

# Veterinary Surgery



**Veterinary Surgery** is a source of up-to-date coverage of surgical and anesthetic management of animals, addressing significant problems in veterinary surgery with relevant case histories and observations. It contains original, peer-reviewed articles that cover developments in veterinary surgery, and presents the most current review of the field, with timely articles on surgical techniques, diagnostic aims, care of infections, and advances in knowledge of metabolism as it affects the surgical patient. **Veterinary Surgery** is the official journal of the American College of Veterinary Surgeons, and the European College of Veterinary Surgeons, and the Veterinary Endoscopy Society.

## Advertising & Sales Office

**M. J. Mrvica & Associates, Inc.**  
2 West Taunton Avenue, Berlin, NJ 08009  
P: 856-768-9360 ~ E: markmrvica@mrvica.com

## Publisher & Editorial Office

**Wiley**  
101 Station Landing, Suite 300, Medford, MA 02155  
**Meredith Duey**, Journal Publishing Manager

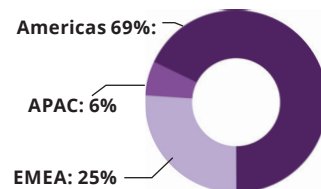
**Dave Surdel**, Director – Reprint Sales, Americas, Wiley  
P: 781-388-8343 ~ E: commercialreprints@wiley.com

**For sponsorships, supplements, microsites and custom projects, please contact busdev@wiley.com**

## Circulation

**Total Circulation:** 2,723  
Coverage: United States and International  
Markets Served: Veterinary surgeons and veterinary anesthesiologists

Print Circulation by Region



## Editorial Information

**Editor:** Dominique Griffon, Western University  
Origin of Editorial: 100% Submitted  
**2017 Impact Factor:** 1.102  
**ISI Journal Citation Reports® Ranking: 2017:** 60/140 (Veterinary Sciences)

## Advertising Information

**Earned Rates:** Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Each insert page counts 1x toward the earned page rate.

**Agency Commission:** 15% (subject to withdrawal on accounts not paid within 60 days of invoice date).

Contact your Advertising Sales Representative about combination print and online programs or for details about advertising across specialty areas.

**Ask about digital advertising opportunities in Veterinary Surgery**

## Black & White Advertising Rates

| Frequency | Full Page | 1/2 Page | 1/4 Page |
|-----------|-----------|----------|----------|
| 1x        | \$1,354   | \$884    | \$730    |
| 3x        | \$1,332   | \$862    | \$706    |
| 6x        | \$1,309   | \$839    | \$695    |
| 12x       | \$1,268   | \$821    | \$671    |
| 18x       | \$1,234   | \$786    | \$643    |

**Color Rates** (in addition to earned B&W rate):

4-color process: \$1,442

**Cover and Preferred Position** (in addition to earned B&W rate):

|                             |     |
|-----------------------------|-----|
| 2nd Cover:                  | 35% |
| 3rd Cover:                  | 25% |
| 4th Cover:                  | 50% |
| Opposite Table of Contents: | 15% |
| Other Positions:            | 15% |

Positions available on a non-cancelable basis.

**Composition:**

|               |       |
|---------------|-------|
| Full Page:    | \$150 |
| Half Page:    | \$125 |
| Quarter Page: | \$95  |

Positions available on a non-cancelable basis.

**Inserts:** Rates are determined using the black and white earned rate per number of insert pages, plus 10%. Please check with your sales rep for print run quantity before sending inserts.

**Other services:** Bellybands, cover tips, outserts, business reply cards, advertorials, reprints (print and electronic), patient education materials, sponsored subscriptions, supplements, webcasts, webinars, podcasts, microsites, events, content licensing, and translations. Please contact your sales rep about any other opportunities of interest. All services are subject to editorial approval.

