

Veterinary Radiology & Ultrasound



Veterinary Radiology & Ultrasound is a bimonthly, international, peer-reviewed, research journal devoted to the fields of veterinary diagnostic imaging and radiation oncology. It is the official journal of the American College of Veterinary Radiology, European College of Veterinary Diagnostic Imaging, European Association of Veterinary Diagnostic Imaging, and International Veterinary Radiology Association. The mission of **Veterinary Radiology & Ultrasound** is to serve as a leading resource for high quality articles that advance scientific knowledge and standards of clinical practice in the areas of veterinary diagnostic radiology, computed tomography, magnetic resonance imaging, ultrasonography, nuclear imaging, radiation oncology, and interventional radiology.

Advertising & Sales Office

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For sponsorships, supplements, microsites and custom projects, please contact busdev@wiley.com

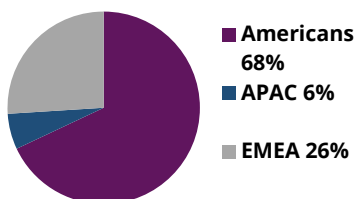
Circulation

Total Circulation: 1,385

Coverage: United States and International

Markets Served: Specialist veterinarians and practicing veterinarians including: researchers and practitioners

of diagnostic radiology, computed tomography, magnetic resonance, diagnostic ultrasound, radiation oncology and other allied disciplines. It is the only journal dedicated to veterinary imaging.



Editorial Information

Editor: Jeryl C. Jones, DVM, PhD, DACVR

2018 Impact Factor: 1.129

ISI Journal Citation Reports® Ranking 2018: 61/141 (Veterinary Sciences)

Advertising Information

Ask about digital advertising opportunities in Veterinary Radiology & Ultrasound

Earned Rates: Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate).

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.

Black & White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$580	\$385	\$260
3x	\$565	\$385	\$225
6x	\$550	\$370	\$245

Color Rates (in addition to earned B&W rate):

4-color process: \$535

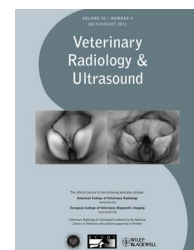
Cover and Preferred Position (in addition to earned B&W rate):

2nd Cover:	35%
3rd Cover:	25%
4th Cover:	50%
Opposite Table of Contents:	15%

Positions available on a non-cancelable basis.

Composition:

Full Page:	\$150
Half Page:	\$125
Quarter Page:	\$95



2020 Advertising Rate Card

Veterinary Radiology & Ultrasound

Issuance & Closing Dates

Frequency: 6x per year

2020 Closing Dates:

Cover Date	Space Reservation	Material Due	Inserts Due
January/February	12/20/19	12/27/19	1/3/20
March/April	3/14/20	3/23/20	3/28/20
May/June	5/15/20	4/22/20	5/29/20
July/August	5/20/20	5/25/20	6/1/20
September/October	8/19/20	8/26/20	9/02/20
November/December	10/21/20	10/28/20	11/4/20

Cancellation Policy: Cancellations or changes in advertising material must be received no later than 3-5 days before the material due date.

2020 Bonus Distribution

Issue	Conference
October 21-24, 2020	ACVR Annual Scientific Meeting Silver Legacy, Reno, NV.

Mechanical Requirements

Trim Size: 8.25" x 10.875"

Page Sizes, Non-Bleed	Width	Depth
Full page	7"	10"
1/2 page vertical	3.25"	10"
1/2 page horizontal	7"	5"
1/4 page	3.25"	5"
Page Sizes, Bleed	Width	Depth
Full page	8.5"	11.125"
Two page spread	17"	11.125"
Bellybands	18.25"	4.5"
Cover tips	7"	5"

Submission of Ads

- Indicate Journal, Volume, and Issue with ad material.
- All files are built to specification.
- Ads are CMYK or black and white.
- No spot color in the ads.
- All transparencies are flattened.
- All fonts are embedded.
- Ad files must be in PDF format.
- Word doc files can be typeset within size specifications

- Changes or updates made to previously submitted material must be resubmitted 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.

Insert Requirements

- Multi-page inserts are to be furnished folded. (Three samples).
- Sizes: 2-page inserts: 8.5" x 11.125". 4-page inserts: 8.5" x 11.125"
- Trimming: Head 0.125", foot no less than 0.125" or more than 0.5625", width 0.125"; safety margin in gutter; 0.125" safety at side; 0.125" grind off spine.
- Stock weights acceptable: Not to exceed 100 lb. coated.
- Packing instruction: Carton packing preferred, with quantity, publication name, and month clearly indicated.

Paper Stock

- Inside pages: UPM Classic Gloss 80 gsm.
- Covers: 10 pt. C2S

Halftone Screen: 133

Type of Binding: Perfect

Inks: Offset standard process yellow, red, blue, black. To be responsible for quality, the publisher must receive progressive proofs pulled as described above.

Contacts

Ship all insertion orders to:

M. J. Mrvica & Associates

Attn: Mark Mrvica

VSU, Vol., Issue

2 West Taunton Avenue, Berlin, NJ 08009

P: 856-768-9360

Ship print advertising material in PDF format to: Al

Liburd, Advertising Production Specialist

P: 201-748-8754

E: PrintAdTraffic@wiley.com

Wiley

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

Ship inserts to:

The Sheridan Press

Attn: Lisa Harrold

VRU, Vol., Issue

450 Fame Avenue, Hanover, PA 17331

P: 800-635-7181

