

2017 PRINT PLANNING RATES

AD TYPE	PLANNING RATES
<i>Clinician's Brief/Veterinary Team Brief</i> Print Ad – Full Spread	<i>Clinician's Brief</i> – \$19,500 <i>Veterinary Team</i> – \$19,500
<i>Clinician's Brief/Veterinary Team Brief</i> Print Ad – Full Page	<i>Clinician's Brief</i> – \$9,700 <i>Veterinary Team</i> – \$9,100
<i>Clinician's Brief/Veterinary Team Brief</i> Print Ad – 1/2 Page (Horizontal)	<i>Clinician's Brief</i> – \$5,825 <i>Veterinary Team</i> – \$5,445
<i>Clinician's Brief/Veterinary Team Brief</i> Print Ad – 1/2 Page (Vertical)	<i>Clinician's Brief</i> – \$5,825 <i>Veterinary Team</i> – \$5,445
<i>Clinician's Brief/Veterinary Team Brief</i> Print Ad – 1/3 Page (Vertical)	<i>Clinician's Brief</i> – \$4,665 <i>Veterinary Team</i> – \$4,360
<i>Clinician's Brief/Veterinary Team Brief</i> Print Ad – 1/4 Page (Vertical)	<i>Clinician's Brief</i> – \$3,735 <i>Veterinary Team</i> – \$3,490
Practice Marketplace Ad – Full Page	<i>Clinician's Brief</i> – \$4,865 <i>Veterinary Team</i> – \$4,865
Practice Marketplace Ad – 1/2 Page (Horizontal)	<i>Clinician's Brief</i> – \$2,680 <i>Veterinary Team</i> – \$2,680
Practice Marketplace Ad – 1/4 Page (Vertical)	<i>Clinician's Brief</i> – \$1,705 <i>Veterinary Team</i> – \$1,605
Practice Marketplace Ad – 1/8 page (Vertical)	<i>Clinician's Brief</i> – \$915 <i>Veterinary Team</i> – \$915

ALL RATES ARE GROSS. CONTACT YOUR ACCOUNT SERVICES MANAGER FOR FINAL RATES.