



# IN THE BLACK Advertising Opportunities



**Hit your target market**  
Increase your profitability

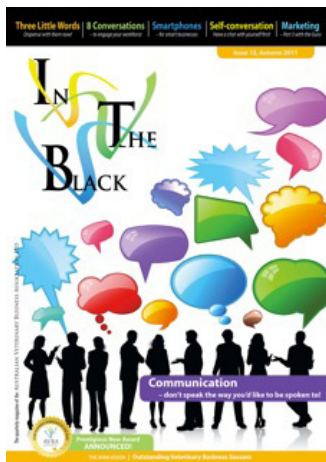
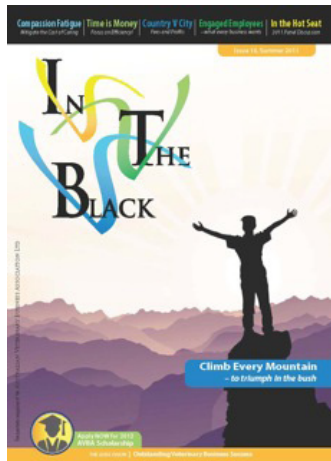
**2012**  
rate card

**FREE LINK**  
to your website  
- with every ad  
you book!

# IN THE BLACK

- rated as 'useful', 'beneficial' or 'essential' by 95.3% of AVBA members

("Who Are You?" Survey, 2009)



**AVBA** is a dynamic, not-for-profit organisation. It is **the** business management voice within the veterinary industry!

**AVBA** members come from rural, suburban and city locations. They represent companion, mixed and large animal practices, educational institutions, management consulting businesses, pharmaceutical companies and veterinary wholesalers.

**AVBA** includes as equals, practice managers and owners, nurses, receptionists, veterinarians and industry representatives.

**In The Black**, AVBA's quarterly magazine, helps veterinary businesses improve their prosperity and achieve optimal outcomes for animals, clients, employees and business owners.

**Your Business** is invited to advertise with us. Your products and services will hit your target market – the decision makers and buyers in veterinary businesses. Work with AVBA for *Outstanding Veterinary Business Success!*

Frequency	Quarterly Autumn, Winter, Spring, Summer
Format	44 Pages Semi-Gloss Paper, Full Colour
Distribution	AVBA Members - individual, practice, corporate Industry Groups - pharmaceutical companies and veterinary wholesalers Educational Facilities and Libraries
Readers	Practice Owners and Managers Veterinary Employers and Associates Veterinary Nurses, Receptionists and Support Staff Employees of Industry and Educational Institutions
Readership	Over 3,000 nationally (estimated)
Print Run	750

Australian Veterinary Business Association Ltd

5/27 Lawrence Drive Nerang QLD 4211

07 5596 6100 admin@avba.com.au www.avba.com.au

Advertising, In The Black

Susan Halloran

0428 392 699 advertising@avba.com.au

# IN THE BLACK

## Advertising Opportunities & Rate Card 2012



AVBA's partners receive 10% off these prices, as thanks for their support.

All prices are GST inclusive

Format Full Colour	Dimensions Height x Width	Booking Ref Code	1 Issue in 2012	2 Issues in 2012	4 Issues in 2012	8 Issues in 2012 & 2013
			Casual	Discount*	Discount*	Discount*
<b>*Discounts apply if paid in full within 14 days of invoice date</b>				7.5%	15%	30%
Full A4 Page	297mm (H) x 210mm (W)	FP	\$4,590.00	\$8,491.50	\$15,606.00	\$25,704.00
1/2 Page Horizontal	127mm (H) x 188mm (W)	H24	\$1,845.00	\$3,413.25	\$6,273.00	\$10,332.00
1/2 Page Vertical	265mm (H) x 90mm (W)	V24	\$1,845.00	\$3,413.25	\$6,273.00	\$10,332.00
Large Strip Vertical	265mm (H) x 70mm (W)	LS19	\$1,503.00	\$2,780.55	\$5,110.20	\$8,416.80
1/3 Page Horizontal	80mm (H) x 188mm (W)	H15	\$1,242.00	\$2,297.70	\$4,222.80	\$6,955.20
1/3 Page Vertical	265mm (H) x 57mm (W)	V15	\$1,242.00	\$2,297.70	\$4,222.80	\$6,955.20
1/4 Page Horizontal Banner	60mm (H) x 188mm (W)	HB11	\$936.00	\$1,731.60	\$3,182.40	\$5,241.60
1/4 Page Vertical Banner	265mm (H) x 42mm (W)	VB11	\$936.00	\$1,731.60	\$3,182.40	\$5,241.60
1/4 Page Horizontal	80mm (H) x 140mm (W)	H11	\$936.00	\$1,731.60	\$3,182.40	\$5,241.60
1/4 Page Vertical	127mm (H) x 90mm (W)	V11	\$936.00	\$1,731.60	\$3,182.40	\$5,241.60
1/8 Page Horizontal Banner	30mm (H) x 188mm (W)	HB6	\$531.00	\$982.35	\$1,805.40	\$2,973.60
1/8 Page Vertical	89mm (H) x 65mm (W)	V6	\$531.00	\$982.35	\$1,805.40	\$2,973.60
1/10 Page Horizontal Banner	27mm (H) x 188mm (W)	V5	\$441.00	\$815.85	\$1,499.40	\$2,469.60
1/10 Page Vertical	77mm (H) x 65mm (W)	H5	\$441.00	\$815.85	\$1,499.40	\$2,469.60
1/20 Page Horizontal	30mm (H) x 90mm (W)	H3	\$279.00	\$516.15	\$948.60	\$1,562.40
Insert: A4 Page, CD or DVD	297mm (H) x 210mm (W)	IA4	\$3,294.00	\$6,093.90	\$11,199.60	\$18,446.40

