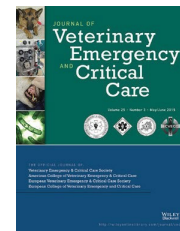


# 2020 Advertising Rate Card

## Journal Of Veterinary Emergency & Critical Care



**The Journal of Veterinary Emergency & Critical Care** is the scientific publication of the Veterinary Emergency and Critical Care Society (VECCS), the American College of Veterinary Emergency and Critical Care, and the European Veterinary Emergency and Critical Care Society (EVECCS). Published bi-monthly with six issues in 2019, the Journal includes refereed articles of original research, reviews, abstracts, short clinical practice reviews, and case reports. The **Journal of Veterinary Emergency & Critical Care** is recognized on Medline, and is abstracted in Index Veterinarius and the ISI Alerting Services. All members of the VECCS receive the journal as part of their VECCS membership.

### Advertising & Sales Office

**Mark Mrvica**, Sales  
M. J. Mrvica & Associates, Inc.  
2 West Taunton Avenue, Berlin, NJ 08009  
P: 856-768-9360 ~ E: [markmrvica@mrvica.com](mailto:markmrvica@mrvica.com)

### Publisher & Editorial Office

**Wiley**  
3101 Station Landing, Suite 300, Medford, MA 02155  
**Dave Surdel**, Director – Reprint Sales, Americas, Wiley  
P: 781-388-8343 ~ E: [commercialreprints@wiley.com](mailto:commercialreprints@wiley.com)  
For sponsorships, supplements, microsites and custom projects, please contact [busdev@wiley.com](mailto:busdev@wiley.com)

### Circulation

**Total Circulation:** 2,388  
**Coverage:** United States and International

### Editorial Information

**Editor:** Daniel Chan

**2018 Impact Factor:** 1.194

**ISI Journal Citation Reports® Ranking 2018:** 55/141 (Veterinary Sciences)

**Peer Review:** Acceptance of articles solely determined by the Editorial Board based on rigorous peer review.

### Advertising Information

**Agency Commission:** 15% (subject to withdrawal on accounts not paid within 60 days of invoice date).

Contact your Advertising Sales Representative about combination print and online programs or for details about advertising across specialty areas.

### 2020 Advertising Rates

Ad Size	4/Color	B/W
2-page Spread	\$1,890	N/A
Full Page	\$1,085	\$600
Half Page	\$725	\$400
Quarter Page	\$555	\$305

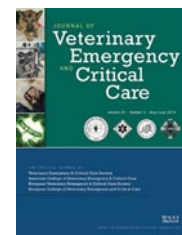
**Cover and Preferred Position** (contact your sale representative for availability):

Inside Front Cover:	\$200 premium
Inside Back Cover:	\$150 premium
Back Cover:	\$300 premium

Positions available on a non-cancelable basis.

# 2020 Advertising Rate Card

## Journal Of Veterinary Emergency & Critical Care



### Issuance & Closing Dates

Frequency: 6 times per year

2020 Closing Dates:

ISS/Vol	Cover Date	Reservation	Material Due	Inserts Due
27:1	January/ February	12/19/19	12/26/19	1/2/20
27:2	March/April	3/23/20	3/30/20	4/5/20
27:3	May/June	5/25/20	6/1/20	6/7/20
27:4	July/August	7/27/20	8/3/20	8/9/20
27:5	September/ October	8/24/20	8/31/20	9/6/20
27:6	November/ December	11/23/20	11/30/20	12/6/20

### Bonus Distribution

Issue	Conference
March/April	2020 Spring Symposium

### Mechanical Requirements

Trim Size: 8.25" x 10.9"

Page Sizes, Non-Bleed	Width	Depth
2-page Spread	16"	10"
Full Page	7.5"	10"
Half Page (horizontal)	7.5"	4.625"
Quarter Page	3.5"	4.625"
Page Sizes, Bleed	Width	Depth
2-page Spread	17.5"	11.5"
Full page	8.5"	11.15"
Half Page (horizontal)	8.5"	5.5"
Quarter Page	3.5"	4.625"

### Submission of Ads

- Indicate Journal, and Issue with admaterial.
- Keep live matter 0.5" from trim edges
- High-resolution digital media required (min. 300 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Prior to submitting file via FTP, contact Al Liburd at [PrintAdTraffic@wiley.com](mailto:PrintAdTraffic@wiley.com)
- Set up document to trim size and include 0.25" bleed.
- All fonts and graphics must be embedded.
- Convert all RGB to CMYK.
- Changes or updates made to previously submitted material must be resupplied in full with all pages included.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley is not responsible for the quality of advertisements sent after the deadline.

### Contact

Ship print advertising material in PDF format to:

**Al Liburd**, Advertising Production Specialist

P: 201-748-8754

E: [PrintAdTraffic@wiley.com](mailto:PrintAdTraffic@wiley.com)

Wiley

111 River Street, 4-01, Hoboken, NJ 07030-5774

**The Sheridan Press**

Attn: Annette Flannery

VEC, Volume, Issue

450 Fame Avenue, Hanover, PA 17331

P: 717-632-8448