**BLACK & WHITE RATES**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1 Page</th>
<th>1/2 Page</th>
<th>1/3 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1X</td>
<td>$4,365</td>
<td>$2,590</td>
<td>$2,045</td>
<td>$1,455</td>
</tr>
<tr>
<td>2X</td>
<td>$3,985</td>
<td>$2,360</td>
<td>$1,830</td>
<td>$1,310</td>
</tr>
<tr>
<td>4X</td>
<td>$3,660</td>
<td>$2,010</td>
<td>$1,600</td>
<td>$1,165</td>
</tr>
<tr>
<td>6X</td>
<td>$3,395</td>
<td>$1,945</td>
<td>$1,530</td>
<td>$1,120</td>
</tr>
<tr>
<td>8X</td>
<td>$3,285</td>
<td>$1,795</td>
<td>$1,470</td>
<td>$1,080</td>
</tr>
</tbody>
</table>

**Color Rates**

- Match colors (pms) per page: $975
- Four-color process per page using standard 4a/MPA colors: $1,500
- Four-color process spread: $2,075
- Metallic per page: $1,330

**Special Positions**

- Cover 2: $675
- Cover 3: $625
- Cover 4: $800
- Opposite Table of Contents page: $625

---

**AGENCY COMMISSIONS**

15% for recognized Advertising agencies upon payment within 30 days.

**MATERIAL SPECIFICATIONS**

All materials, including digital ads, must include a contract quality color proof calibrated to SWOP specifications and a color bar generated from the digital data.

**JOURNAL TRIM SIZE**

Finished trim size is 8 1/2 × 11 inches. If art bleeds off edge of sheet, extend image area 1/8” beyond trim size. For best results, hold “Live Area” to 7 1/2 × 10”.

**PARTIAL PAGES**

<table>
<thead>
<tr>
<th>(Live Area) Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half, horizontal</td>
<td>8”</td>
</tr>
<tr>
<td>Half, vertical</td>
<td>4”</td>
</tr>
<tr>
<td>Third, vertical</td>
<td>2.5”</td>
</tr>
<tr>
<td>Quarter</td>
<td>4”</td>
</tr>
</tbody>
</table>

**MATERIALS ON DISK**

Digital format is preferable; a digital matchprint must accompany all digital files. Please contact printer for specifications.

**FILM SPECIFICATIONS**

Right reading, emulsion-down negatives on 0.004 inch dimensionally stable film; one piece per color. Film must be hard dot: opaque on base side. SCREEN: 150 (max) line screen for four-color; 133 (max) line screen for twocolor. All film must be clearly marked with publication name and month of insertion.

**INSERTS**

Available. Please call for quotes.

**CIRCULATION BASE**

Total circulation = 5,100. Includes veterinarians in cattle practice, US and Canada, and allied institutions.

**REQUIREMENTS FOR ADVERTISING**

Advertising must, in the opinion of the publisher, be in good taste and reflect professional publishing principles.

---

**STAFF**

- Robert A. Smith, DVM: Editor
- John T. O’Brien: Advertising Sales
- Cheri L. Jackson: Advertising Sales

---

**PROOFS**

A color proof must be supplied for EACH publication in which the ad appears. Digital ad proofs must be Kodak Approval, Imation digital matchprint or Iris proofs (except for files created on Copy-Dot scanners). Film proof on 40# coated; four-color wet trapping press to SWOP standards; head to foot rotation C-M-Y-K.

For more information go to www.aabp.org

---

**AABP Rates**

---

**SEND INSERTION ORDERS TO:**

John T. O’Brien
12118 Nieman Road
Overland Park, KS 66213
Phone: (913) 579-4084 cell
E-Mail: job4bov@gmail.com

**SEND ADVERTISING MATERIALS TO:**

Kelli Jo Carrier
VM Publishing Co.
205 West 7th Avenue, Suite 201G
Stillwater, OK 74074
Phone: (405) 533-1883
kellijo.vmpubco@gmail.com
AABP PUBLICATIONS

The Bovine Practitioner is the official publication of The American Association of Bovine Practitioners, published in Spring and Summer annually. The AABP Annual Conference Proceedings is published following to the AABP Conference in the Fall.

EDITORIAL MISSION

Articles published in The Bovine Practitioner are intended to address the needs of bovine practitioners. Regular features include case reports, review articles, retrospective studies and articles describing new techniques. A section of the journal is peer-reviewed or referred.

MISSION STATEMENT

The American Association of Bovine Practitioners is an association of veterinarians organized to enhance the professional lives of its members through relevant continuing education that will improve the well-being of cattle and the economic success of their owners, increase awareness and promote leadership for issues critical to cattle industries, and improve opportunities for careers in bovine medicine.