

2008 Rates

Effective January 1, 2008



RATES

Frequency	Tab. Pg.	½Tab. Pg.	Jr. Pg.	¼Jr. Pg.	⅓Jr. Pg.	½Jr. Pg.	⅔Jr. Pg.	¾Jr. Pg.
1x	\$8,780	\$7,155	\$7,225	\$5,425	\$4,910	\$3,820	\$3,025	\$2,380
6x	8,420	6,865	6,930	5,205	4,715	3,670	2,905	2,260
12x	8,065	6,585	6,650	4,990	4,515	3,510	2,780	2,145
18x	7,715	6,285	6,355	4,770	4,325	3,360	2,680	2,050
24x	7,555	6,155	6,225	4,665	4,235	3,275	2,595	1,980
36x	7,325	5,975	6,030	4,515	4,110	3,175	2,575	1,930
48x	7,130	5,810	5,870	4,395	3,990	3,100	2,575	1,930
60x	6,995	5,700	5,760	4,320	3,920	3,030	2,575	1,930
72x	6,780	5,525	5,580	4,180	3,795	2,965	2,575	1,930
96x	6,585	5,370	5,425	4,065	3,690	2,900	2,575	1,930
120x	6,425	5,245	5,305	3,970	3,605	2,795	2,575	1,930

POSITION RATES	Cover 2	+25%	Cover 4	+30%
	Cover 3	+10%	Other special positions	+15%

COLOR RATES

Standard Second Color (yellow, red, blue)	
Page	\$900
Spread	\$1,390
Matched Color	
Page	\$1,165
Spread	\$1,695
Process Color	
Page	\$1,985
Spread	\$3,025
Metallic Color	
Page	\$1,305
Spread	\$2,420

DEMOGRAPHIC RATES: FOOD ANIMAL OR EQUINE

Frequency	Tab. Pg.	½Tab. Pg.	Jr. Pg.	¼Jr. Pg.	⅓Jr. Pg.	½Jr. Pg.	⅔Jr. Pg.	¾Jr. Pg.
1x	\$5,710	\$4,655	\$4,700	\$3,530	\$3,195	\$2,485	\$1,970	\$1,550
6x	5,475	4,465	4,505	3,385	3,065	2,390	1,890	1,470
12x	5,245	4,285	4,325	3,245	2,935	2,285	1,810	1,395
18x	5,015	4,090	4,135	3,105	2,815	2,185	1,745	1,335
24x	4,915	4,005	4,050	3,035	2,755	2,130	1,690	1,290
36x	4,765	3,885	3,920	2,935	2,675	2,065	1,675	1,255
48x	4,635	3,780	3,820	2,860	2,595	2,015	1,675	1,255
60x	4,550	3,705	3,745	2,810	2,550	1,970	1,675	1,255
72x	4,410	3,595	3,630	2,720	2,470	1,930	1,675	1,255
96x	4,285	3,495	3,530	2,645	2,400	1,885	1,675	1,255
120x	4,180	3,410	3,450	2,585	2,345	1,820	1,675	1,255

COLOR RATES

Standard Second Color (yellow, red, blue)	
Page	\$585
Spread	\$905
Matched Color	
Page	\$760
Spread	\$1,170
Process Color	
Page	\$1,295
Spread	\$1,970
Metallic Color	
Page	\$885
Spread	\$1,670

NEW PRODUCT REVIEW RATES

Frequency	Tab. Pg.	½Tab. Pg.	Jr. Pg.	¼Jr. Pg.	⅓Jr. Pg.	½Jr. Pg.	⅔Jr. Pg.	¾Jr. Pg.
1x	\$5,710	\$4,660	\$4,770	\$3,705	\$3,230	\$2,490	\$1,950	\$1,570
4x	5,595	4,570	4,670	3,635	3,165	2,430	1,910	1,520
6x	5,480	4,470	4,575	3,490	3,105	2,345	1,840	1,480
12x	5,285	4,300	4,400	3,280	2,990	2,200	1,725	1,390
18x	5,050	4,120	4,220	3,065	2,860	2,130	1,675	1,345
24x	4,820	3,930	4,030	2,965	2,745	2,055	1,665	1,295
36x	4,590	3,740	3,835	2,870	2,600	1,930	1,600	1,250

POSITION RATES	Cover 2	+25%	Cover 3	+10%	Cover 4	+30%
-----------------------	---------	------	---------	------	---------	------

COLOR RATES

Standard Second Color (yellow, red, blue)	
Page	\$645
Spread	\$990
Matched Color	
Page	\$910
Spread	\$1,410
Process Color	
Page	\$1,640
Spread	\$2,540
Metallic Color	
Page	\$1,115
Spread	\$2,160

