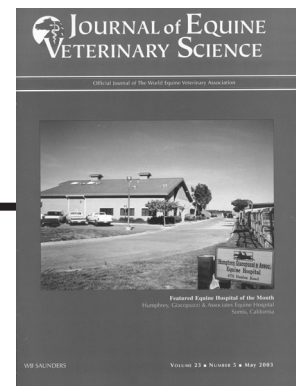


# The Journal of Equine Veterinary Science

Official Journal of the World Equine Veterinary Association



## PUBLISHER:

WB Saunders  
An Imprint of Elsevier  
170 S Independence Mall W 300 E  
Philadelphia, PA 19106-3399  
Tel: 215-238-7800  
Web: www.j-evs.com

## NORTH & SOUTH AMERICA ADVERTISING SALES:

James M. Maloney Jr.  
Elsevier  
170 S Independence Mall W 300 E  
Philadelphia, PA 19106-3399  
Tel: 215-238-7808 | Fax: 215-238-5033  
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## EDITORIAL

Established in 1981, *The Journal of Equine Veterinary Science* includes scientific studies and articles designed to keep the equine practitioner current with changes in equine medicine. Papers often describe new drug trials, new treatment for diseases, new surgical techniques and new concepts in equine reproduction. Articles are peer-reviewed and edited by leading veterinary clinicians, practitioners and other health care professionals. Non-reviewed material is presented to the "Equine Veterinary Data" section. The purpose is to keep readers abreast of events in areas such as the pharmaceutical and horse industries and includes material that can not be presented as "refereed." There is material for farriers and equine nutritionists in every issue.

## ORGANIZATIONAL AFFILIATION

- World Equine Veterinary Association

## ESTABLISHED 1981

## PUBLISHING STAFF

Editor: W.E. Jones DVM, PhD  
Publisher: Anthony F. Trioli  
Advertising Sales: James M. Maloney Jr.  
Recruitment Advertising Sales: James M. Maloney Jr.

## SUBSCRIPTION RATE

Domestic:		International:	
Institutional:	\$224	Institutional:	\$277
Individual:	\$165	Individual:	\$192
Students/Residents:	\$52	Students/Residents:	\$97

## CIRCULATION

6,000  
National and International  
Publisher's statement available on request.

## AUDIENCE

Practicing equine veterinarians, horse breeders, and horse trainers.

## BONUS DISTRIBUTION

- NAVC: North American Veterinary Conference (December) January 17-24, 2004- Orlando, FL
- WVC: Western Veterinary Conference (January) February 15-19, 2004- Las Vegas, NV
- ACVIM: American College of Veterinary Internal Medicine (May) June 9-12, 2004- Minneapolis, MN
- AVMA: American Veterinary Medical Association (June) July 24-27, 2004- Philadelphia, PA
- CVC: Central Veterinary Conference (July) August 28-30, 2004- Kansas, MO
- AAEP: American Association of Equine Practitioners: (December) December 4-8, 2004 - Denver, CO

## ISSUANCE

- Frequency: Monthly
- Mailing Date: 15th of publication month

## CLOSINGS

- Cancellations: No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable.
- Inserts: Due five days after materials are due.
- Digital ad materials due same day as space closing.
- Dates subject to change.

<u>Volume/ Issue</u>	<u>Publication Month</u>	<u>Ad Space Closing</u>	<u>Ad Materials Deadline</u>
24 (1)	January	12/03/03	12/08/03
24 (2)	February	01/02/04	01/07/04
24 (3)	March	02/02/04	02/06/04
24 (4)	April	03/02/04	03/08/04
24 (5)	May	04/02/04	04/07/04
24 (6)	June	05/03/04	05/07/04
25 (1)	July	06/02/04	06/07/04
25 (2)	August	07/02/04	07/07/04
25 (3)	September	08/02/04	08/06/04
25 (4)	October	09/02/04	09/07/04
25 (5)	November	09/30/04	10/04/04
25 (6)	December	10/29/04	11/04/04

## SERVICE TO ADVERTISERS

- Editorial Reprints, contact  
Anne Rosenthal Tel: 212-633-3813 | Fax: 212-633-3820  
E-mail: reprints@elsevier.com
- Sponsored Supplements, contact:  
Craig Smith Tel: 212-462-1933 | Fax: 212-462-1935  
E-mail: c.smith@elsevier.com
- Recruitment and Classified Advertising, contact:  
Jim Maloney Tel: 215-238-7808 | Fax: 215-238-5033  
E-mail: j.maloney@elsevier.com
- Sponsored Subscriptions, On-line Advertising, and Display Advertising, contact:  
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E-mail: j.maloney@elsevier.com

## POLICY ON PLACEMENT OF ADVERTISING

Advertising interspersed among editorial matter.

## ACCEPTANCE OF ADVERTISING

Pharmaceuticals will not be accepted until a New Drug Application from the FDA has become effective. Publisher reserves the right to reject advertising deemed inappropriate. Non-professional products or services must be approved by publisher. New ad copy should be submitted for approval by ad space closing date.

RATES	1x	3x	6x	9x	12x
Full Page:	\$1,185	\$1,115	\$1,040	\$990	\$940
1/2 Page:	620	590	555	540	520
1/4 Page:	390	370	345	330	310

## COLOR

- Standard color: \$435 per page or fraction. (AAAA red, green, blue, yellow, and orange.)
- Matched color: \$600 per page or fraction.
- 4-color process: \$890 per page or fraction.
- Color charges are in addition to earned black and white rates.
- Bleed: No charge.

