animal Rehab Services</td>
<td>Raymax of Canada</td>
</tr>
<tr>
<td>CanWest Veterinary Conference</td>
<td>Reflex Integrated, Inc.</td>
</tr>
<tr>
<td>CDMV</td>
<td>Ridgian Animal Care Systems</td>
</tr>
<tr>
<td>Central Life Sciences/Wellmark International</td>
<td>ROI Corporation</td>
</tr>
<tr>
<td>Central Sales Ltd.</td>
<td>Ross University School of Veterinary Medicine</td>
</tr>
<tr>
<td>CMW Insurance Services</td>
<td>S E C Repro, Inc.</td>
</tr>
<tr>
<td>Concord Specialty Pharmacy</td>
<td>Saskatchewan Abilities Council</td>
</tr>
<tr>
<td>Diagnostic Imaging Systems, Inc.</td>
<td>SciencePure Nutraceuticals</td>
</tr>
<tr>
<td>Editorial Advertisement</td>
<td>scil animal care company</td>
</tr>
<tr>
<td>Four Flags over Aspen, Inc.</td>
<td>Shank’s Veterinary Equipment, Inc</td>
</tr>
<tr>
<td>Fresenius Kabi Animal Health</td>
<td>Shor-Line (Schroer Mfg. Co.)</td>
</tr>
<tr>
<td>iFinance Canada, Inc.</td>
<td>Sounda</td>
</tr>
<tr>
<td>Jupiter Veterinary Products</td>
<td>Sparkle Solutions</td>
</tr>
<tr>
<td>Karl Storz Veterinary Endoscopy</td>
<td>Strathcona Ventures</td>
</tr>
<tr>
<td>Lake Forest Anatomicals Company</td>
<td>Stroud Cages</td>
</tr>
<tr>
<td>McCague Borlack LLP</td>
<td>Summit Veterinary Pharmacy, Inc.</td>
</tr>
<tr>
<td>McCarthy &amp; Sons Service</td>
<td>TD Bank</td>
</tr>
<tr>
<td>Merck Animal Health</td>
<td>Trudell Medical International</td>
</tr>
<tr>
<td>Merial Canada, Inc.</td>
<td>Universal Medical Systems, Inc.</td>
</tr>
<tr>
<td>Michael Stephen Mfg.</td>
<td>Western Financial Group Insurance Solutions</td>
</tr>
<tr>
<td>Modern Veterinary Therapeutics LLC</td>
<td>Western Veterinary Conference</td>
</tr>
<tr>
<td>Motion Health Ltd.</td>
<td>Zinpro Corporation</td>
</tr>
<tr>
<td>Musculoskeletal Therapies For Animals</td>
<td>Zoetis</td>
</tr>
</tbody>
</table>