

Banfield Journal

Achieving Success in Practice®

Editorial Mission

To enrich the lives of general practitioners and veterinary students by providing the resources to succeed in pet practice.

History and Editorial Content

The premier issue of the *Banfield Journal* was launched in July 2005, and the Journal remains an important educational resource for the veterinary professional community. Banfield is dedicated to providing veterinary students, recent graduates and veterinarians who have been in practice less than six years with practical clinical information and resources needed to achieve a successful professional career. Each issue of the Journal focuses on a specific clinical topic with an emphasis on diagnosis, disease management, preventive health care for pets and tips for communicating with clients. Each issue also has an evidence-based medicine feature to help doctors with clinical decision-making.

Frequency and Circulation

The *Banfield Journal* is a quarterly publication distributed to approximately 18,000 veterinarians, veterinary technicians and veterinary students in the United States. Faculty at the veterinary schools and other opinion leaders in the profession also receive the Journal.

Advertising in the Banfield Journal

In January 2010, the *Banfield Journal* debuted an all new design and format, which offers advertisers exciting new opportunities. Now quarterly, each *Banfield Journal* issue will feature a primary advertising sponsor, with the opportunity to place up to four ads in the publication. In addition, the Journal is accessible on Banfield's Web site in an interactive, electronic DigiMag format, featuring live links that drive traffic to your Web site.

For advertising information, contact:

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Advertising Rates Per Issue

Primary sponsorship (up to 4 full-page ads): \$30,000
Individual full-page ad: \$9,000

Advertising Unit Sizes

Full Page with Bleed:

7.75" x 10.25" (size includes 1/8" bleed on all 4 sides)
Page trim size — 7.50" x 10"
Text safety area — .25" margins inside from page trim

Two Page Spread with Bleed:

15.25" x 10.25" (size includes 1/8" bleed on all 4 sides)
Page trim size — 15" x 10"
Text safety area — .25" margins inside from page trim

2012 Ad Planning Calendar

Publication Issue	Closing Dates	Materials Due
Spring	12/12	12/27
Summer	4/2	4/16
Fall	6/25	7/9
Winter	9/24	10/8

Please send material in one of the following formats:

- High resolution PDF can be e-mailed to: banfieldjournal@banfield.net
- Please mail CD-ROM to the *Banfield Journal* editor at: sharon.debusk@banfield.net
- Upload files to the following FTP site: <ftp://ftp.irdio.com>. Please contact editor for password at: sharon.debusk@banfield.net

2012 Editorial Calendar*

Issue	Clinical Focus
Spring	Dental
Summer	Parasites
Fall	Feline behavior
Winter	Infectious disease

*Topics are subject to change



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Magazine Specifications

Trim size: 7.50" x 10

Binding: Saddle-stitched

Line screens: all ads 150-line screen recommended, black and white or 2/color ads, 110- to 120-line screen acceptable.

Color proofs: one set of progressive proofs, a chromalin or a matchprint are acceptable, if prepared according to SWOP standards.

Reproduction Requirements

Digital data is required for all ad submissions. Preferred format is PDF/X-1a. Acceptable formats are PDF and TIFF/IT P-1. Files should be press optimized, converted to CMYK, and have all fonts embedded. Banfield shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser make goods or any other form of compensation) if an ad is supplied to Banfield by Advertiser in any format other than PDF/X-1a, PDF or TIFF/IT P-1. Each ad supplied to Banfield by Advertiser in any format other than PDF/X-1a, PDF or TIFF/IT P-1 will be charged a \$150 processing fee. Banfield cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ads supplied in any format other than PDF/X-1a, PDF or TIFF/IT P-1. For detailed instructions of preferred formats, contact Sharon DeBusk, Editor/Publisher. E-mail electronic files directly to LeighBeth Merrick at: leighbeth.merrick@rrd.com. Or mail to RR Donnelley, Attention: LeighBeth Merrick, 5050 First Avenue South, Suite 101, Seattle, WA 98134-2400.

Banfield will not supply a faxed or soft proof for Advertiser supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Banfield. If Banfield detects an error before going to press, Banfield will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser's file before publication.

Accepted Media: Files may be submitted on CD-ROM.

FTP: Files may be submitted to Banfield's FTP site. Please contact the editor for instructions at: sharon.debusk@banfield.net. A high resolution PDF is also acceptable and can be e-mailed to banfieldjournal@banfield.net.

Ad Proofs: To insure that Advertiser's ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Banfield must be provided. Banfield cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Banfield shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser make-goods or any other form of compensation) for any ad supplied to Banfield by Advertiser without a SWOP proof.

Issuance:

Quarterly | Mailed at third-class postage rate, first two weeks of the publication month

Closing Dates:

30 days preceding month of issue | Cancellations: 30 days preceding month of issue

Rate Guarantee:

2012 rates are guaranteed through Dec. 31, 2012

Circulation:

The *Banfield Journal* is circulated to approximately 18,000 veterinarians, veterinary students and industry leaders in the United States.

Shipping:

RR Donnelley, Attention: Renae Belt, 3401 Heartland Drive, Liberty, MO 64068
Phone: 816.792.5300

