



SASKATCHEWAN
VETERINARY MEDICAL
ASSOCIATION

MEDIA KIT



Saskatchewan Veterinary Medical Association

Membership Directory & Resource Guide



FOR MORE INFORMATION, PLEASE CONTACT:

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www.svma.sk.ca

NAYLOR 
ASSOCIATION SOLUTIONS



MEMBER PROFILE

100%

We represent every veterinarian in Saskatchewan, more than 700.

Decision-makers

Our members make the purchasing decisions in Saskatchewan's growing **\$110 million** veterinary industry.

Top licensed vets

Our members include leading licensed veterinarians in large animal practices, small animal practices, and mixed animal practices.

In addition to every SVMA member, additional copies of the directory are distributed to other provincial veterinarians, government affiliates and Canadian veterinary associations.

STATE OF THE INDUSTRY

\$110 million in revenue

Veterinary services in Saskatchewan total approximately **\$110 million** in revenue annually.

An annualized growth rate of 1.3%

Over the next five years to 2022, industry revenue is forecast to grow at an annualized rate of 1.3% due to innovative technologies.

\$53 million in spending

The Saskatchewan veterinary industry spends an estimated **\$53 million** on products and services each year.

Membership Directory & Resource Guide

Available in print & digital!



Our publication is used extensively throughout the year for referrals and includes information on:

Medical health offices

Veterinary colleges

Canada Veterinary Medical Association

Other veterinary medical associations

Specialists in the province

**Reach Saskatchewan's top veterinarians year-round.
Contact your Naylor account executive today!**

SASKATCHEWAN VETERINARY MEDICAL ASSOCIATION

Membership Directory & Resource Guide

Net Advertising Rates

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

All rates include an Ad Link in the digital edition.

Ad Sizes	Full-Colour Rates
Double-Page Spread	\$3,039.50
Outside Back Cover	\$2,719.50
Inside Front or Inside Back Cover	\$2,589.50
Full Page	\$2,399.50
1/2 Page	\$1,439.50
1/3 Page	\$1,159.50
1/4 Page	\$939.50
1/8 Page	\$609.50

Stand out even more this year with a Tab position! *(reserved on a first come, first serve basis)*

Full Page, Full-Colour Tab Position: \$2,619.50
Full Page, Black & White Tab Position: \$1,769.50

Ad Sizes	Black-and-White Rates
Full Page	\$1,719.50
1/2 Page	\$1,109.50
1/3 Page	\$819.50
1/4 Page	\$619.50
1/8 Page	\$459.50

*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.*

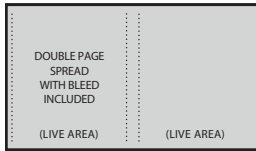


Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted 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).

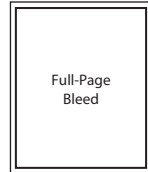
Membership Directory & Resource Guide

Print Advertising Specifications

Roster Trim Size: 5.75" x 8.5"



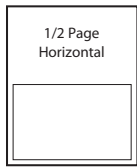
11.75" x 8.75"
(5" x 7.5" LIVE PER PAGE)



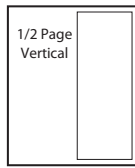
6" x 8.75"



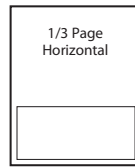
5" x 7.5"



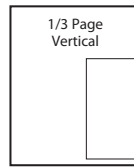
5" x 3.666"



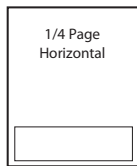
2.333" x 7.5"



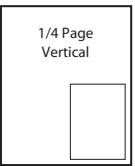
5" x 2.333"



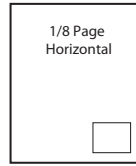
2.333" x 4.916"



5" x 1.666"



2.333" x 3.666"



2.333 x 1.666"

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: 10.75" x 7.5"

Full Page Live Area: 5" x 7.5"

Specs for Outsert/Inserts

Roster

1 Pg / 2 Surface 5.75" x 8.5"

3 Pg / 6 Surface 5.75" x 8.5"

Postcards 6" x 4.25"

Heavy Card Stock Insert 5.25" x 8.25"

Postal flyersheets 5.75" x 8.5"

Artwork Requirements

All digital color and greyscale 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 greyscale 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.