**\*Full A4 Page - Inside Back Cover: 25% loading | Outside Back Cover: 40% loading**

### Advertisement Requirements:

High resolution PDF, CMYK with embedded fonts. For all A4 Pages include 5mm bleed.

### Insert Requirements:

Printed A4 Inserts, CDs or DVDs are to be delivered to:

CPX Printing & Logistics  
PO Box 3

Kelvin Grove BC Qld 4059

marked clearly "Insert for In The Black" and the season and year of the issue.

Alternatively AVBA can arrange for CPX to print your A4 Insert for you.

Contact AVBA Ltd Office for details.

### Advertising Contact:

Susan Halloran

phone: 0428 392 699

e-mail: [advertising@avba.com.au](mailto:advertising@avba.com.au)

Issue	Booking Deadline*
Autumn	14th February
Winter	1st May
Spring	21st August
Summer	23rd October

\* Copy Deadline: 2 weeks later or as advised

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## Advertising Opportunities & Rate Card 2012



### Advertising Conditions for Publications of AVBA Ltd

#### Definitions

- “AVBA” means Australian Veterinary Business Association Ltd.
- “Advertising” or “Advertisement” means the announcement or promotion of any product, service or item of information.
- “Publications” mean journals, magazines, newsletters, proceedings or any other material published by the AVBA in printed, electronically recorded or web-based form.

#### Terms and Conditions

- Any new advertising material has to be approved by the AVBA before publication.
- The AVBA reserves the right to reject any advertisement or copy.
- The word ‘advertisement’ will be placed above or below copy that the AVBA believes warrants such treatment.

#### Indemnity

- It is the responsibility of the advertiser to ensure that advertisements comply with the Competition and Consumer Act 2010, as amended, and any other applicable Commonwealth and State laws.
- All advertisements must comply with the most recent Codes of Ethics of the Australian Association of National Advertisers (AANA) and must not conflict with AVBA policy.
- Advertisements are accepted for publication on condition that the advertiser indemnifies the AVBA, the publishing company and their servants against all actions, suits, claims and or damages resulting from anything published on behalf of the advertisers.

#### Contract Conditions

- Confirmation by the advertiser or agency on the relevant Booking Form is considered the contract.
- No cancellations will be accepted after the booking deadline. Space will be charged for, as booked, for late-cancelled or overdue material.

### Booking Form

<b>Format</b>	<input type="text"/>
<b>Dimensions</b>	<input type="text"/>
<b>Booking Ref Code</b>	<input type="text"/>
<b>Season/Year of First Issue</b>	<input type="text"/>
<b>Number of Issues</b>	<input type="text"/>
<b>Price</b>	<input type="text"/>
<b>Company</b>	<input type="text"/>
<b>Contact Person</b>	<input type="text"/>
<b>Address</b>	<input type="text"/>
	<input type="text"/>
<b>Phone</b>	<input type="text"/>
<b>Email</b>	<input type="text"/>
<b>Signature</b>	<input type="text"/>
<b>Date</b>	<input type="text"/>

**By reserving advertising space you acknowledge you will abide by the Advertising Conditions for Publications of AVBA Ltd**

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