



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

350 Main Street, Malden, MA 02148

Meredith Duey, Journal Publishing Manager

Dave Surdel, Director—Reprint Sales, Americas

P: 781-388-8343 ~ E: commercialprints@wiley.com

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

Circulation

Total Circulation: 2,445

Print Circulation by Region

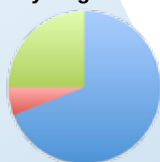
Coverage: United States and International

Americas: 69%

APAC: 6%

EMEA: 25%

Markets Served: Veterinary surgeons and veterinary anesthesiologists.



Editorial Information

Editors: Linda Dahlgren and Giselle Hosgood

Origin of Editorial: 100% Submitted

2013 Impact Factor: 0.989

ISI Journal Citation Reports® Ranking: 2013: 60/129 (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.

Black & White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1,276	\$833	\$687
3x	\$1,255	\$812	\$665
6x	\$1,233	\$790	\$654
12x	\$1,195	\$774	\$632
18x	\$1,163	\$741	\$606

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

4-color process:	\$1,346
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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.

Veterinary Surgery

Issuance & Closing Dates

Frequency: 8x per year

Closing Dates:

Cover Date	Space Reservation	Material Due	Inserts Due
January 2016	11/24/15	12/1/15	12/15/15
February 2016	12/24/15	12/31/15	1/15/16
April 2016	2/25/16	3/3/16	3/17/16
May 2016	3/29/16	4/4/16	4/18/16
July 2016	5/26/16	6/1/16	6/15/16
August 2016	6/26/16	7/1/16	7/18/16
October 2016	8/26/16	9/1/16	9/16/16
November 2016	9/29/16	10/4/16	10/18/16

Bonus Distribution:

Issue	Conference
January	Western Veterinary
August	American College of Veterinary Surgeons
December	North American Veterinary

Cancellations: 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 ¼" x 10 ⅞"

Page Sizes, Non-Bleed	Width	Depth
Full page	7"	10"
1/2 page vertical	3 ½"	10"
1/2 page horizontal	7"	5"
1/4 page	3 ½"	5"
Page Sizes, Bleed	Width	Depth
Full page	8 ½"	11 ⅞"
1/2 page vertical	4 ⅞"	11 ⅞"
1/2 page horizontal	8 ½"	5 ⅞"

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 Joe Troiano at jtroiano@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 ⅛" 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 ½" x 11 ⅞". 4-page inserts: 8 ½" x 11 ⅞"
- Trimming: Head ⅛", foot no less than ⅛" or more than ⅞", width ⅛"; safety margin in gutter; ⅛" safety at side; ⅛" 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. C2S

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 all advertising material as well as two insert examples to:

Wiley

Attn: Joe Troiano, Advertising Specialist
 VSU, Vol ____, Issue ____
 350 Main Street, Malden, MA 02148
 E: jtroiano@wiley.com

Ship inserts to:

The Sheridan Press

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

VSU2016-09-25