## SPECIAL POSITIONS

(on a 6 - 12 time basis only)

- Inside front cover: 50%
- Inside back cover: 25%
- Outside back cover: 50%
- Opposite TOC: 35%
- Guaranteed Positions: 10%

## INSERTS

Furnished inserts are billed at the black and white rate times the number of insert pages.

- Two-page insert (one leaf): Two-times earned frequency rate
- Four-page or larger insert is black and white earned frequency rate per page.

## EARNED RATES

Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

## AGENCY DISCOUNT 15%

## COMPOSITION

Full page: \$150 | Half page: \$125 | Quarter page: \$95

## MECHANICAL SPECIFICATIONS

Page Sizes	Type Area	Bleed
Trim Size	8¼" x 10⅞"	
Spread	15" x 10"	16¾" x 11⅞"
Full Page	7" x 10"	8½" x 11⅞"
1/2 Page Horizontal	7" x 5"	8½" x 5⅝"
1/2 Page Vertical	3½" x 10"	4¼" x 11⅞"
1/4 Page	3½" x 5"	

Keep live matter ½" from trim edges.

## INSERT REQUIREMENTS

- Size 2 page: 8⅞" x 11⅞"; must add additional 3¼" x 11⅞" binding lip.
- Size 4 page: 16¾" x 11⅞"; furnish folded to 8⅞" x 11⅞". Must add additional ¾" x 11⅞" binding lip.
- Contact Ad Sales Services for additional high folio/ low folio binding instructions
- **Trimming:** ⅛" trimmed off top, bottom, gutter and face. Keep all live matter ½" from trim edges.
- **Insert Stock Weight:** For 2 page 80# preferred; 4 to 8 pages – 60# minimum. Inserts that do not meet these minimum weights must be sent to the printer for evaluation.
- **Quantity:** Contact Ad Sales Services
- **Closing Date for Booking Inserts:** Same as ad space closing
- **Insert Delivery Date:** Same as ad material deadline
- **Packaging and labeling of inserts for shipping:** Packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with Journal title, quantity, product, issue and month/year clearly marked. *If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating Journal title, issue date and quantity.*
- **All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications.**
- **Copy of insert must accompany insertion order.**
- **Failure to meet insert specifications and packaging guidelines may result in additional charges.**

**BINDING** Saddle Stitched; jogs to head

**PRINTING PROCESS** Web

**HALFTONE SCREEN** 133 line screen

## REPRODUCTION REQUIREMENTS

Film negatives, right reading, emulsion side down. Each piece of film should have PMS or Process color identified, center and trim marks, and register marks on all sides. For spread ads, all type and images must be kept ¼" away from gutter trims (½" total). One proof must accompany advertising material. A SWOP approved analog color proof that contains color bars must accompany four color advertising film. Furnished proofs are considered final unless otherwise indicated.

## FOR CONTRACTS & INSERTION ORDERS

Jim Maloney  
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170 S Independence Mall W 300 E  
Philadelphia, PA 19106-3399  
Tel: 215-238-7808 | Fax: 215-238-5033  
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## FOR RECRUITMENT AND CLASSIFIEDS

Jim Maloney  
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E-mail: j.maloney@elsevier.com

## DIGITAL DATA

**File Formats** Preferred format is PDF/Acrobat 4.05 or later set for compatibility with PDF version 1.3 (Acrobat 4); EPS; TIFF. All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications: Grayscale and color images: 300 dpi; Combination Grayscale and Color images: 500-900 dpi; Line art (Bitmap) images: 900-1200 dpi

**Page Layout** Supply as single page files only, Right Reading, Portrait Mode, 100% Size, No Rotation. Created to the trim of the journal plus a minimum 1/8" bleed on all sides. Keep live matter 1/2" from trim edges. Crop marks and SWOP color bars must be included, position 1/2" outside trim. Reverse type should be no less than 6 pt. Fine lettering (thin lines, serifs) should be restricted to one color. All Fonts and graphics must be embedded or included with the files and conform to the file formats listed above.

**Color Space** All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. **Spot Colors** are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs make sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

**Media/Delivery** CD-ROM/ISO-9660 Format or Zip Disk (100MB, 250MB) Mac or PC Format. All media must be labeled with following: Journal Title, Volume # & Issue Date, Advertiser, Agency Name, Agency Contact & Phone Number. Attach printout of disk contents. FTP transfer accepted by arrangement only.

**Proofs** All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications (www.swop.org). All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content. All color ads require a SWOP certified contract color proof, which includes a SWOP proofing bar. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. Revised proofs must be supplied whenever a text or design change is made. ANY alteration to a file will require output of a new proof at cost to the customer.

**Note** Corrections to digital ads previously submitted are limited to minor text changes, provided certain conditions are met. Revised files must be supplied in the case of major text or design changes. For more information regarding digital ad submission see the full Elsevier Ad Specifications or contact Ad Sales Services.

**Digital Ad-Closing Date** Digital ad material is due same day as space closing.

## DISPOSITION OF REPRODUCTION MATERIAL

Material furnished for advertising reproduction will be destroyed twelve-months subsequent to issue date unless otherwise instructed.

## FOR PRODUCTION MATERIALS

Jim Maloney  
Elsevier  
170 S Independence Mall W 300 E  
Philadelphia, PA 19106-3399  
Tel: 215-238-7808 | Fax: 215-238-5033  
E-mail: j.maloney@elsevier.com

## FOR INSERTS (Mark month, vol/issue and quantity on the box)

The Journal of Equine Veterinary Science  
Dartmouth Printing  
69 Lyme road  
Hanover, NH 03755  
Attn: Donna McKee



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