



**ADVERTISE IN THE OFFICIAL E-NEWSLETTER OF THE VECCS
“THE PULSE”**

Deployed monthly by the VECCS, this eNewsletter is sent to VECCS members and includes association updates, resources, meeting news, member news, and much more.

The advertising opportunity includes one 300 x 250 banner ad within the body of the eNewsletter. Your message will be seen by VECCS members and it will generate clicks back to your designated website. This eNewsletter deploys the first Wednesday of every month, giving your message almost 30 days of exposure before the next eNewsletter is sent. And with only one advertising slot in each edition, you get exclusivity and the chance to be the only advertising message VECCS members see. Reporting metrics will be provided after deployment and will include: sends, opens, open rate, clicks, and click through rate.

Please email Mark Mrvica for cost, and availability: MarkMrvica@Mrvica.com This opportunity sells first come, first serve.



VECCS CUSTOM EMAIL

Send VECCS members your fully custom email on a date of your choice (pending availability). With approximately 6,000 VECCS member emails in the database, your advertising message will be sent directly to the inbox of your target audience by the VECCS. This means a very high open rate and more importantly, credibility. You simply have to supply us with your HTML and whatever messaging you want to include. The VECCS will review and approve the content, send you a proof, and then you pick the date you want it sent. The VECCS only allows two custom email deployments per month. Reporting metrics will be provided after deployment and will include: sends, opens, open rate, clicks, and click through rate.

Please email Mark Mrvica for cost, and availability: MarkMrvica@Mrvica.com This opportunity sells first come, first serve.

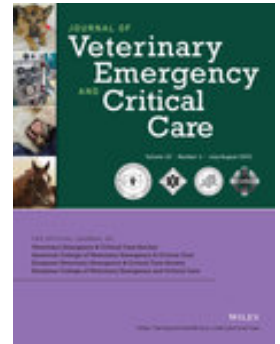


Journal of Veterinary Emergency and Critical Care

The *Journal of Veterinary Emergency and Critical Care*, (JVECC) a peer-reviewed publication, presents basic, applied, and clinical research articles to address the emergency treatment and critical management of veterinary patients. This journal advances the international clinical standard of care for emergency/critical care patients of all species. As the official journal of the Veterinary Emergency and Critical Care Society, it focuses on:

- Descriptions of unique presentation or management
- Retrospective and prospective evaluations of prognosis, novel diagnosis, or therapy
- Translational basic science studies
- In depth reviews of pertinent topics
- Topical news and letters

[Learn more >>](#)



Editor-in-Chief:

Daniel Chan, The Royal Veterinary College

Audience:

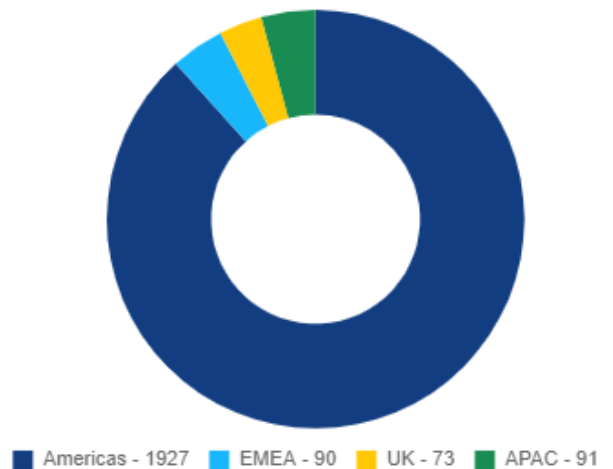
JVECC reaches a global audience of specialist and non-specialist veterinarians practicing emergency and critical care medicine.

[Learn more about the Veterinary Medicine Portfolio >>](#)

Reach

Print	Total Print (Paid Subscription)	2,181
	Frequency	6 issues per year
Digital	Unique Visitors on Wiley Online Library	202,053
	Average Monthly Page Views	60,733
	Full Text Downloads	319,785

Print Circulation by Region



For More Information

Jackie Cloud, jcloud@mrvica.com or visit us at corporatesolutions.wiley.com

Rates

Pricing

Pricing below is in USD and is established based on publication origin.

Earning Rates

Earned page rate is determined by the number of units per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Free pages do not count toward frequency.

Ad Size	2023 Price
Full Page Mono	\$ 660.00
Full Page Color	\$ 1,190.00
Half Page Mono	\$ 440.00
Half Page Color	\$ 795.00
Double Page Spread	\$ 2,065.00
Inserts Outserts Cover Tips Belly Bands Wrap	Contact your Account Manager for details
All rates are commissionable to bona-fide agencies.	