YOUR DVM CAREER RATES

Frequency	Tab. Pg.	½Tab. Pg.	Jr. Pg.	¼Jr. Pg.	⅓Jr. Pg.	½Jr. Pg.	⅔Jr. Pg.	¾Jr. Pg.
1x	\$4,055	\$3,310	\$2,900	\$2,505	\$2,275	\$1,565	\$1,220	\$930
2x	3,450	2,815	2,465	2,135	1,935	1,330	1,040	790

POSITION RATES	Cover 2	+25%	Cover 3	+10%	Cover 4	+30%
-----------------------	---------	------	---------	------	---------	------

COLOR RATES

Standard second Color (yellow, red, blue)	
½Jr. Page or less	\$360
Page	\$610
Spread	\$870
Process Color	
½Jr. Page or less	\$610
Page	\$1,015
Spread	\$1,450

For more information, contact your AVHC account manager at (800) 255-6864 or (800) 225-4569.

2008 Rates

Effective January 1, 2008

VETERINARY ECONOMICS®

RATES							COLOR RATES	
Frequency	Full Page	3/8 Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page	Standard Second Color (yellow, red, blue)	
1x	\$7,110	\$6,045	\$4,620	\$4,055	\$3,560	\$2,510	Page	\$805
6x	7,020	5,970	4,565	4,010	3,510	2,425	Spread	\$1,325
12x	6,785	5,770	4,425	3,875	3,395	2,410	Matched Color	
18x	6,465	5,500	4,215	3,695	3,235	2,295	Page	\$1,140
24x	6,320	5,375	4,115	3,610	3,160	2,240	Spread	\$1,730
36x	6,130	5,210	3,990	3,510	3,075	2,165	Process Color	
48x	5,930	5,070	3,880	3,405	2,990	2,090	Page	\$1,970
60x	5,795	4,920	3,770	3,305	2,900	2,035	Spread	\$2,965
72x	5,540	4,710	3,605	3,165	2,775	1,945	Metallic Color	
96x	5,415	4,605	3,525	3,100	2,710	1,905	Page	\$1,365
120x	5,270	4,485	3,435	3,010	2,640	1,845	Spread	\$2,470
POSITION RATES	Cover 2	+25%		Cover 4	+30%			
	Cover 3	+10%		Other special positions	+10%			

DEMOGRAPHIC RATES: FOOD ANIMAL OR EQUINE							COLOR RATES	
Frequency	Full Page	3/8 Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page	Standard Second Color (yellow, red, blue)	
1x	\$4,610	\$3,460	\$2,400	\$1,995	\$1,620	\$1,180	Page	\$530
6x	4,560	3,415	2,375	1,970	1,610	1,165	Spread	\$925
12x	4,395	3,300	2,290	1,895	1,545	1,140	Matched Color	
18x	4,175	3,135	2,175	1,815	1,475	1,065	Page	\$805
24x	4,070	3,045	2,080	1,760	1,435	1,050	Spread	\$1,190
36x	3,920	2,930	2,040	1,705	1,375	1,010	Process Color	
48x	3,800	2,830	1,970	1,640	1,340	965	Page	\$1,380
60x	3,655	2,745	1,895	1,570	1,290	935	Spread	\$1,985
72x	3,505	2,625	1,825	1,510	1,240	905	Metallic Color	
96x	3,410	2,560	1,780	1,475	1,190	875	Page	\$915
120x	3,335	2,495	1,730	1,435	1,165	850	Spread	\$1,655

PRODUCT PREVIEW RATES							COLOR RATES	
Frequency	Full Page	3/8 Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page	Standard Second Color (yellow, red, blue)	
1x	\$4,955	\$3,365	\$2,595	\$2,240	\$1,890	\$1,350	\$675	
6x	4,810	3,255	2,515	2,170	1,840	1,305	Matched Color	
12x	4,465	3,135	2,410	2,085	1,755	1,245	\$970	
18x	4,370	2,950	2,280	1,955	1,670	1,190	Process Color	
24x	4,260	2,870	2,220	1,910	1,615	1,155	\$1,720	
36x	4,125	2,795	2,160	1,855	1,580	1,125	Metallic Color	
							\$980	

For more information, contact your AVHC account manager at (800) 255-6864 or (800) 225-4569.

