Gain access to 100% of Manitoba's practicing veterinarians!

MVMA MEMBERSHIP DIRECTORY & RESOURCE GUIDE
NEWS & VIEWS ENEWSLETTER

FOR MORE INFORMATION, PLEASE CONTACT:

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MANITOBA'S VOICE FOR THE VETERINARY INDUSTRY

The Manitoba Veterinary Medical Association is the recognized voice for the veterinary industry in the province.

• **9 out of 10 MVMA members** are directly involved in the purchasing process within their organizations.
• Our membership includes **over 700 veterinarian and veterinary technologist** members.
• We represent **100%** of the veterinarians in Manitoba.

**$77 MILLION**

VETERINARY SERVICES IN MANITOBA TOTAL APPROXIMATELY $77 MILLION* IN REVENUE ANNUALLY.

**$37.2 MILLION**

THE MANITOBA VETERINARY INDUSTRY SPENDS AN ESTIMATED $37.2 MILLION* ON PRODUCTS & SERVICES EACH YEAR.

GET YOUR BRAND NOTICED BY MANITOBA'S VET INDUSTRY! CONTACT YOUR NAYLOR REPRESENTATIVE TODAY.

*Source: IBISWorld Industry Report S4194CA
MVMA MEMBERSHIP DIRECTORY & RESOURCE GUIDE

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 &amp; White Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>$4,309.50</td>
<td>N/A</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$2,779.50</td>
<td>N/A</td>
</tr>
<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$2,689.50</td>
<td>N/A</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,499.50</td>
<td>$1,429.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,669.50</td>
<td>$889.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,069.50</td>
<td>$499.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$699.50</td>
<td>$369.50</td>
</tr>
</tbody>
</table>

Revisions and Proofs: $50
Position Guarantee: 15% Premium

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.

Digital Edition Branding Opportunities

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>$750</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper</td>
<td>$675</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>$675</td>
</tr>
<tr>
<td>Belly Band</td>
<td>$525</td>
</tr>
<tr>
<td>Large Toolbar</td>
<td>$325</td>
</tr>
</tbody>
</table>

PRINT SPECIFICATIONS

Roster Trim Size: 5.75" x 8.5"

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

Specs for Outsert/Inserts
1 Pg / 2 Surface 5.75* x 8.5”
Postcards 6" x 4.25”

Artwork Requirements
All digital color and greyscale 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 color artwork must be in CMYK mode; black-and-white artwork must be either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Production Services, Proofs and Revisions
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.

Digital Edition
For more information, visit:
http://www.naylor.com/onlinespecs

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-cancellable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). Rates as of November 2018.
MVMA MEMBERSHIP DIRECTORY & RESOURCE GUIDE
DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on MVMA’s website. A full archive of past issues is available, ensuring longevity for your online presence.

In addition to print, MVMA Membership Directory & Resource Guide is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser’s website.

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For the latest online specs, please visit www.naylor.com/onlinespecs

1. Leaderboard | $675
   Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

2. Skyscraper | $675
   The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

3. Belly Band | $525
   The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition’s back cover, wrapping your company’s message around the entire digital edition.

4. Large Toolbar | $325
   Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

5. Sponsorship* | $750
   Your message will be prominently displayed directly across from the cover of the magazine.

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.

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One free listing with any size ad. Additional listings are $20 each. No limit. Please list new categories on this sheet.

Initial:_________Date:____________________

Additional Categories X $20 = $____________________

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MVMA MEMBERSHIP DIRECTORY & RESOURCE GUIDE
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: __________________________
  __________________________

One free listing with any size ad. Additional listings are $20 each. No limit. Please list new categories on this sheet.

Additional Categories X $20 = $____________________

Initial:_______Date:____________________
Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with Manitoba Veterinary Medical Association and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of MVMA.

Andis Company
ATS Healthcare
Aventix
Biomed Diagnostics, Inc.
Boehringer Ingelheim (Canada), Ltd.
Campbell Pet Company
Canadian Animal Blood Bank, Inc.
CuraCore Integrative Medicine and Education Center
Dauphin Clinic Pharmacy
Diversified Dental & Veterinarian Group
Four Flags over Aspen, Inc.
iFinance Canada, Inc.
Invisible Fence Brand of Southern Manitoba
Manitoba Agriculture, Food and Rural Development
McCarthy & Sons Service
Merck Animal Health
Merial Canada, Inc.
Michael Stephen Mfg.
Midwest Veterinary Purchasing Co., Ltd.
Nutri-Sci 2000, Inc.
Pacific Veterinary Sales, Ltd.
Prairie Diagnostic Services
Precious Pet Cremation
Rayence USA
ROI Corporation
Sable Industries
scil animal care company
Sensor Health, Inc.
Sounds
Summit Veterinary Pharmacy, Inc.
Super Thrifty Pharmacy
Tache Pharmacy
Unimor
VetStrategy
WCVM Veterinary Medical Centre
Western Drug Distribution Center
Western Financial Group Insurance Solutions
NEWS & VIEWS ENEWSLETTER
ABOUT THE ENEWSLETTER – WWW.NAYLORNETWORK.COM/MVM-NWL/

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 nearly 800 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
- Frequently forwarded to others for additional exposure
- 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

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 Rectangle (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
- Association Updates
- Featured Articles
- Legislation Update
- Member Communications
- Wellness Resources

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