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## Issuance & Closing Dates

Frequency: 8x per year  
2019 Closing Dates:

| Vol/Iss | Cover Date | Space Reservation | Material Due | Inserts Due |
|---------|------------|-------------------|--------------|-------------|
| 48:1    | January    | 12/4/18           | 12/13/18     | 12/26/18    |
| 48:2    | February   | 1/2/19            | 1/16/19      | 1/25/19     |
| 48:3    | April      | 3/4/19            | 3/18/19      | 3/27/19     |
| 48:4    | May        | 4/2/19            | 4/15/19      | 4/24/19     |
| 48:5    | July       | 6/14/19           | 6/17/19      | 6/26/19     |
| 48:6    | August     | 7/4/19            | 7/17/19      | 7/26/19     |
| 48:7    | October    | 9/2/19            | 9/16/19      | 9/25/19     |
| 48:8    | November   | 10/2/19           | 10/16/19     | 10/25/19    |

### Bonus Distribution:

| Issue    | Conference                              |
|----------|---|
| January  | North American Veterinary               |
| February | Western Veterinary                      |
| August   | American College of Veterinary Surgeons |

**Cancellations** or changes in advertising material must be received no later than 3-5 days before the ad schedule due date.

## Mechanical Requirements

Trim Size: 8.25" x 10.875"

| Page Sizes, Non-Bleed | Width | Depth |
|-----------------------|-------|-------|
| Full page             | 7"    | 10"   |
| 1/2 page vertical     | 3.5"  | 10"   |
| 1/2 page horizontal   | 7"    | 5"    |
| 1/4 page              | 3.5"  | 5"    |

| Page Sizes, Bleed   | Width   | Depth   |
|---------------------|---------|---------|
| Full page           | 8.5"    | 11.125" |
| 1/2 page vertical   | 4.2667" | 11.125" |
| 1/2 page horizontal | 8.5"    | 5.5625" |
| Two-page spread     | 17"     | 11.125" |

## Submission of Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (min. 266 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Contact Al Liburd at [alliburd@wiley.com](mailto:alliburd@wiley.com) prior to submitting a file via FTP.
- Media Requirements (for courier transfers): CD-ROM preferred.
- Set up document to trim size and include 0.125" bleed.
- All fonts and graphics must be embedded.
- 4/Color solids should not exceed SWOP density of 280%.

- Convert all RGB to CMYK.
- Color ads must be accompanied by SWOP-certified proof (Cromalin™, matchprint, IRIS, etc.).
- Changes or updates made to previously submitted material must be resupplied in full with all pages included.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley is not responsible for the quality of advertisements sent after the deadline.

## Insert Requirements

- Multi-page inserts are to be furnished folded. (Three samples).
- Sizes. 2-page inserts: 8.5" x 11.125". 4-page inserts: 8.5" x 11.125"
- Trimming: Head 0.125", foot no less than 0.125" or more than 0.5625", width 0.125"; safety margin in gutter; 0.125" safety at side; 0.125" grind off spine.
- Stock weights acceptable: Not to exceed 100 lb. coated.
- Packing instruction: Carton packing preferred, with quantity, publication name, and month clearly indicated.

### Paper Stock

- Inside pages: UPM Classic Gloss 80 gsm.
- Covers: 10 pt. C25

**Halftone Screen:** 133

**Type of Binding:** Perfect

**Inks:** Offset standard process yellow, red, blue, black. To be responsible for quality, the publisher must receive progressive proofs pulled as described above.

## Contacts

### Ship all insertion orders to:

**M. J. Mrvica & Associates**

Attn: Mark Mrvica  
VSU, Vol \_\_\_\_, Issue\_\_\_\_  
2 West Taunton Avenue, Berlin, NJ 08009  
P: 856-768-9360

### Ship print advertising material in PDF format to:

**Al Liburd**, Advertising Production Specialist  
P: 201-748-8754  
E: [PrintAdTraffic@wiley.com](mailto:PrintAdTraffic@wiley.com)  
Wiley  
111 River Street, 4-01, Hoboken, NJ 07030-5774

### Ship inserts to:

**The Sheridan Press**

Attn: Lisa Harrold  
VSU, Vol \_\_\_\_, Issue\_\_\_\_  
450 Fame Avenue, Hanover, PA 17331  
P: 800-635-7181