2008 Rates

Vetguide® and Hospital Design Supplements

Effective January 1, 2008

SPRING AND FALL VETGUIDE

Issue Date	Ad Closing	Materials Due
MARCH	1/28/08	2/7/08
SEPTEMBER	7/28/08	8/8/08

HOSPITAL DESIGN

Issue Date	Ad Closing	Materials Due
JUNE	4/25/08	5/7/08

VETERINARY ECONOMICS®

RATES

Frequency	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page
1x	\$8,365	\$7,110	\$5,440	\$4,765	\$4,185	\$2,770
6x	8,265	7,035	5,370	4,720	4,140	2,730
12x	8,015	6,795	5,205	4,525	3,995	2,645
18x	7,675	6,465	4,955	4,345	3,800	2,530
24x	7,510	6,320	4,830	4,250	3,715	2,485
36x	7,315	6,130	4,700	4,115	3,600	2,415
48x	7,130	5,960	4,560	3,995	3,515	2,355
60x	6,955	5,800	4,440	3,890	3,415	2,295
72x	6,680	5,540	4,235	3,715	3,250	2,210

POSITION RATES	Cover 2	+25%	Cover 4	+25%
	Cover 3	+10%	Other special positions	+10%

COLOR RATES

Standard Second Color (yellow, red, blue)	
Page	\$840
Spread	\$1,385
Matched Color	
Page	\$1,190
Spread	\$1,805
Process Color	
Page	\$2,065
Spread	\$3,100
Metallic Color	
Page	\$1,365
Spread	\$2,470

PRODUCT PREVIEW RATES

Frequency	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page
1x	\$6,065	\$4,110	\$3,150	\$2,725	\$2,300	\$1,640
6x	5,895	4,015	3,070	2,660	2,240	1,595
12x	5,525	3,755	2,870	2,490	2,100	1,490
18x	5,430	3,695	2,815	2,440	2,060	1,465
24x	5,320	3,605	2,770	2,390	2,020	1,435
36x	5,160	3,510	2,680	2,320	1,960	1,385

COLOR RATES

Standard Second Color (yellow, red, blue)	\$705
Matched Color	\$1,015
Process Color	\$1,800
Metallic Color	\$1,025

- Advertisements in the *Hospital Design* supplement include a 12-month sponsorship on HospitalDesign.net.
- *Vetguide* and *Hospital Design* supplement rates will be discounted by 25% if the same ad appears in the corresponding monthly issue of *Veterinary Economics*.

VETGUIDE PRODUCT LISTING RATES*

Frequency	Product Listing
1x	\$565
3x	540
6x	510
9x	480
12x	450

* Advertisers in *Vetguide*® can receive up to eight free product listings in the corresponding supplement, spring and/or fall using the following scale. These free product listings and additional listings that are purchased using this ratecard also appear on Vetguide.com for 6 months from the date of issue.

Net Advertising	Free <i>Vetguide</i> Listing
\$7,000 or more	8
\$6,000 - 6,999	7
\$5,000 - 5,999	6
\$4,000 - 4,999	5
\$3,000 - 3,999	4
\$2,000 - 2,999	3
\$1,999 or less	2

For more information, contact your AVHC account manager at (800) 255-6864 or (800) 225-4569.

2008 Rates

Effective January 1, 2008

VETERINARY MEDICINE®

RATES

Frequency	Full Page	$\frac{2}{3}$ Page	$\frac{1}{2}$ Page	$\frac{1}{3}$ Page	$\frac{1}{4}$ Page	$\frac{1}{6}$ Page
1x	\$6,625	\$5,635	\$4,320	\$3,790	\$2,660	\$2,130
6x	6,500	5,525	4,230	3,710	2,610	2,095
12x	6,290	5,365	4,105	3,595	2,535	2,035
18x	6,100	5,190	3,965	3,490	2,450	1,970
24x	5,900	5,010	3,835	3,370	2,370	1,910
36x	5,635	4,790	3,665	3,215	2,260	1,820
48x	5,375	4,565	3,500	3,060	2,155	1,730
60x	5,175	4,400	3,370	2,955	2,075	1,665
72x	5,050	4,290	3,290	2,890	2,030	1,625
96x	4,860	4,135	3,170	2,775	1,950	1,560
120x	4,755	4,040	3,095	2,715	1,910	1,525

POSITION RATES	Cover 2	+25%	Cover 4	+30%
	Cover 3	+10%	Other special positions	+15%

COLOR RATES

Standard Second Color (yellow, red, blue)	
Page	\$855
Spread	\$1,365
Matched Color	
Page	\$1,130
Spread	\$1,740
Process Color	
Page	\$1,980
Spread	\$2,980
Metallic Color	
Page	\$1,350
Spread	\$2,520

PRODUCT PREVIEW RATES

Frequency	Full Page	$\frac{2}{3}$ Page	$\frac{1}{2}$ Page	$\frac{1}{3}$ Page	$\frac{1}{4}$ Page	$\frac{1}{6}$ Page
1x	\$4,740	\$3,805	\$2,835	\$2,140	\$1,805	\$1,215
6x	4,605	3,685	2,755	2,060	1,740	1,180
12x	4,415	3,535	2,630	1,980	1,675	1,135
18x	4,190	3,350	2,490	1,870	1,580	1,080
24x	4,080	3,270	2,440	1,830	1,560	1,045
36x	3,965	3,200	2,380	1,785	1,510	1,020

