

# NEW IN 2016

## IN 2016, THERE IS SOMETHING NEW IN THE AIR!

The AMVQ announces 5 new dates of publication for its *Le Rapporteur* magazine which includes 2 special editions per year.

- **WINTER ISSUE**  
FEBRUARY - MARCH 2016
- **SPRING ISSUE**  
APRIL - MAY 2016
- **SPECIAL SUMMER ISSUE**  
JUNE - JULY - AUGUST 2016
- **AUTUMN ISSUE**  
OCTOBER - NOVEMBER 2016
- **SPECIAL YEAR END ISSUE**  
DECEMBER 2016 - JANUARY 2017

Not only is there a publication for every season but, as a bonus, there will be a year end issue.



Do not miss your chance to be part of these special issues which will offer more pictures and scientific articles as well as more content, features that are the signature of the veterinarian favorite magazine.



## BARCODES

*Le Rapporteur* magazine is constantly evolving to captivate its readers. In order to offer an innovative magazine, in 2016, we will offer you the opportunity to publish barcodes!

Here are the two possibilities:

- 1 Integrating a barcode in your ad for free. The AMVQ offers you an incredible value added opportunity!
- 2 Getting a ¼ page advertisement with your barcode, logo and text of your choice.

Invite readers to discover your specials, to visit your Web site, to view an exclusive videoconference and to participate in a Web conferencing. The sky is the limit!

This advertisement is offered at the price of a ¼ page ad (no rebate for additional ads will be allowed).

# ADVERTISEMENTS

For the sponsorship allocation, the only element that is taken into consideration is the number of stars.

In case of a tie, the priority will be given to the sponsor who selected the item the previous year conditional to the purchase of 5 issues.

New management =  
New policy for  
*Le Rapporteur* magazine



## FEE SCHEDULE

PRESTIGE PAGE		PRIVILEGED PAGE (odd numbers: 3, 5, 7, etc.)		REGULAR PAGE (even numbers: 4, 6, 8, etc.)					
Cover 2 (page 2)	<b>\$1,400</b>	One page	<b>\$920</b>	One page	<b>\$805</b>				
Cover 3 (next to the last page)	<b>\$1,120</b>	1/2 page	<b>\$665</b>	1/2 page	<b>\$555</b>				
Cover 4 (back cover)	<b>\$1,695</b>	1/4 page	<b>\$555</b>	1/4 page	<b>\$450</b>				
		Advertising strip (2½ inches at the bottom of a page)	<b>\$670</b>	Advertising strip (2½ inches at the bottom of a page)	<b>\$580</b>				
CENTER SPREAD		ADVERTISING STRIP STAPLED ON THE MAGAZINE							
<p><b>PRIME LOCATION FOR THE LAUNCHING OF A NEW PRODUCT</b></p> <p>You can have the center spread in <i>Le Rapporteur</i> magazine.</p> <p>Cost: <b>\$2,000</b> per issue</p>		<p>Maximum height 4 inches; printed in 4 color process on the same paper as <i>Le Rapporteur</i>, on both sides.</p> <table border="1"> <tr> <td>Recto verso of cover 1</td> <td><b>\$920</b> per issue</td> </tr> <tr> <td>Recto verso of cover 4</td> <td><b>\$780</b> per issue</td> </tr> </table>				Recto verso of cover 1	<b>\$920</b> per issue	Recto verso of cover 4	<b>\$780</b> per issue
Recto verso of cover 1	<b>\$920</b> per issue								
Recto verso of cover 4	<b>\$780</b> per issue								
POST-IT		CARD INSERT		BROCHURE					
<p>Post-it glued on the magazine cover.</p> <p>Cost: <b>\$665</b> per issue</p>		<p>4½ inches x 5½ inches card, printed in 4 color process, inserted in the magazine.</p> <p>Cost: <b>\$1,390</b> per issue</p>		<p>A brochure is included with the magazine.</p> <p>Cost: <b>\$2,650</b> per issue (by weight)</p>					

## SPECIAL REBATE

Applicable on similar size advertisements.

