

2000 Advertising Rates

The JOURNAL OF HERPETOLOGICAL MEDICINE AND SURGERY, the official publication of the Association of Reptilian and Amphibian Veterinarians (ARAV), is considered one of the major sources of information on the biology and veterinary aspects of reptiles and amphibians. The JOURNAL is published quarterly, peer reviewed and international in scope and distribution.

The ARAV has over 1300 members from around the world. The JOURNAL reaches more than 2000 readers, including practicing veterinarians, zoo and wildlife veterinarians, academic veterinary faculty, veterinary school libraries, veterinary students and professional and amateur herpetologists.

These are the exact sizes for placement in the JOURNAL. Use these as your guide for correct sizing.

BLACK & WHITE

Size (in inches)	Display Advertising Rates Per Issue (US Dollars)		
	1x	2x	3 and 4x
Full Page (7 ⁵ / ₈ " x 10")	500	425	375
Half Page (7 ⁵ / ₈ " x 4 ⁷ / ₈ "	375	300	250
DHC (4 ¹¹ / ₁₆ " x 4 ⁷ / ₈ "	350	280	225
DQC (4 ¹¹ / ₁₆ " x 2 ¹ / ₄ "	300	255	200
QC (2 ¹ / ₄ " x 2 ¹ / ₄ "	225	195	150
Inside Front Cover	650		
Inside Back Cover	550		
Classified Ads (per issue)	50		

CONTRACT AND DISCOUNT TERMS

Advertisers will be required to sign a contract for ads that run more than once. This is a binding contract and once signed will be payable as the contract implies.

Advertisements for one issue does not require a contract but must be pre-paid in full. Consecutive issue advertisements will need the first run paid in full, and after a signed contract is received, the balance of runs will be due within 30 days.

BLACK & WHITE ADVERTISEMENTS

Line Art: The highest quality line art ad can be obtained by paying for an RC, created by a graphic arts company. Line Art with screens should be sent on disk or in film form for the highest quality reproduction. Good laser print copies will be accepted at an additional one time charge of \$10.00. Photocopies of advertisements WILL NOT be accepted.

Film Form: Right-reading, emulsion-side-down negative and 133-line screens are recommended to protect advertisers from copyright infringement, plagiarism or libel resulting from their ad. Publication of advertisement shall constitute final acceptance of the advertiser's order. We are not liable for the quality of how camera-ready ads appear after they are printed (follow the above guidelines and your ads will be of good quality).

Advertiser _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Signature _____

Size _____ # of issues _____ Amt. enclosed _____

To advertise your products and services to our readers, simply complete the above information and send a copy of your ad along with a check payable to the ARAV to:

Wilbur B. Amand, VMD, 721 Inverness Dr., West Chester, PA 19380