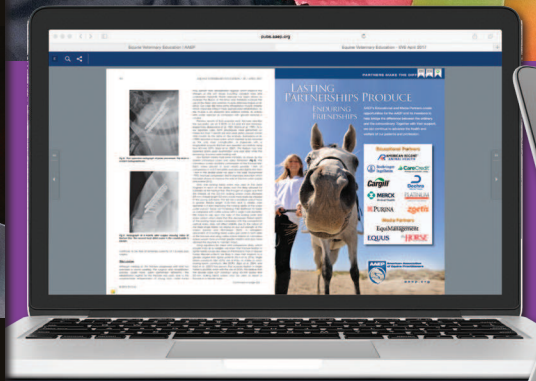
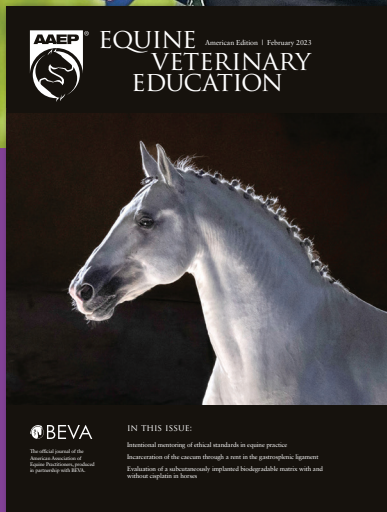




EQUINE VETERINARY EDUCATION



**Media Kit
2024**

Reader Profile

Gender

Female	55%
Male	45%

Audience

Over 9,000 veterinarians and veterinary students responsible for equine healthcare decisions.

AAEP Members

United States	6,825
Canada	469
International	402
Students	1,375

Focus of Equine Practice

Performance	35%
Pleasure/Farm	29%
Reproduction	11%
Racing	9%
Work/Ranch	4%
Other	12%

Top Roles in Practice

Owner/Sole Proprietor	38%
Associate	22%
Owner/Partnership	14%
Educator/Academic	6%

Age

Over 60 years	31%
40-59 years	35%
Under 40 years	34%

Years a Member (loyalty)

50+ years	3%
40-49 years	6%
30-39 years	14%
20-29 years	15%
10-19 years	28%
Under 10 years	34%

Non-Equine Work

Birds	5%
Bovine	28%
Companion	30%
Exotic	6%
Small Ruminants	28%
Swine	14%

About the American Association of Equine Practitioners



The American Association of Equine Practitioners, headquartered in Lexington, Ky., was founded in 1954 as a non-profit organization dedicated to the health and welfare of the horse. Currently, the AAEP reaches more than 5 million horse owners through more than 9,000 members worldwide and is actively involved in ethics issues, practice management, research and continuing education in the equine veterinary profession and horse industry.

About Equine Veterinary Education

Equine Veterinary Education (EVE) provides peer-reviewed educational articles that assist equine veterinarians in the diagnosis and treatment options of a broad range of conditions affecting horses and other equids. The journal is mailed each month on the 10th to approximately 7,000 domestic and international licensed veterinarians.



Why should your company advertise in EVE?

Equine veterinarians are the primary authorities for health care decisions affecting horses. By advertising in *EVE*, your company gains exposure to the most trusted veterinary professionals in the equine industry – AAEP members. You will reach a highly desirable audience to promote equine health care products and services.

As an added benefit and at no additional cost, your ad will also appear in the digital version of *EVE* available on the AAEP website and in our members-only *AAEP On-the-Go App*. Ad will link directly to your website if a URL is included within the ad.



Advertising Rates

Space is limited and granted on a first-come basis. All rates are net.

Full Color	1x	3x	6x	12x
Full Page	\$1,900	\$1,800	\$1,675	\$1,575
1/2 Page	\$1,000	\$950	\$850	\$750
Inside Cover	\$2,000	\$1,900	NA	NA
Outside Back Cover	\$2,400	\$2,100	NA	NA
2-Page Spread	\$2,300	\$2,100	\$1,800	NA

Disclaimers/Legals (B/W)

1/3 Page Horz.	\$275	1/2 Page Horz.	\$450	Full Page	\$675
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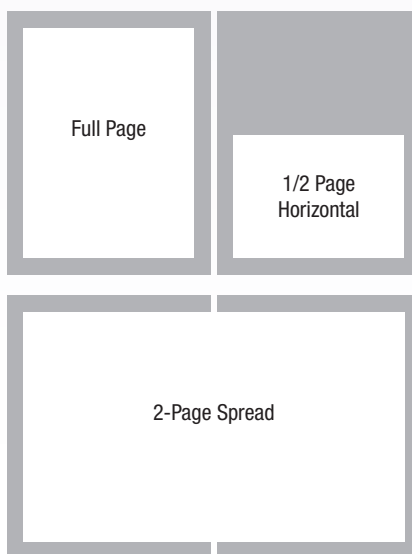
Belly Band

Full color belly bands are available to advertisers during selective months. For details on rates and technical specifications, please contact Dana Kirkland at dkirkland@aaep.org

Advertisement and Printing Specifications

	Width	Height
Full Page:		
Trim	8.125"	10.875"
Bleed	8.375"	11.125"
Live area	7"	10"
2-Page Spread:		
Trim	16.25"	10.875"
Bleed	16.5"	11.125"
Live area	15.125"	10"
<i>(allow 1.125" for gutter)</i>		
1/2 Page	6.75"	4.5"
1/3 Page Disclaimer	6.5"	3"

For full bleed, allow 1/8" on each side, top and bottom. Text for bleed pages should not exceed the live area.