COLOR RATES

Standard Second Color (yellow, red, blue)		\$545
Matched Color		\$850
Process Color		\$1,460
Metallic Color		\$855

2008 Rates

Effective January 1, 2008

firstline®

RATES

Frequency	Full Page	$\frac{2}{3}$ Page	$\frac{1}{2}$ Page	$\frac{1}{3}$ Page	$\frac{1}{4}$ Page	$\frac{1}{6}$ Page
1x	\$6,390	\$5,440	\$4,165	\$3,655	\$2,580	\$2,060
6x	6,275	5,335	4,080	3,585	2,520	2,035
12x	6,075	5,175	3,960	3,470	2,450	1,965
18x	5,890	5,015	3,830	3,365	2,365	1,905
24x	5,695	4,840	3,700	3,250	2,290	1,845
36x	5,445	4,630	3,540	3,105	2,180	1,760
48x	5,190	4,400	3,380	2,955	2,085	1,675
60x	5,005	4,225	3,250	2,850	2,005	1,610
72x	4,870	4,145	3,175	2,795	1,965	1,570
96x	4,690	3,990	3,005	2,680	1,885	1,510
120x	4,590	3,905	2,995	2,620	1,845	1,475

POSITION RATES	Cover 2	+20%	Cover 4	+25%
	Cover 3	+10%	Other special positions	+15%

COLOR RATES

Standard Second Color (yellow, red, blue)	
Page	\$605
Spread	\$1,065
Matched Color	
Page	\$930
Spread	\$1,380
Process Color	
Page	\$1,595
Spread	\$2,270
Metallic Color	
Page	\$1,040
Spread	\$1,895

PRODUCT PREVIEW RATES

Frequency	Full Page	$\frac{2}{3}$ Page	$\frac{1}{2}$ Page	$\frac{1}{3}$ Page	$\frac{1}{4}$ Page	$\frac{1}{6}$ Page	Standard Second Color (yellow, red, blue)
1x	\$4,320	\$3,455	\$2,585	\$1,955	\$1,650	\$1,110	\$515
6x	4,200	3,360	2,515	1,880	1,545	1,080	\$785
12x	4,025	3,220	2,395	1,805	1,530	1,030	\$1,590
18x	3,815	3,050	2,275	1,710	1,440	990	\$995
24x	3,720	2,980	2,225	1,670	1,420	955	
36x	3,630	2,915	2,170	1,630	1,385	935	

For more information, contact your AVHC account manager at (800) 255-6864 or (800) 225-4569.

E-Media 2008 Rates

Effective January 1, 2008

RATES - DVMNEWSMAGAZINE.COM - VETECON.COM - VETMEDPUB.COM

Page Views	Banner	Sky	Button	Sq Button	Leader	Leader w/ drop
60,000	\$3,600	\$3,240	\$1,620	\$1,980	\$4,750	\$4,825
180,000	\$9,900	\$8,910	\$4,455	\$5,445	\$13,070	\$13,265
360,000	\$18,000	\$16,200	\$8,100	\$9,900	\$23,760	\$24,120
540,000	\$24,300	\$21,870	\$10,935	\$13,365	\$32,075	\$32,560



RATES - VETGUIDE.COM

Frequency	Button
3 months	\$200
6 months	\$190
9 months	\$180
12 months	\$170



RATES - HOSPITAL DESIGN.NET

Page Views	Banner	Sky	Button	Sq Button	Leader	Leader w/ drop
35,000	\$2,100	\$1,890	\$945	\$1,155	\$2,770	\$2,815
106,500	\$5,775	\$5,200	\$2,600	\$3,175	\$7,625	\$7,740
213,000	\$10,500	\$9,450	\$4,725	\$5,775	\$13,860	\$14,070
315,000	\$14,175	\$12,760	\$6,380	\$7,795	\$18,710	\$18,995

HospitalDesign.net

RATES - FIRSTLINEMAG.COM

Page Views	Banner	Sky	Button	Sq Button	Leader	Leader w/ drop
9,000	\$630	\$565	\$285	\$345	\$830	\$845
27,000	\$1,755	\$1,580	\$790	\$965	\$2,315	\$2,350
54,000	\$3,240	\$2,915	\$1,460	\$1,780	\$4,275	\$4,340
81,000	\$4,050	\$3,645	\$1,825	\$2,230	\$5,345	\$5,425

firstline

RATES¹ - VETERINARY MEDICINE DIGITAL ISSUE

Front Cover	Belly Band	Audio	Flash Animation	Video
\$2,140	\$2,355	\$300 ²	\$600 ²	\$700 ²

VETERINARY MEDICINE

1. All rates are per monthly digital issue.

2. Audio and video rates are per file. Flash animation rates are per element and must be reviewed by account manager to determine exact rate.