Buy 2 advertisements and get <b>5%</b>	Buy 3 advertisements and get <b>10%</b>	Buy 4 advertisements and get <b>15%</b>	Buy 5 advertisements or more and get <b>20%</b>
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### Policy

Full payment will be required if an advertisement is cancelled within two months of publishing date.

### Specifications

See the technical sheet on page 8.

# SPECIFICATIONS FOR ADVERTISING

## CLOSING DATES

### FIVE PUBLICATIONS PER YEAR

Your ad must be received at the AMVQ en pratique des petits animaux office **before:**

- **January 15<sup>th</sup>, 2016** (WINTER ISSUE)
- **March 15<sup>th</sup>, 2016** (SPRING ISSUE)
- **May 15<sup>th</sup>, 2016** (SPECIAL SUMMER ISSUE)
- **September 15<sup>th</sup>, 2016** (AUTUMN ISSUE)
- **November 15<sup>th</sup>, 2016** (SPECIAL YEAR END ISSUE)

**IMPORTANT**

If we have not received your material before the above closing dates, **we will automatically run the most recent ad** you put in *Le Rapporteur*.

## DIMENSION REQUIREMENTS

MEASUREMENTS ARE IN INCHES

**COORDINATES**

**AMVQ EN PRATIQUE**  
DES PETITS ANIMAUX  
199, boul. Sainte-Rose  
Laval (Québec) H7L 1L5

Telephone: 450 963-1812  
Toll free: 1 877 963-1812

Fax  
450 963-1952

E-mail  
amvq@amvq.qc.ca

**REQUIRED MATERIAL**

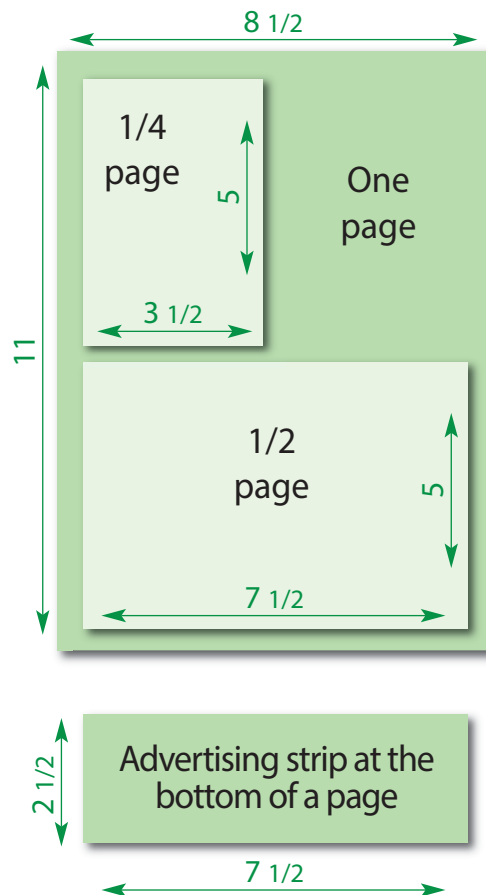
Your ad must be sent under this form:

**High resolution PDF**  
CMYK (4 color process)  
Picture resolution: 300 dpi

Full pages: add crop marks and bleed

*(Do not forget to include the fonts when you produce the PDF)*

Send by e-mail to  
amvq@amvq.qc.ca



	WIDTH	HEIGHT
1/4 page	3 1/2	5
1/2 page	7 1/2	5
1 page	8 1/2	11
<b>APPLICABLE TO 8 1/2 X 11 ADVERTISEMENTS</b>		
Safety margin: 1/8 inches		
Bleed: 1/8 inches		
Advertising strip bottom of a page	7 1/2	2 1/2
POST-IT glued on the magazine	3	3
Advertising strip stapled on the magazine		maximum height 4 inches
Card insert inserted in the magazine	4 1/2	5 1/2