Your opportunity to reach 100% of the practicing veterinarians in Manitoba!

MVMA Membership Directory & Resource Guide
News & Views eNewsletter

FOR MORE INFORMATION, PLEASE CONTACT:

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www.mvma.ca
MEMBER PROFILE

9 out of 10
Nearly 9 out of 10 MVMA members are involved directly in the purchasing process within their organizations.

100%
We represent every veterinarian in Manitoba, an estimated 500.

Decision-makers
Our members are decision-makers in Manitoba’s growing $63 million veterinary industry.

In addition to every MVMA member, additional copies of the directory are sent to other veterinary associations and Canadian veterinary colleges.

STATE OF THE INDUSTRY

$77 million in revenue
Veterinary services in Manitoba total approximately $77 million in revenue annually.

1.8% growth in 2017
In 2017 alone, the veterinary industry in Canada is expected to grow by 1.8%.

$37.2 million in spending
The Manitoba veterinary industry spends an estimated $37.2 million on products and services each year.

Now is the time to ensure you stay in front of every veterinarian in Manitoba.
Contact your Naylor account executive today!

*Source: 2017 IBISWorld Industry Report 54194CA
Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of $30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

### Net Advertising Rates

All rates include an Ad Link in the digital edition of the directory.

<table>
<thead>
<tr>
<th>Size</th>
<th>Full-Colour Rates</th>
<th>Black-and-White Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>$4,229.50</td>
<td>N/A</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$2,729.50</td>
<td>N/A</td>
</tr>
<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$2,639.50</td>
<td>N/A</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,449.50</td>
<td>$1,399.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,639.50</td>
<td>$869.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,049.50</td>
<td>$489.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$689.50</td>
<td>$359.50</td>
</tr>
</tbody>
</table>

### Digital Edition Rates:

- Skyscraper | $675
- Sponsorship | $750
- Belly Band | $525
- Toolbar | $325


### Print Specifications

**Roster Trim Size:** 5.75” x 8.5”

<table>
<thead>
<tr>
<th>Artwork Requirements</th>
</tr>
</thead>
</table>

All digital colour and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All colour artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a colour shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Artwork Requirements

- **Note:** Please keep text within the live area; text placed outside the live area within any full-page or DPS ads may be cut off.

### Ad Material Upload

Go to the Naylor website at [www.naylor.com](http://www.naylor.com)

### Proofs and Revisions

Proofs and Revision Proofs of ads produced by Naylor are available upon request at a charge of $50.

### Specs for Outsert/Inserts

**Roster**

- 1 Pg / 2 Surface 5.75” x 8.5”
- 3 Pg / 6 Surface 5.75” x 8.5”
- Postcards 6” x 4.25”
- Heavy Card Stock Insert 5.25” x 8.25”
- Postal flysheets 5.75” x 8.5”

Note: Please keep text within the live area; text placed outside the live area within any full-page or DPS ads may be cut off.

### DPS Live Area:

- 10.75” x 7.5”
- Full Page Live Area: 5” x 7.5”

Naylor charges $50 for artwork creation or changes. An additional $50 fee will appear on your invoice if the artwork submitted is not publishing ready.

(Rates as of September 2017)
## Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only $20 each. If your product or service is not listed below, a new category can be created for you.

- Anesthesia Equipment & Accessories
- Anesthesia Machines & Equipment
- Anesthetic Vaporizers
- Animal Care & Rehabilitation
- Animal Care Products
- Animal Enzyme Therapy
- Animal Health
- Animal Health Products
- Banks
- Breeder Services
- Cages
- Coccidiosis Vaccines
- Computer Software
- Cremation Urns
- Dental Equipment
- Dental Supplies
- Digestive Enzyme Supplements
- Drug Suppliers
- Drugs
- Electrosurgical Equipment
- Endoscopic Accessories
- Endoscopic Instrument Suppliers
- Equine Dental Instruments & Supplies
- Financial
- Identification Supplies
- Identification Systems
- Insurance
- Invisible Fencing
- Laboratories
- Magnetic Therapy
- Medical Equipment
- Medical Labels
- Medical Products
- Medical Supplies
- Mobile Clinics/X-rays
- Nutrition
- Nutritional Gel
- Nutritional Products/Supplements
- Pet Carrying Devices
- Pet Caskets
- Pet Food Suppliers
- Practice Management Software
- Protective Animal Collars & Aprons
- Radiology Supplies & Accessories
- Rehabilitation Equipment
- Research Institute
- Spray Technology Products
- Supplemental Vitamins
- Suppliers
- Traps & Cages
- Ultrasound Equipment
- Vaccines
- Veterinarian Sinks & Tables
- Veterinary Diets
- Veterinary Products & Supplies
- Veterinary Products Distributor
- Veterinary Software
- Veterinary Supplies
- Veterinary Testing
- X-ray & Veterinary Supplies
- X-ray Film & Supplies
- Other:

_ Additional Categories X $20.00 = $__________

Initial: __________ Date: ____________________

In addition to print, the Membership Directory & Resource Guide is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser’s websites. Each issue is emailed to readers as well as posted on the MVMA’s website. An archive of the Membership Directory & Resource Guide is available, securing your ad a lasting online presence.

Readers can:

- Bookmark pages and insert notes
- Keyword search the entire directory
- Navigate and magnify pages with one click
- View instantly from most smartphones and tablets
- View archives and find a list of sections for one-click access
- Read the Membership Directory & Resource Guide online or download and print for later

Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

Ad Positions

Digital Toolbar | $325
Your company name is a button on the toolbar, found in the top of every page next to frequently used navigational elements.

Digital Leaderboard | $675
Located at the top of the digital edition, the leaderboard ad is displayed the entire time the publication is open, giving your message constant and lasting exposure.

Digital Skyscraper | $675
The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Digital Belly Band | $525
Your company will be featured as a digital belly band that wraps around the front and back of the digital edition. This prominent location will give your company tremendous exposure to our members.

Digital Sponsorship | $750
Your message will be prominently displayed directly across from the cover of the directory. Animation capabilities are available.

Ad Link | Included in display ad rates
Ad Links increase traffic from your ad in the digital edition to your company’s website or a corporate email address. Additional fees apply where noted.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Online Specifications - For more information, visit: http://www.naylor.com/digitalmagspecs/
Now more than ever, professionals consume information on the go. Our News & Views eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:
- Delivers your message directly to the inbox of 790 decision-makers on a regular basis
- In addition to MVMA members, opt-in subscription means that professionals in the market for your products and services see your message
- Cross-promoted in other MVMA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events

Top Rectangle Banner (300 x 100 pixels)
6 issues | $2,100
- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

1st Sponsored Content
6 issues | $2,625
- 180 x 150 thumbnail graphic. Can be logo or product image (.JPEG or .PNG file, @72 dpi, RGB), no more than a small tagline of text, no contact info included. Not to be treated as a regular banner ad.
- Headline: Advertiser supplies 5-7 words.
- Summary text: Advertiser supplies 50-70 words.
- Web Link: Advertiser supplies URL to link at bottom of text.

Bottom 2 Rectangles (300 x 100 pixels)
6 issues | $1,575
- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

2nd Sponsored Content
6 issues | $2,365

Distributed on the 3rd Tuesday (bi-monthly)
Sections include
- Animal Health Update
- Association News
- Upcoming Events
- Legislation Update

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.