



South Carolina Association of Veterinarians *Advertising Agreement*

- To place advertisements:** Fill out the SCAV Advertising Agreement and mail or fax along with payment to the address below.
- Email ads to:** marie.queen@scav.org
- Contract & Copy:** All advertising submitted subject to approval of publisher; advertiser agrees to indemnify SCAV against claims resulting from unauthorized use of any advertising.
- Circulation:** Statewide distribution.
- Format:** **Display Ads:** JPG, TIFF, PSD (Photoshop), Freehand EPS, Illustrator EPS or Pagemaker 7.0 (Windows). Please include all fonts, placed graphics, pictures, etc. Graphic files should be 300 dpi or higher in resolution (600 dpi or higher for bitmaps) for print advertising. **Classified Ads:** Submissions preferred as either an e-mail attachment (MS Word or plain text format) or in the body of an e-mail message. **Please specify in email what issue and publication the ad will appear in.**

Please note: Payment in full must be submitted with ad.

SCAV Administrative Office

Post Office Box 11766

Columbia SC 29211

Phone: 803-254-1027 • 800-441-7228

Fax: 803-254-3773 • Email: *marie.queen@scav.org*



South Carolina Association of Veterinarians Advertising Agreement

This is our authorization to place advertisement in the South Carolina Association of Veterinarians Newsletter/Magazine/Membership Directory/Website. Terms and conditions are specified in this contract.

Company: _____
 Name/Title: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Tel: _____ Fax: _____
 E-Mail: _____

- Check Enclosed *or* Charge my credit card:
 VISA MasterCard American Express

Card #: _____ Exp Date: _____
 Signature: _____ Date: _____

SCAV Magazine (2 issues/Year)

Ad Headline	Issue	Copy Deadline	Publish Date
_____	Winter Issue	February 16	March 9
_____	Summer Issue	July 20	August 11

Please select:

- Magazine Full Page (7 1/2" x 9")
 1x (color): \$300.00 2x (color): \$600.00 1x (B&W): \$225.00 2x (B&W): \$450.00
- Magazine 1/2 Page (5" x 7")
 1x (color): \$225.00 2x (color): \$450.00 1x (B&W): \$175.00 2x (B&W): \$350.00
- Magazine 1/3 Page Square (4 3/4" x 4 3/4")
 1x (color): \$175.00 2x (color): \$350.00 1x (B&W): \$125.00 2x (B&W): \$250.00
- Magazine 1/3 Page Vertical (2 1/4" x 9 1/2")
 1x (color): \$175.00 2x (color): \$350.00 1x (B&W): \$125.00 2x (B&W): \$250.00
- Magazine 1/4 Page Horizontal (4 3/4" x 3 1/2")
 1x (color): \$125.00 2x (color): \$250.00 1x (B&W): \$100.00 2x (B&W): \$200.00
- Magazine 1/4 Page Vertical (3 3/8" x 4 1/2")
 1x (color): \$125.00 2x (color): \$250.00 1x (B&W): \$100.00 2x (B&W): \$200.00
- Magazine Classified Ads (B&W only, price per issue)
 SCAV Members: \$15/first 40 words or less; addl. words \$.30 ea.
 SCAV Non-Members: \$30/first 40 words or less; addl. words \$.30 ea.

Classified Ad copy (please write neatly): _____

SCAV Website Advertising

- Horizontal or vertical banner ad (1 year period) / \$350

Special Instructions: _____

This agreement is submitted by (Specify where billing is to be sent): _____

SCAV Newsletter

Issue	Copy Deadline	Publish Date
Winter Issue	January 19	January 30
Spring Issue	March 23	April 13
Summer Issue	April 20	May 12
Fall Issue	September 28	October 26