Membership Directory & Resource Guide

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 Equipment Sales & Service | <input type="checkbox"/> Grooming | <input type="checkbox"/> Pet Containment |
| <input type="checkbox"/> Animal Care Products | <input type="checkbox"/> Grooming Supplies & Equipment | <input type="checkbox"/> Pet Food Suppliers |
| <input type="checkbox"/> Animal Control Equipment | <input type="checkbox"/> Group Insurance | <input type="checkbox"/> Pet Nutrition |
| <input type="checkbox"/> Animal Environment | <input type="checkbox"/> Handicapped Animal Carts | <input type="checkbox"/> Pharmaceutical Supplies |
| <input type="checkbox"/> Animal Health | <input type="checkbox"/> Hematology Analyzing | <input type="checkbox"/> Pharmacy Compounding |
| <input type="checkbox"/> Animal Health Products | <input type="checkbox"/> Holistic Care | <input type="checkbox"/> Protective Animal Collars & Aprons |
| <input type="checkbox"/> Banks | <input type="checkbox"/> Holistic Pet Food & Supplements | <input type="checkbox"/> Publications |
| <input type="checkbox"/> Blood Analyzers | <input type="checkbox"/> Human Health Products | <input type="checkbox"/> Radiology Supplies & Accessories |
| <input type="checkbox"/> Book Stores | <input type="checkbox"/> Identification Tags | <input type="checkbox"/> Rehabilitation Equipment |
| <input type="checkbox"/> Cages | <input type="checkbox"/> In-Clinic Laboratory Equipment | <input type="checkbox"/> Silicone Tubes & Accessories |
| <input type="checkbox"/> Canine Behavioural Products | <input type="checkbox"/> Instrument Repair & Restoration | <input type="checkbox"/> Software |
| <input type="checkbox"/> Canine Daycare/Grooming/Training | <input type="checkbox"/> Insurance | <input type="checkbox"/> Specialty Medical Instruments |
| <input type="checkbox"/> Catheters - Multiple Types and Sizes | <input type="checkbox"/> Intensive Care Unit | <input type="checkbox"/> Surgical Equipment |
| <input type="checkbox"/> Cellular Communications | <input type="checkbox"/> Invisible Fencing | <input type="checkbox"/> Surgical Gloves |
| <input type="checkbox"/> Centrifuges | <input type="checkbox"/> Laboratories | <input type="checkbox"/> Surgical Instruments |
| <input type="checkbox"/> Clipper/Trimmer | <input type="checkbox"/> Laboratory Equipment | <input type="checkbox"/> Systems Practice Management Software |
| <input type="checkbox"/> Commodity Group | <input type="checkbox"/> Litter | <input type="checkbox"/> Tag Identification |
| <input type="checkbox"/> Computer Sales & Service | <input type="checkbox"/> Livestock Equipment | <input type="checkbox"/> Telecommunications |
| <input type="checkbox"/> Continuing Education | <input type="checkbox"/> Livestock Feed Manufacturers | <input type="checkbox"/> Training |
| <input type="checkbox"/> Cremation & Urns | <input type="checkbox"/> Livestock Identification | <input type="checkbox"/> Tranquilizer Guns |
| <input type="checkbox"/> Cremation Services | <input type="checkbox"/> Medical Equipment | <input type="checkbox"/> Traps |
| <input type="checkbox"/> Dairy Equipment, Sales & Service | <input type="checkbox"/> Medical Imaging | <input type="checkbox"/> Ultrasound Equipment |
| <input type="checkbox"/> Dental Equipment & Services | <input type="checkbox"/> Microbial & Probiotic Feed Additives | <input type="checkbox"/> Uniforms |
| <input type="checkbox"/> Dental Supplies | <input type="checkbox"/> Microbiology Products | <input type="checkbox"/> Vaccines |
| <input type="checkbox"/> Diagnostic Equipment | <input type="checkbox"/> Microchip Identification | <input type="checkbox"/> Ventilation Systems |
| <input type="checkbox"/> Diagnostic Laboratories | <input type="checkbox"/> Microscopes | <input type="checkbox"/> Veterinary & Medical Supplies |
| <input type="checkbox"/> Direct Feed Microbials | <input type="checkbox"/> Milk Replacers | <input type="checkbox"/> Veterinary Diets |
| <input type="checkbox"/> Disinfectants | <input type="checkbox"/> Needles | <input type="checkbox"/> Veterinary Equipment & Supplies |
| <input type="checkbox"/> Disposable Products | <input type="checkbox"/> Nutraceuticals | <input type="checkbox"/> Veterinary Instruments |
| <input type="checkbox"/> Distributors | <input type="checkbox"/> Nutrition | <input type="checkbox"/> Veterinary Medicine Products |
| <input type="checkbox"/> Drug Suppliers | <input type="checkbox"/> Nutritional Products & Supplements | <input type="checkbox"/> Veterinary Pharmaceutical Suppliers |
| <input type="checkbox"/> Education | <input type="checkbox"/> Obedience Training | <input type="checkbox"/> Veterinary Products & Supplies |
| <input type="checkbox"/> Endoscopic Instrument Suppliers | <input type="checkbox"/> Odour Neutralizers | <input type="checkbox"/> Veterinary Products Distributor |
| <input type="checkbox"/> Equine Appraisal Services | <input type="checkbox"/> Office Supplies | <input type="checkbox"/> Veterinary Software |
| <input type="checkbox"/> Equine Dental Instruments & Supplies | <input type="checkbox"/> Organic Trace Minerals | <input type="checkbox"/> Veterinary Tools |
| <input type="checkbox"/> Equine Veterinary Equipment | <input type="checkbox"/> Orthotics | <input type="checkbox"/> Website Design |
| <input type="checkbox"/> Equipment Leasing | <input type="checkbox"/> Packaging | <input type="checkbox"/> X-Ray Equipment & Supplies |
| <input type="checkbox"/> Financial Institutions | <input type="checkbox"/> Pest Control | <input type="checkbox"/> X-Ray Film, Accessories & Supplies |
| <input type="checkbox"/> Financial Planners | <input type="checkbox"/> Pet & House Sitting | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Fluid Therapy | <input type="checkbox"/> Pet Care Financing | |