Ad File Specifications

All ads must be submitted in an electronic format. Ad files should be 300 DPI at 100% size and set for CMYK output. The preferred file format is press-quality PDF. Other acceptable formats include InDesign, Illustrator or Photoshop files. All fonts and graphic support files used in the ad must be included, or properly embedded. Avoid submitting JPEGs due to the potential for loss of quality and unexpected results upon output.

AAEP marketplace



Ad Rates for Marketplace Ads

Equine Veterinary Education's Marketplace section provides quarter-page ads in issues from June to November. This special section must be purchased as a package of six insertions to appear one time in each of the specified issues. Issues prior to the AAEP's Annual Convention will include Trade Show booth numbers in the advertisers' index. The package rate is \$1,500; no discounts will be offered. Marketplace ads will be billed in August.

Specifications for Marketplace Ads

	WIDTH	HEIGHT
1/4 PAGE	3.25"	4.5"

Also see Ad File Specifications below.

Ads may be changed, up to three times per the 6-month period, for an additional \$100 per ad change.

2024 Advertising Schedule

Issue Month	Ads Due
January	Dec. 4 (2023)
February	Jan. 3
March	Feb. 2
April	Mar. 4
May	Apr. 3
June	May 3
July	June 4
August	July 3
September	Aug. 2
October	Sept. 4
November	Oct. 2
December	Nov. 4

Target mailing date is the 10th of the publication month.

Advertising Contract Agreement

Date: _____

Advertiser: _____

Frequency: _____

Contact: _____

Insertion Dates:

- January February March
 April May June
 July August September
 October November December

Billing Address: _____

City: _____ State: _____ Zip: _____

Full Color Black & White

Phone: _____ Fax: _____

Size: Full Page 1/2 Page

Email: _____

2-Page Spread

1/4 Page (*Marketplace insertion only*)

Full Page (*disclaimer/legal*)

1/2 Page (*disclaimer/legal*)

1/3 Page (*disclaimer/legal*)

Advertiser agrees to the Terms & Conditions below.

Rate: _____

Authorized Signature for Advertiser

Print Name Here

Copy/Material: Due beginning of month preceding publication

Accepted by Dana Kirkland
Sponsorship & Advertising Coordinator

Terms & Conditions

1. Accepted subject to provisions of current Rate Card and General Copy and Contract Regulations.
2. Cancellation or curtailment of space reservation will result in short rate adjustment. A signed contract must be submitted before any advertisement will be published. Cancellations must be in writing and received 30 days prior to cover date. If the cancellation is not received in this timely manner, the client will still be invoiced at the applicable rate.
3. Rates are subject to change upon notice from the Publisher. Rate protection is extended to advertisers with signed contracts specifying insertion dates.
4. Advertisers must be current AAEP exhibitors unless otherwise specified.

Terms for invoicing are net 30 days after advertisement has published.

All companies wishing to advertise in *Equine Veterinary Education, American edition*, must be current AAEP exhibitors. AAEP retains the right, in its sole discretion, to determine the circumstances under which an exhibitor may advertise in this journal. While all advertisers must comply with applicable legal guidelines, Compounding Pharmacies are specifically directed to limit themselves to pharmacy practices as dictated by the FDA Center for Veterinary Medicine, Compliance Policy Guideline (<https://tinyurl.com/fdacvmcpg>). Advertising any complete or partial mimicry of drugs and dosage forms of FDA-approved formulations will not be accepted. Compounding Pharmacies, or any other exhibitors/advertisers who violate this rule in any fashion, will render their advertising contract null and void.

As a private organization, the AAEP reserves the right to exclude any company from advertising in Equine Veterinary Education, American edition, for any reason. The signing and delivery of the advertising contract shall constitute an offer subject to acceptance by the AAEP. In its sole and absolute discretion, AAEP may revoke its acceptance of the advertising contract or may terminate any contract by delivery of written notice, in which event the AAEP shall have no liability to the advertiser for damages or any other remedy.



For further information or to purchase advertising space, please contact:

Dana Kirkland, Sponsorship & Advertising Coordinator

American Association of Equine Practitioners

dkirkland@aaep.org | (859) 233-0147

4033 Iron Works Parkway | Lexington, KY 40511