



**BLACK & WHITE RATES**

Frequency	1 Page	1/2 Page	1/3 Page	1/4 Page
1X	\$3,805	\$2,250	\$1,760	\$1,250
2X	\$3,465	\$2,030	\$1,575	\$1,130
4X	\$3,170	\$1,730	\$1,375	\$1,000
6X	\$2,985	\$1,660	\$1,310	\$ 955
8X	\$2,845	\$1,575	\$1,250	\$ 920

**Color Rates**

Match colors (pms) per page	\$ 850
Four-color process per page (using standard 4a/MPA colors)	\$1,350
Four-color process spread	\$1,775
Metallic per page	\$1,200

**Special Positions**

Cover 2	\$ 485
Cover 3	\$ 445
Cover 4	\$ 550
Opposite Table of Contents page	\$ 455

**AD CLOSING DATES**

**The Bovine Practitioner**

Spring issue.....February 15  
Summer issue.....May 15

**Annual AABP Convention Proceedings**

Autumn issue .....August 15

**Annual AABP Membership Directory**

Winter issue .....November 15

**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 x 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 x 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 = 6,100. 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.

**FUTURE AABP MEETINGS**

2010	Albuquerque, New Mexico August 19-21
2011	St. Louis, Missouri September 22-24
2012	Montreal, Quebec, Canada September 20-22

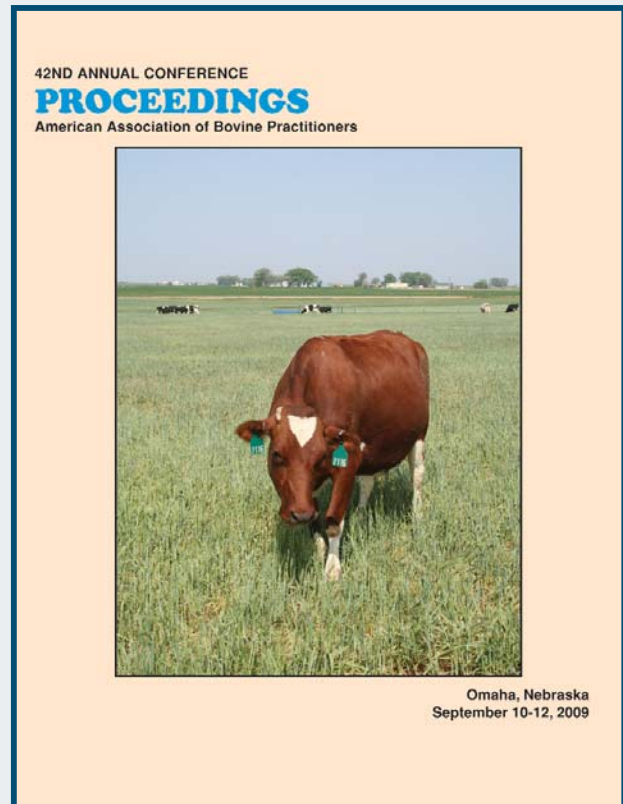
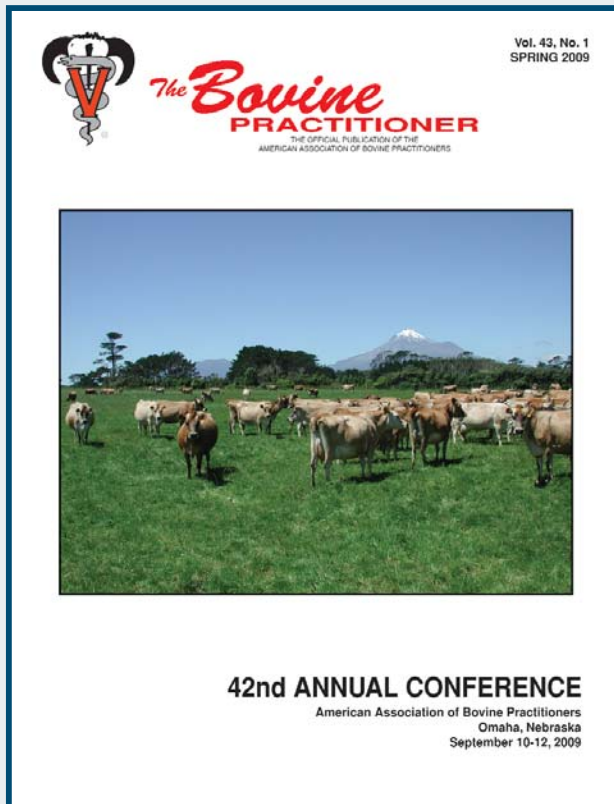
For more information go to [www.aabp.org](http://www.aabp.org)

**SEND INSERTION ORDERS TO:**

John T. O'Brien  
12118 Nieman Road  
Overland Park, KS 66213  
Phone: (913) 402-8383 x302  
Fax: (913) 402-8384  
E-Mail: [john@cliniciansbrief.com](mailto:john@cliniciansbrief.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](mailto: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 prior to the AABP Conference in **Fall**. *The Membership Directory* is published annually in **Winter**.

## 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.