

Specifications



Advertising Unit Sizes

Bleed dimensions include allowance for loss of .125 inch and .25 inch for a spread (.125 inch per page).

Size	Trim	Bleed	Non-Bleed
Tab Spread	21 in. x 14 in.	21.25 in. x 14.45 in.	20 in. x 13 in.
Tab Page	10.5 in. x 14 in.	10.75 in. x 14.25 in.	9.5 in. x 13 in.
Junior Page	7.25 in. x 10 in.	7.5 in. x 10.25 in.	6.75 in. x 9.5 in.
Junior Spread	14.75 in. x 10 in.	15 in. x 10.25 in.	
1/2 Tab Vertical	5.25 in. x 14 in.	5.5 in. x 14.25 in.	4.5 in. x 13 in.
1/2 Tab Horizontal	10.5 in. x 7 in.	10.75 in. x 7.125 in.	9.5 in. x 6.375 in.
1/2 Tab Spread	21 in. x 7 in.	21.25 in. x 7.125 in.	20 in. x 6.375 in.
3/4 Junior Vertical Page			3.375 in. x 13 in.
1/3 Page	3.5 in. x 14 in.	3.75 in. x 14.25 in.	3 in. x 13 in.
1/2 Junior Horizontal			6.75 in. x 4.625 in.
1/2 Junior Vertical			4.5 in. x 6.375 in.
1/2 Junior Island			2.125 in. x 9.5 in.
1/2 Junior Square			4.5 in. x 4.625 in.
1/4 Junior			4.5 in. x 3 in.
Products 360 Cover Ad		2.875 in. x 10.75 in.	2.75 in. x 9.5 in.

Print Specifications	
Text	45# stock
Binding	Perfect binding
Line Screen	150- Line Screen Recommended (Allow for 24% dot gain.)
Cover	100# stock
Printing Process	Web offset

Cover Tips:	
Trim Size	10 in. x 10.75 in.
Bleed Size	10.25 in. x 11 in.
Live Matter	9.5 in. x 10.25 in.
Paper	80# Cover Weight Gloss #4
Jogs to bottom	

Publisher's Note

All advertising is subject to the Publisher's approval. The Publisher reserves the right to reject advertising not in keeping with the publication's standards. *dvm360* is a registered trademark used herein under license.

Insert Specifications (bind-in perfect bound)

- Insert size overall should not exceed;
- Single-page dimension: 10.5 in. x 14 in.
 - Spread dimension: 21 in. x 14 in.
 - Junior dimension: 7.75 in. x 10.5 in.

Position ad to allow for .125 in. trim at head, foot, gutter and face. Leave at least .375 in. between live matter and all trim edges. Bleed .125 in. on all sides of ad.

Quantity: Verify before each insertion.

Stock: Not to exceed the following limitations:

	Single Leaf/ 2 Pages	4 Pages	6 Pages	8 Pages or more
Coated	100# Text	100# Text	80# Text	70# Text

Shipping: Inserts only should be shipped to: *dvm360* magazine, c/o LSC Communications, 3401 Heartland Drive, Liberty, MO 64068

Insert Rates: Contact your account manager for a specific quote based on insert size and desired circulation

For more information, contact Yousef Elhousseini at 609-716-7777, ext. 887.

Circulation

In an era when readers choose how they receive their information, accurate multi-platform reporting is a necessity, not a luxury. In July 2015, MultiMedia Healthcare, LLC moved its audit to Alliance for Audited Media, AAM (formerly known as Audit Bureau of Circulations, ABC). AAM's understanding of the way readers consume content today, and their ability to qualify and confirm those audiences across platforms, is consistent with our media's integrated platform.

AAM allows *dvm360* to report print subscriber, digital, e-newsletter, and social media data monthly via a direct connection to AAM's database and provides additional partnerships and benefits, including:

- In-depth experience designing and performing digital audits that address nonhuman traffic, online ad fraud, brand safety and ad viewability.
- The partnership between AAM subsidiary ImServices and IAB (International Advertising Bureau), which aligns us with industry leaders in developing non-human traffic filtering standards.
- The MRC (Media Rating Council) verification process, which enables us to accredit our measurement methodology and audit viewability
- Direct data feeds to advertisers, agencies and industry partners

Our audit application, official AAM membership letter and more can be found at www.dvm360media.com.