

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.

VETERINARY EMERGENCY & CRITICAL CARE SOCIETY

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.

WILEY

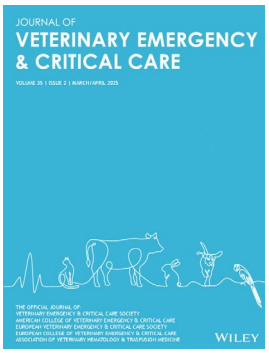
2026 Advertising Rate Card

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:
Jamie M. Burkitt Creedon, University of California, Davis

Audience:

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

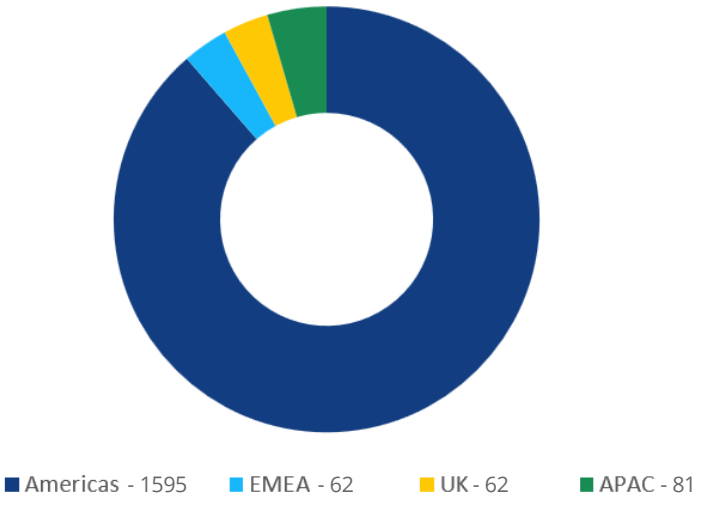
Learn more about the Veterinary Medicine Portfolio >>

Reach

Print	**Total Print (Paid Subscription)**	1,800
	Frequency	6 issues per year
Digital	**Unique Visitors on Wiley Online Library**	330,310
	Average Monthly Page Views	98,804
	Full Text Downloads	546,614

From 1 May 2024 to 30 April 2025

Print Circulation by Region



For More Information

Mark Mrvica, markmrvica@mrvica.com or visit us at **corporatesolutions.wiley.com**

WILEY

2026 Advertising Rate Card

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	2026 Price
Full Page Mono	$ 755.00
Full Page Color	$ 1,354.00
Half Page Mono	$ 405.00
Half Page Color	$ 1,005.00
Double Page Spread	*2 pages at earned page rate*
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	20%

Frequency Insertion Rates Mono (B/W)		
Frequency	**Full Page Mono**	**Full Page Colour**
1x	$ 755.00	$ 1,354.00
3x	$ 730.00	$ 1,330.00
6x	$ 700.00	$ 1,300.00
12x	$ 665.00	$ 1,265.00
24x	$ 635.00	$ 1,235.00
~~**Color Rates** (in addition to earned B&W rate)~~		
~~4 color process~~	~~$ 600.00~~	

Issue Deadlines

Issue number	Print publication date	Booking deadline	Creatives due	Inserts due
36:1: January / February 2026	14-Jan-26	17-Dec-25	24-Dec-25	31-Dec-25
36:2: March / April 2026	17-Mar-26	17-Feb-26	24-Feb-26	3-Mar-26
36:3: May / June 2026	16-May-26	18-Apr-26	25-Apr-26	2-May-26
36:4: July / August 2026	14-Jul-26	16-Jun-26	23-Jun-26	30-Jun-26
36:5: September / October 2026	16-Sep-26	19-Aug-26	26-Aug-26	2-Sep-26
36:6: November / December 2026	18-Nov-26	21-Oct-26	28-Oct-26	4-Nov-26

For More Information

Mark Mrvica, markmrvica@mrvica.com or visit us at corporatesolutions.wiley.com



WILEY

Digital Opportunities

Digital Statistics for Journal of Veterinary Emergency and Critical Care

Unique Visitors on WOL for Journal of Veterinary Emergency and Critical Care: 330,310

Unique Visitors on WOL by Region				
Americas	**EMEA**	**UK**	**APAC**	**Other**
33.5%	19.5%	11.6%	8.2%	27.2%

From 1 May 2024 to 30 April 2025

Average Monthly Page Views for Journal of Veterinary Emergency and Critical Care: 98,804

Page Views by Region				
Americas	**EMEA**	**UK**	**APAC**	**Other**
40.3%	16.7%	11.3%	9.0%	22.7%

From 1 May 2024 to 30 April 2025

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

Key Opinions in Medicine	Essential Knowledge Briefing	Article Discovery Packages
eLearning	Issue Alerts*	Webinars
Custom Projects		

*ePDF Ads and Issue Alerts only available on select publications
Additional advertising opportunities are subject to approval by society/journal

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**.

For More Information

Mark Mrvica, markmrvica@mrvica.com or visit us at **corporatesolutions.wiley.com**

WILEY

Advertising Specifications

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 283.0mm 8.5" x 11.125"
Half Page - Vertical	89.0 x 255.0 mm 3.5" x 10.0"	119.0 x 283.0mm 4.675" x 11.125"
Half Page - Horizontal	177.0 x 127.0 mm 7.0" x 5.0"	216.0 x 127.0mm 8.5" x 5.0"
Quarter Page	89.0 x 127.0 mm 3.5" x 5.0"	89.0 x 127.0mm 3.5" x 5.0"
Double Page Spread	355.0 x 254.0 mm 14.0" x 10.0"	435.0 x 282.0mm 17.125" x 11.125"

Contact your Account Manager for sizes of other opportunities.

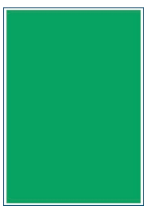
Bound/Loose Inserts Specifications	
Bound-in-Inserts	**Width / Height**
4-Page 8.25" x 10.875"	420.0 x 282.0 mm 17.0" x 11.125"
2-Page 8.25" x 10.875"	215.0 x 282.0 mm 11.125" x 8.5"

Print Ad Specifications

Full Page Ad Non-Bleed

Ad size: w x h
178.0 mm
x
254.0 mm

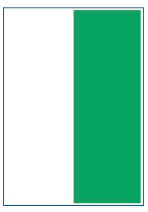
7.0"
x
10.0"



Half Page Ad Vertical

Ad size: w x h
89.0 mm
x
255.0 mm

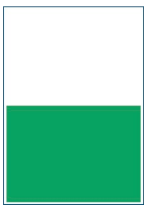
3.5"
x
10.0"



Half Page Ad Horizontal

Ad size: w x h
177.0 mm
x
127.0 mm

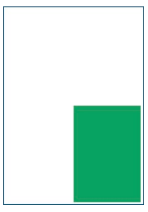
7.0"
x
5.0"



Quarter Page Ad

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.
Mark Mrvica
2 West Taunton Avenue
Berlin 08009
856.768.9360

Advertising Terms and Conditions