- | | | | | |
|--|------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| <input type="checkbox"/> Full Page (7" x 10") | <input type="checkbox"/> 1x: \$200 | <input type="checkbox"/> 2x: \$400 | <input type="checkbox"/> 3x: \$600 | <input type="checkbox"/> 4x: \$800 |
| <input type="checkbox"/> 1/2 Page (7 1/2" x 5") | <input type="checkbox"/> 1x: \$175 | <input type="checkbox"/> 2x: \$358 | <input type="checkbox"/> 3x: \$525 | <input type="checkbox"/> 4x: \$700 |
| <input type="checkbox"/> 1/3 Page (size 7 1/2" x 3 1/4") | <input type="checkbox"/> 1x: \$150 | <input type="checkbox"/> 2x: \$300 | <input type="checkbox"/> 3x: \$450 | <input type="checkbox"/> 4x: \$600 |
| <input type="checkbox"/> 1/4 Page vertical (3 5/8" x 5") | <input type="checkbox"/> 1x: \$100 | <input type="checkbox"/> 2x: \$200 | <input type="checkbox"/> 3x: \$300 | <input type="checkbox"/> 4x: \$400 |
- Newsletter Classified Ads** (*B&W only, price per issue*)
- SCAV Members:** \$15/first 40 words or less; addl. words \$.30 ea.
 - SCAV Non-Members:** \$30/first 40 words or less; addl. words \$.30 ea.

Classified Ad copy (*please write neatly*): _____

SCAV Membership Directory

Copy Deadline	Publish Date
February 23	March 30

- | | | |
|--|--|--|
| <input type="checkbox"/> Back Cover (7 1/2" x 9") | <input type="checkbox"/> 4-color: \$600.00 | <input type="checkbox"/> B&W: \$450.00 |
| <input type="checkbox"/> Inside Front Cover (7 1/2" x 9") | <input type="checkbox"/> 4-color: \$500.00 | <input type="checkbox"/> B&W: \$300.00 |
| <input type="checkbox"/> Inside Back Cover (7 1/2" x 9") | <input type="checkbox"/> 4-color: \$500.00 | <input type="checkbox"/> B&W: \$300.00 |
| <input type="checkbox"/> Inside Full Page (7 1/2" x 9") | <input type="checkbox"/> 4-color: \$300.00 | <input type="checkbox"/> B&W: \$225.00 |
| <input type="checkbox"/> 1/2 Page (5" x 7") | <input type="checkbox"/> 4-color: \$225.00 | <input type="checkbox"/> B&W: \$175.00 |
| <input type="checkbox"/> 1/3 Page Square (4 3/4" x 4 3/4") | <input type="checkbox"/> 4-color: \$175.00 | <input type="checkbox"/> B&W: \$125.00 |
| <input type="checkbox"/> 1/3 Page Vertical (2 1/4" x 9 1/2") | <input type="checkbox"/> 4-color: \$175.00 | <input type="checkbox"/> B&W: \$125.00 |
| <input type="checkbox"/> 1/4 Page Horizontal (4 3/4" x 3 1/2") | <input type="checkbox"/> 4-color: \$125.00 | <input type="checkbox"/> B&W: \$100.00 |
| <input type="checkbox"/> 1/4 Page Vertical (3 3/8" x 4 1/2") | <input type="checkbox"/> 4-color: \$125.00 | <input type="checkbox"/> B&W: \$100.00 |
- Magazine Classified Ads** (*B&W only, price per issue*)
- SCAV Members:** \$15/first 40 words or less; addl. words \$.30 ea.
 - SCAV Non-Members:** \$30/first 40 words or less; addl. words \$.30 ea.

Classified Ad copy (*please write neatly*): _____



*Please mail or fax form and
payment to SCAV at:*
 PO Box 11766
 Columbia, SC 29211
 Phone: 803-254-1027
 Fax: 803-254-3773
 www.scav.org

Newsletter: # Insertions: _____

Total Newsletter Advertising Cost: \$ _____

Membership Directory:

Location/Size: _____

Total Directory Advertising Cost: \$ _____

Website: Enter \$350 per ad: _____ \$ _____

Non-Members, add 20%: \$ _____

TOTAL : \$ _____

AVS: _____ Date: _____ Approval #: _____