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: _____



Membership Directory & Resource Guide

Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with SVMA 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 SVMA.

Arthroparm Services Inc.
Avalon Medical
Boehringer Ingelheim (Canada) Ltd.
Campbell Pet Company
Canadian Animal Rehab Services
CDMV
CuraCore Integrative Medicine and Education Center
Cytovetstat
Dorothy Pearl Uniforms Inc.
El-Rad Services Ltd.
Family Pet Cremation Services
Hill Avenue Drugs Ltd.
iFinance Canada Inc.
International WIN Ltd.
Invisible Fence Brand
Jupiter Veterinary Products
McCarthy & Sons Service
Medical Arts Pharmacy
Merial Canada Inc.
Michael Stephen Mfg.
Midwest Veterinary Purchasing Co. Ltd.
Prairie Diagnostic Services
Prairie Mountain Pet Resort
Sable Industries
Saskatchewan Abilities Council
**Saskatchewan Institute of Applied Science and Technology -
Kelsey Campus**
Sasktel
SciencePure Nutraceuticals
SCIL Animal Care Company
Sensor Health Inc.
Sound TM
Summit Veterinary Pharmacy Inc.
The Medicine Shoppe Pharmacy & Compounding Centre
Trudell Medical International
Unimor
Universal Imaging Inc.
Vetoquinol N.-A. Inc.
VetStrategy
Victoria Square Compounding Pharmacy
Wall Street Pharmacy