Cover Position	Uplift from Mono (B&W) Rate Plus Color Charge
Cover 2	35%
Cover 3	25%
Cover 4	50%
Other Premium Positions	15%

Frequency Insertion Rates Mono (B/W)		
Frequency	Full Page Mono	Half Page Mono
1x	\$ 660.00	\$ 440.00
3x	\$ 640.00	\$ 425.00
6x	\$ 620.00	\$ 410.00
12x	\$ 600.00	\$ 400.00
24x	\$ 580.00	\$ 385.00
Color Rates (in addition to earned B&W rate)		
4-color process	\$ 530.00	

Issue Deadlines

Issue date	Booking Deadline	Creatives Due	Inserts Due
33:1: January / February 2023	12-16-2022	12-23-2022	01-03-2023
33:2: March / April 2023	02-17-2023	02-24-2023	03-07-2023
33:3: May / June 2023	04-14-2023	04-21-2023	05-02-2023
33:4: July / August 2023	06-16-2023	06-23-2023	07-04-2023
33:5: September / October 2023	08-14-2023	08-21-2023	09-01-2023
33:6: November / December 2023	10-20-2023	10-27-2023	11-07-2023
33:S1: January 2023	—	—	—

For More Information

Jackie Cloud, jcloud@mrvica.com or visit us at corporatesolutions.wiley.com



Digital Statistics for Journal of Veterinary Emergency and Critical Care

Unique Visitors on WOL for Journal of Veterinary Emergency and Critical Care in 2021: 202,053

Unique Visitors on WOL by Region				
Americas	EMEA	UK	APAC	Other
39%	15%	10%	14%	22%

Average Monthly Page Views for Journal of Veterinary Emergency and Critical Care in 2021: 60,733

Page Views by Region				
Americas	EMEA	UK	APAC	Other
41%	17%	12%	10%	20%

Banner Advertising

Explore the world's broadest and deepest collection of online resources. Place your banners on the **Wiley Online Library**, one of the most heavily trafficked online resources for scientific, medical, and scholarly content.

[Learn more »](#)



Additional Opportunities

Webinars	Virtual Events	ePDF Advertising*
Article Discovery Packages	Essential Knowledge Briefing	Custom Projects

*ePDF ads only available on select publications
Additional advertising opportunities are subject to approval by society/journal

For More Information

Jackie Cloud, jcloud@mrvica.com or visit us at corporatesolutions.wiley.com

Reprints

Reprints are available for most titles. Whether you choose to reprint an abstract, a single article, or collection of articles with a corresponding cover, you'll benefit from content that supports your brand and messaging.

For more information contact csreprints@wiley.com.



Print Ad Specifications

Journal Trim Size 210 mm x 276 mm 8.25" x 10.875"

Keep all text and images at least 0.3"/8mm away from the trim line.

Page Sizes	Non-Bleed (w x h)	Bleed (w x h)
Full Page	178.0 x 254.0 mm 7.0" x 10.0"	216.0 x 283.0 mm 8.5" x 11.125"
Half Page - Vertical	89.0 x 255.0 mm 3.5" x 10.0"	119.0 x 283.0 mm 4.675" x 11.125"
Half Page - Horizontal	177.0 x 127.0 mm 7.0" x 5.0"	216.0 x 127.0 mm 8.5" x 5.0"
Quarter Page	89.0 x 127.0 mm 3.5" x 5.0"	89.0 x 127.0 mm 3.5" x 5.0"
Double Page Spread	355.0 x 254.0 mm 14.0" x 10.0"	435.0 x 282.0 mm 17.125" x 11.125"

Contact your Account Manager for sizes of other opportunities.

Bound/Loose Inserts Specifications

Bound-in-Inserts	Width / Height
4-Page 8.25" x 10.875"	420.0 x 282.0 mm 17.0" x 11.125"
2-Page 8.25" x 10.875"	215.0 x 282.0 mm 11.125" x 8.5"

Print Ad Specifications

Full Page Ad Non-Bleed	Half Page Ad Vertical
Ad size: w x h 178.0 mm x 254.0 mm 7.0" x 10.0"	Ad size: w x h 89.0 mm x 255.0 mm 3.5" x 10.0"
Half Page Ad Horizontal	Quarter Page Ad
Ad size: w x h 177.0 mm x 127.0 mm 7.0" x 5.0"	Ad size: w x h 89.0 mm x 127.0 mm 3.5" x 5.0"

Digital Ad Specifications

Formats & Details

For specifications, formats, and further details see:

[Overview Digital Specifications \(pdf\)](#)

Leaderboard Digital Display Ads

Ad size:
728px
x
90px



MPU Digital Display Ads

Ad size:
300px
x
250px



Submit Your Creatives

Print Advertising

Submit all creatives to
printadtraffic@wiley.com
All print ads must have a minimum resolution of 300dpi

Digital Advertising

Submit all creatives to
digitaladtraffic@wiley.com

Cover Tip/Belly Bands & Inserts Materials

Submit materials to:
Sheridan Press
450 Fame Avenue
Hanover PA 17331
United States

Contact Information

Print Production

printadtraffic@wiley.com

Digital Production

digitaladtraffic@wiley.com

M.J. MRVICA ASSOCIATES, INC.

Jackie Cloud
2 West Taunton Avenue
Berlin 08009
856.768.9360

[Advertising Terms and Conditions](#)