

# Veterinary Clinical Pathology

An International Journal of Laboratory Medicine

## Advertising & Sales Office

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## Publisher & Editorial Office

Wiley-Blackwell ~ John Wiley & Sons, Inc.  
350 Main Street  
Malden, MA 02148

## Circulation

**TOTAL CIRCULATION:**  
**COVERAGE AND MARKET**

**Coverage:** United States and International

**Markets Served:** biomarkers, clinical chemistry, coagulation and hemostasis, cytopathology, education in clinical pathology, endocrinology, hematopathology, immunohematology and transfusion medicine, experimental/investigative clinical pathology, laboratory management, molecular diagnostics, pathophysiology, and quality assurance toxicologic clinical pathology.

## Editorial Information

**Editors:** Mary M. Christopher and Karen M. Young

The mission of *Veterinary Clinical Pathology* is to provide an international forum for the communication and discussion of scientific investigations and new developments that advance the art and science of comparative laboratory medicine in domestic, nondomestic, and laboratory animals.

**ISI Journal Citation Reports® Ranking: 2007:** 65/133 (Veterinary Sciences)

## Advertising Information

**EARNED RATES:** Earned page rate is determined by the number of insertions per year.

**AGENCY COMMISSION:** 15% (subject to withdrawal on accounts not paid within 60 days of invoice date)

### ADVERTISING PAGE RATES:

Frequency	1x	2x	4x
Full	\$800	\$750	\$700
Half	\$425	\$400	\$375
Quarter	\$250	\$225	\$200

**INSERTS:** Rates are determined using the black and white earned rate per number of insert pages.

**OTHER SERVICES AVAILABLE:** Reprints, sponsored subscriptions, online advertising and supplements.

### COLOR RATES:

In addition to earned B&W Rate:  
Standard: \$600  
Matched: \$675  
4-Color Process: \$1075

### COVER & PREFERRED POSITIONS:

In addition to earned B&W Rate:  
2nd Cover: 35%  
3rd Cover: 25%  
4th Cover: 50%  
Opposite Masthead: \$10%  
Opposite Table of Contents: 15%

Positions available on a non-cancelable basis.



## Advertising Information (continued)

### ISSUANCE AND CLOSING DATES:

Frequency: 4x per year

Closing Dates:

Frequency	Ad Placement	Material Due	Mailing Date
March	1/22/09	1/29/09	3/05/09
June	4/25/09	5/01/09	6/04/09
September	7/24/09	7/30/09	9/03/09
December	10/23/09	10/28/09	12/03/09

**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:** 8-1/4" x 10-7/8"

### PAGE SIZES, NON-BLEED

	Width	Depth
Full Page	7"	10"
Half Page Vertical	3-1/2"	10"
Half Page Horizontal	7"	5"
Quarter Page	3-1/2"	5"

### PAGE SIZES, BLEED

	Width	Depth
Full Page	8-1/2"	11-1/8"
Half Page Vertical	4-5/16"	11-1/8"
Half Page Horizontal	8-1/2"	5-9/16"

### SUBMISSION OF ADS:

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution Digital Media Required (minimum 266 dpi for images)
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Contact Advertising Traffic Coordinator at [adtraffic@wiley.com](mailto:adtraffic@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 1/8" bleed.
- All fonts and graphic 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 (chromalin, matchprint, IRIS, etc.)
- Changes or updates made to previously submitted material must be resupplied in full w/ 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-Blackwell is not responsible for the quality of advertisements sent after the deadline.

**TYPE OF BINDING:** Perfect

### PAPER STOCK

- Inside pages: UPM Classic Gloss 80 gsm
- Covers: 10 pt. C/2/S

**HALFTONE SCREEN:** 133

### REPRODUCTION REQUIREMENTS

- Four color process ads showing trim will be produced 4 colors wet in the following color rotation: yellow, red, blue, black. Progressive proofs should be proofed wet in the same rotation on white coated 60 lb. basis or comparable paper.
- Inks: Offset standard process yellow, red, blue, black. To be responsible for quality, the publisher must receive progressive proofs pulled as described above.

### INSERT REQUIREMENTS

- Multi-page inserts are to be furnished folded. Three samples required
- Sizes. 2-page inserts: 8-1/2" x 11-1/8",  
4-page inserts: 8-1/2" x 11-1/8"
- Trimming: Head 1/8", foot no less than 1/8" or more than 9/16", width 1/8"; safety margin in gutter; 1/8" safety at side; 1/8" 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.

### CONTACTS:

**Ship all Advertising Material as well as two Insert Examples to:**

Wiley-Blackwell

Attn: Advertising Traffic Coordinator

VCP, Vol \_\_\_\_, Issue \_\_\_\_

350 Main Street

Malden, MA 02148-5018

### Ship Inserts to:

The Sheridan Press

Attn: Lin Pearson

VCP, Volume \_\_\_\_, Issue \_\_\_\_

450 Fame Avenue

Hanover, PA 17331

### ADDITIONAL INFORMATION

For additional information, please see our PDF specifications available at: [http://www.blackwellpublishing.com/authors/web\\_printspec.pdf](http://www.blackwellpublishing.com/authors/web_printspec.pdf).

## Advertising Incentive Programs

Please contact your Advertising Sales Representative to inquire about any available Advertising Incentive Programs, customized media programs or additional special offers from Wiley-Blackwell.