

Looking for Ways to Improve Your Business?

Business education for equine veterinary practices is in demand. So in 2017, *EquiManagement* magazine will be delivered **SIX** times (every other month) to all AAEP members and student members in the United States, plus all members of the AAEPV. We also will make available a digital version of the magazine for those AAEP members living outside of the United States.

2018 Print Advertising Rates

Display Rates

| Four Color | 1x | 4x | Cover | 4 color |
|---------------|---------|---------|-----------|---------|
| 2-page spread | \$4,494 | \$3,555 | 2nd Cover | \$2,705 |
| Full page | \$2,358 | \$1,869 | 3rd Cover | \$2,484 |
| 2/3 page | \$1,980 | \$1,565 | 4th Cover | \$2,914 |
| 1/2 page | \$1,480 | \$1,176 | | |
| 1/3 page | \$1,098 | \$872 | | |
| 1/6 page | \$588 | \$562 | | |

| Black & White | 1x | 4x |
|---------------|---------|---------|
| 2 page spread | \$3,450 | \$3,145 |
| Full page | \$1,800 | \$1,680 |
| 2/3 page | \$1,460 | \$1,360 |
| 1/2 page | \$1,108 | \$1,029 |
| 1/3 page | \$814 | \$762 |
| 1/6 page | \$441 | \$420 |

Digital Advertising/Sponsorship Packages

We are offering a special digital prices and package prices for those advertisers/sponsors who sign up for a full year for EquiManagement.com. Ask your ad rep for details! Note: You will be billed monthly in 2018!

Digital Sponsorships

- ▶ News: Sponsor of news section on EquiManagement.com (inquire)
 - ▶ Business Tools: (inquire)
 - ▶ Videos: (inquire)
 - ▶ Webinars: \$3,000
 - ▶ Audio Files: (inquire)
 - ▶ Videos: (inquire)
 - ▶ Business Blogs: (inquire)
 - ▶ Monthly Polls: \$150/month
 - ▶ Topical Branded/Sponsored Ask the Expert Forums: \$250/month
 - ▶ Sponsorship of articles from *EquiManagement* magazines in Downloads section on EquiManagement.com: \$500 per article for one year (1-page advertisement included in PDF, plus any legal piece pages needed)
- Other Digital Products/Projects are available; contact your advertising representative for more information.

2017 Advertising/Sponsorship Specials

- ▶ Top Banner (728x90) 2 advertisers: \$315/month, \$3,780/year
- ▶ Bottom Banner (728x90) 2 advertisers: \$158/month, \$1,890/year
- ▶ Top and Bottom Banner Package can be purchased at a discount: \$370/month, \$4,440/year
- ▶ Ad Zone 1 (300x250-top right banner) 3 advertisers: \$265/month, \$3,180/year
- ▶ Ad Zone 2 (300x250-middle right banner) 3 advertisers: \$240/month, \$2,880/year
- ▶ *EquiManagement* Monthly Newsletter: Advertising-3 ad spots (300x250)
 - Top Ad Zone #1 - \$250/month
 - Middle Ad Zone #2 - \$225/month
 - Bottom Ad Zone #3 - \$200/month

In 2018,
EquiManagement
is sending you
SIX
issues!

Business Solutions for Equine Practitioners
EquiManagement



2018 Editorial Calendar

January/February 2018 Special Edition: Research and Health

- ▶ Of Note
- ▶ New Vet Column
- ▶ Keeping Up (medical news)
- ▶ Business Briefs: Should I Pay My Loan Off Early?
- ▶ Cover Story: EPM Society Meeting Report
- ▶ Infectious Disease Update
- ▶ Lameness Update
- ▶ GI Problems: Ulcers, Colic
- ▶ Nutrition Update
- ▶ Parasite Update
- ▶ Behavior Update
- ▶ Respiratory System Update

Ad Close 11/15/17 Materials Due 11/20/17 Mails 1/2/18

March/April 2018 AAEP Convention Wrap-Up

- ▶ Of Note
- ▶ New Vet Column
- ▶ Keeping Up (medical news)
- ▶ Business Briefs: How to Use a Line of Credit
- ▶ Special Report: AAEP Convention Business Coverage
- ▶ Special Report: AAEP Convention Medical Coverage sponsored by Sound
- ▶ AAEP Life Balance/Wellness Coverage
- ▶ New Ideas for Cleaning Your Hospital
- ▶ Communication Column

Ad Close 1/17/18 Materials Due 1/22/18 Mails 2/28/18

May/June 2018

- ▶ Of Note
- ▶ New Vet Column
- ▶ Keeping Up (medical news)
- ▶ Business Briefs: Do I Need an Attorney?
- ▶ Cover Story: Improve Inventory Management
- ▶ Making the Most of Your Ultrasound
- ▶ Controlled Drugs and Compliance
- ▶ Aging Horses as a Profit Center
- ▶ Design for Fear-Free Equine Clinics
- ▶ Survey—Getting Hurt on the Job
- ▶ Communication Column

Ad Close 3/21/18 Materials Due 3/28/18 Mails 5/1/18

July/August 2018

- ▶ Of Note
- ▶ New Vet Column
- ▶ Keeping Up (medical news)
- ▶ Business Briefs: Clinic “On Hold” Messages
- ▶ Cover Story: Employment Agreement Essentials
- ▶ Telemedicine: What Does It Mean to You?
- ▶ Managing Overweight Horses (and their owners)
- ▶ Managing Metabolic Syndrome (it’s not just fat horses)
- ▶ Survey: Vet Health Insurance
- ▶ Veterinarian’s Responsibility with EIA
- ▶ Communication Column

Ad Close 5/23/19 Materials Due 5/28/19 Mails 7/10/19

September/October 2018

- ▶ Of Note
- ▶ New Vet Column
- ▶ Keeping Up (medical news)
- ▶ Business Briefs: Financing Equipment
- ▶ Cover Story: Life Balance Expectations for Equine Vets
- ▶ Achieving Financial Wellness
- ▶ Nutrition Tips for Busy Practitioners
- ▶ Creative Options for Work Schedules
- ▶ Communication Column

Ad Close 7/18/18 Materials Due 7/23/18 Mails 9/5/18

November/December 2018 AAEP Preview Issue

- ▶ Of Note
- ▶ New Vet Column
- ▶ Keeping Up (medical news)
- ▶ Business Briefs: Buying in Bulk
- ▶ Cover Story: Making the Most of Your AAEP Convention
- ▶ Starting Your Own Practice
- ▶ 10 Ways to Make Your Customers Feel Valued
- ▶ The Paths to Partnership
- ▶ Your 12-Month Marketing Plan
- ▶ Working With Farriers
- ▶ Tips on Using Practice Management Software
- ▶ Madigan Foal Squeeze Refresher
- ▶ Donations and Tax Write-Offs
- ▶ Defining Your Target Market
- ▶ Communication Column
- ▶ AAEP Resources Section

Ad Close 9/19/18 Materials Due 9/24/18 Mails 11/6/18

January/February 2018

- ▶ Of Note
- ▶ New Vet Column
- ▶ Keeping Up (medical news)
- ▶ Business Briefs: Mission and Vision Statements
- ▶ Cover Story: Emergency Medicine
- ▶ Laminitis and Lameness
- ▶ Imaging
- ▶ Reproduction
- ▶ Infectious Disease
- ▶ Animal Law and Legal Issues of Infectious Disease
- ▶ Communication Column

Ad Close 11/15/18 Materials Due 11/20/18 Mails 1/2/19

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