

2020 Advertising Rate Card

Australian Veterinary Journal

The AVJ is AVA's flagship journal with unmatched credibility in the market place. It offers peer-reviewed scientific papers, disease updates and news features, as well as the latest information on education and legislation, practice innovation, products and services. Being the voice of Australia's veterinary profession most veterinarians keep and reuse it, both in waiting rooms and for their own clinical or scientific reference purposes. With a distinguished history and superior production quality, the AVJ is the perfect way to promote your products, services and brand.

Contact information

corporate-sales@wiley.com

+61 3 9274 3100

Editorial information

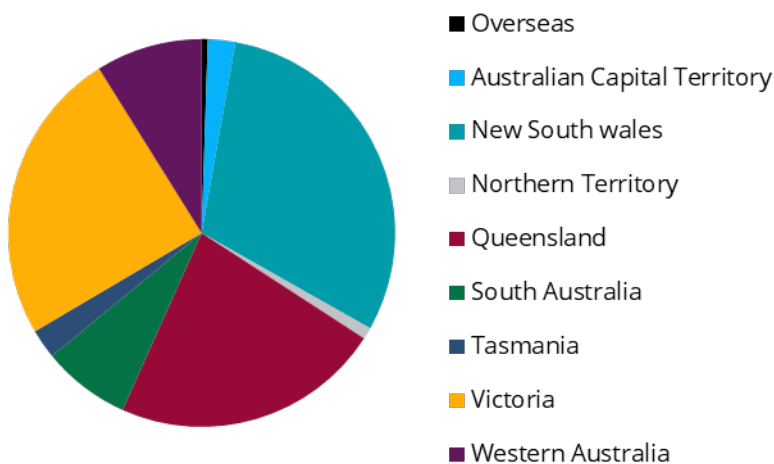
Glenda McLean (AU)

Audience

Members of the AVA, Australian student veterinarians, veterinarians, practice owners and managers, industry opinion leaders, veterinary nurses, public servants

Circulation: 6,000

Annual articles downloaded: 121,593



Advertising Rates

Ad size	1 issue	6x	11x
Full page colour (FPC)	3,110	4,130	3,920
Half page colour	1,750	1,510	1,430
Double page (DPS)	4,385	4,990	4,730
Quarter page colour	1,390	760	720
Full page mono	1,930	2,010	1,910
Half page mono	1,390	1,210	1,910
Quarter page mono	1,070	570	540
Outside back cover	4,500		
Inside front cover	4,190		
Inside back cover	3,730		
Preferred position	3,730	4,320	4,100
Cover wrap	6,400		
Bound insert	6,400		
Bookmark	6,950		

All prices are quoted in AUD. Many options are available, including printing. Please contact the Corporate Sales team for further information and a quotation. Agencies receive 10% discount.

Issue & closing dates

Frequency x11 per year

Issue date	Booking deadline	Materials due	Loose inserts
Jan/Feb	13 December	20 December	21 January
March	20 January	27 January	18 February
April	20 February	27 February	19 March
May	20 March	27 March	17 April
June	21 April	28 April	20 May
July	20 May	27 May	18 June
August	21 June	28 June	18 July
September	20 July	27 July	19 August
October	20 August	27 August	18 September
November	20 September	27 September	21 October
December	18 October	25 October	18 November

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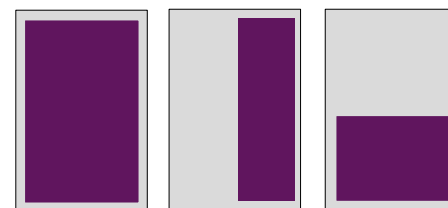
Mechanical Requirements

Journal trim size 275mm x 210mm

**5mm bleed all edges, gloss paper, full colour

Page sizes	Trim (HxW)	Type
Advertorial/full page	250 x 210mm	
Fly sheet	140 x 58mm	
Full page DPS	275 x 420mm	255 x 190mm
Half page – horizontal	135 x 210mm	115 x 190mm
Half page – vertical	275 x 100mm	255 x 80mm
Book ends	275 x 70mm	255 x 50mm
Quarter horizontal	68 x 210mm	48 x 190mm
Quarter vertical	88 x 115mm	no bleed

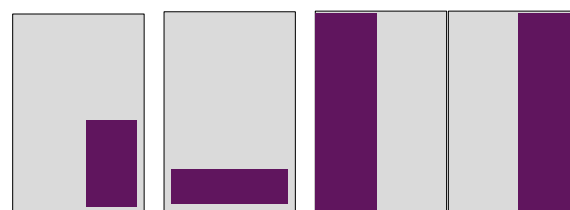
Ad placements



Full page
non-bleed

1/2 page
vertical

Half page
horizontal



¼ page
vertical

¼ page
horizontal

Bookends

Thinking of advertising online?
For more information, visit wileyonlinelibrary.com/advertising

Advertising information

Files must be press-optimised PDF files supplied in CMYK for colour ads, with crop marks. Please indicate the journal, volume and issue to which they should be included. Fonts and graphics must be embedded and all transparencies flattened. Image resolution must be a minimum of 300dpi.

All submitted artwork will automatically be used as repeat copy for repeat bookings unless notification is given to the publisher in advance of all relevant issue artwork deadlines. Please contact your sales representative or the ad coordinator prior to the deadline if submitting new materials. Artwork may be emailed, sent by Quickcut or by FTP. For our FTP details please get in touch with the Corporate Sales team.

Terms and conditions

All advertising is subject to editorial approval. Upon publication, invoices will be sent to agencies/clients and are based on 30 day payment terms. Any cancellations or changes to the original order must be notified to the publisher by the artwork deadline, otherwise withdrawal of the advertisement cannot be guaranteed and the full invoice amount will be charged at the discretion of Wiley.

Changes or updates made to previously submitted material must be resupplied in full with all pages included. While we will do our best to ensure that advertisements received after the advertisement material deadline are included in the relevant journal issue, our ad deadlines run close to the journal schedule, so it may not always be possible to do this. We reserve the right to amend late advertisements if they do not conform to our PDF specifications and do not take responsibility for the quality of advertisements sent after the deadline.

**Please submit all creative to our print advertising specialists at
corporatesalesaustralia@wiley.com**

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