



BLACK & WHITE RATES

Frequency	1 Page	1/2 Page	1/3 Page	1/4 Page
1X	\$4,365	\$2,590	\$2,045	\$1,455
2X	\$3,985	\$2,360	\$1,830	\$1,310
4X	\$3,660	\$2,010	\$1,600	\$1,165
6X	\$3,395	\$1,945	\$1,530	\$1,120
8X	\$3,285	\$1,795	\$1,470	\$1,080

Color Rates

Match colors (pms) per page	\$ 975
Four-color process per page (using standard 4a/MPA colors)	\$1,500
Four-color process spread	\$2,075
Metallic per page	\$1,330

Special Positions

Cover 2	\$ 675
Cover 3	\$ 625
Cover 4	\$ 800
Opposite Table of Contents page	\$ 625

AD CLOSING DATES

The Bovine Practitioner

Spring issueMarch 1
 Summer issueJune 1

Annual AABP Convention Proceedings

Autumn issue.....October 1

STAFF

Robert A. Smith, DVM.....Editor
 John T. O'Brien.....Advertising Sales
 Cheri L. Jackson.....Advertising Sales

GENERAL INFORMATION

AGENCY COMMISSIONS

15% for recognized Advertising agencies upon payment within 30 days.

MATERIAL SPECIFICATIONS

All materials, including digital ads, must include a contract quality color proof calibrated to SWOP specifications and a color bar generated from the digital data.

JOURNAL TRIM SIZE

Finished trim size is 8 1/2 × 11 inches. If art bleeds off edge of sheet, extend image area 1/8" beyond trim size. For best results, hold "Live Area" to 7 1/2 × 10".

PARTIAL PAGES

	(Live Area)	
	Width	Height
Half, horizontal	8"	5"
Half, vertical	4"	10"
Third, vertical	2.5"	10"
Quarter	4"	5"

MATERIALS ON DISK

Digital format is preferable; a digital matchprint must accompany all digital files. Please contact printer for specifications.

FILM SPECIFICATIONS

Right reading, emulsion-down negatives on 0.004 inch dimensionally stable film; one piece per color. Film must be hard dot: opaque on base side. SCREEN: 150 (max) line screen for four-color; 133 (max) line screen for twocolor. All film must be clearly marked with publication name and month of insertion.

INSERTS

Available. Please call for quotes.

CIRCULATION BASE

Total circulation = 5,100. Includes veterinarians in cattle practice, US and Canada, and allied institutions.

REQUIREMENTS FOR ADVERTISING

Advertising must, in the opinion of the publisher, be in good taste and reflect professional publishing principles.

PROOFS

A color proof must be supplied for EACH publication in which the ad appears. Digital ad proofs must be Kodak Approval, Imation digital matchprint or Iris proofs (except for files created on Copy-Dot scanners). Film proof on 40# coated; four-color wet trapping press to SWOP standards; head to foot rotation C-M-Y-K.

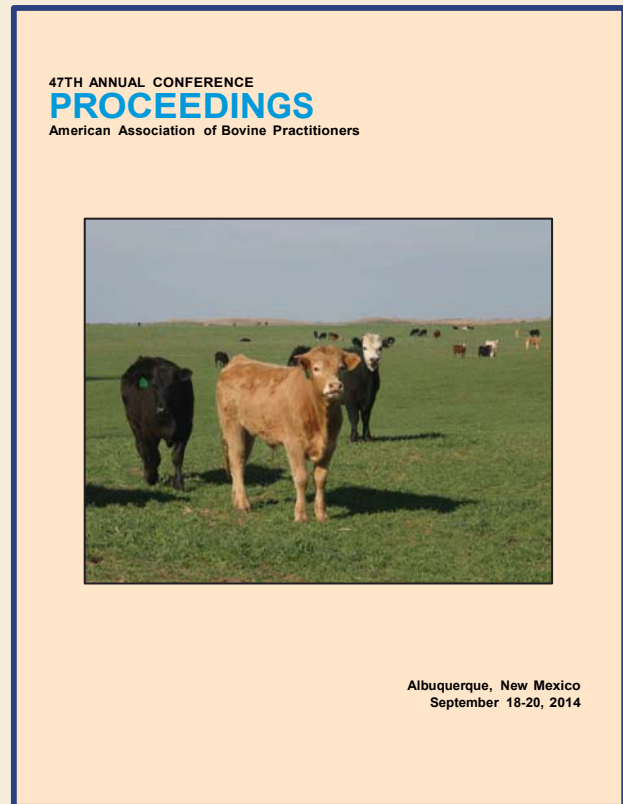
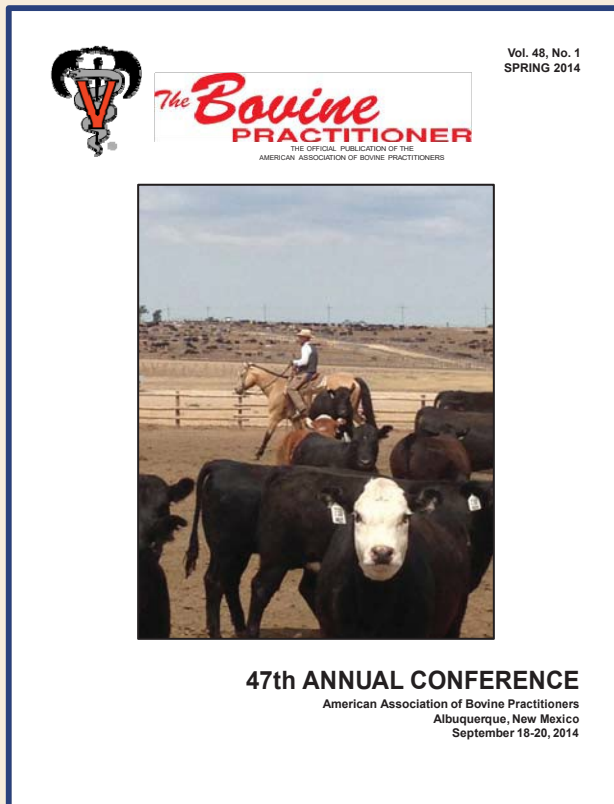
For more information go to www.aabp.org

SEND INSERTION ORDERS TO:

John T. O'Brien
 12118 Nieman Road
 Overland Park, KS 66213
 Phone: (913) 579-4084 cell
 E-Mail: job4bov@gmail.com

SEND ADVERTISING MATERIALS TO:

Kelli Jo Carrier
 VM Publishing Co.
 205 West 7th Avenue, Suite 201G
 Stillwater, OK 74074
 Phone: (405) 533-1883
kellijo.vmpubco@gmail.com



AABP PUBLICATIONS

The Bovine Practitioner is the official publication of The American Association of Bovine Practitioners, published in **Spring** and **Summer** annually. *The AABP Annual Conference Proceedings* is published following to the AABP Conference in the **Fall**.

EDITORIAL MISSION

Articles published in *The Bovine Practitioner* are intended to address the needs of bovine practitioners. Regular features include case reports, review articles, retrospective studies and articles describing new techniques. A section of the journal is peer-reviewed or referred.

MISSION STATEMENT

The American Association of Bovine Practitioners is an association of veterinarians organized to enhance the professional lives of its members through relevant continuing education that will improve the well-being of cattle and the economic success of their owners, increase awareness and promote leadership for issues critical to cattle industries, and improve opportunities for careers in bovine medicine.