



EDITORIAL CALENDAR

Issue	Space Closing	Material Closing	Publishing Date
January <i>Surgical Issue, Bonus Distribution at VMX</i> • Software • Nutrition • Diagnostics & Laboratory Equipment/Supplies • Surgical Equipment & Supplies • Pharmaceuticals Inventory Management	November 24, 2021	December 2, 2021	December 28, 2021
February <i>Dental Health Issue</i> • Telemedicine Advances • Dental Equipment/Supplies - Pet Dental Health Month • Pet Insurance & Wellness Plans • Pharmaceuticals • Physical Rehabilitation Equipment and Supplies • Wildside (exotics)	December 21, 2021	December 28, 2021	January 26, 2022
March <i>Parasitology Issue - Flea & Tick, Bonus Distribution at WVC</i> • Practice Management Support Services • Pharmaceuticals • Biologicals • Diagnostics & Laboratory Equipment/Supplies • Pharmaceutical Inventory Management • Equine	January 24, 2022	January 28, 2022	February 23, 2022
April <i>Laser Equipment Issue, Signet Ad Study</i> • Practice Management: Succession Planning • Diagnostic Equipment & Supplies • Pharmaceuticals - Heartworm Awareness Month • Dentistry • Surgical Equipment & Supplies Cleaning Protocols	February 18, 2022	February 25, 2022	March 25, 2022
May <i>Dermatology Issue</i> • Telemedicine • Pharmaceuticals – Flea & Tick/Parasitology • Monitors • Nutrition - Allergy Awareness Month • Palliative Care and End of Life • Wildside (exotics)	March 25, 2022	March 31, 2022	April 22, 2022
June <i>Biologicals/Vaccines Issue</i> • Call for entries They Ate What X-ray contest • Diagnostic Equipment & Monitors • Physical Rehabilitation Equipment/Supplies • Pharmaceuticals • Arthritis Pain Management	April 25, 2022	April 29, 2022	May 20, 2022
July <i>Software Issue, Bonus Distribution at AVMA</i> • Software • Pharmaceuticals • Monitors • Nutrition • Heartworm	May 20, 2022	May 27, 2022	June 22, 2022
August <i>Nutrition Issue</i> • Pet Insurance & Wellness Plans • Pharmaceuticals - Immunization Awareness Month • Nutrition • Operating Room Design and Setup • Surgical Equipment & Supplies • Wildside (exotics)	June 22, 2022	June 28, 2022	July 22, 2022
September <i>Pain Management Issue</i> • Supplements • Pharmaceuticals • Physical Rehabilitation Equipment/Supplies • Dentistry Equipment & Supplies • Practice Management: Cleaning and Sanitization Protocols	July 25, 2022	July 29, 2022	August 22, 2022
October <i>Imaging & Radiology Issue, Signet Ad Study</i> • Diagnostics & Laboratory Equipment/Supplies • They Ate What? X-ray Contest Winner • Practice Management: Buying & Selling Practices • Nutraceuticals & Probiotics • Pharmaceuticals • Vet Tech Appreciation Week • Equine	August 26, 2022	September 1, 2022	September 26, 2022
November <i>Capital Equipment Investment</i> • Pet Diabetes Awareness • Supplements • Diagnostics & Laboratory Equipment/Supplies • Pharmaceuticals • Physical Rehabilitation Equipment/Supplies • Kennels and Containment • Wildside (exotics)	September 26, 2022	September 30, 2022	October 24, 2022
December <i>Behavior Issue</i> • Diagnostics & Laboratory Equipment/Supplies • Companion Animal Behavior Management • Pharmaceuticals • Nutrition • Oncology	October 24, 2022	October 28, 2022	November 21, 2022



DISPLAY RATES

All rates below are effective July 1, 2022.

Ads	4-Color Rates	Size (W x H)
King Page	\$12,590	10.75" x 13.75"
King Page Spread	24,260	21" x 13.5"
Jr Page Spread	18,310	16.5" x 10.5"
Jr Page	9,600	8" x 10.5"
1/2 Island	9,355	8" x 10"
2/5 Square	6,925	8" x 7"
1/3 Square/Vertical	6,295	8" x 6"/3.875" x 13"
1/4 Horizontal/Square/Vertical	5,670	8" x 5"/6" x 6"/3.875" x 10"
1/5 Square	4,155	6" x 5"
1/8 Horizontal	3,275	6" x 3"
1/9 Square	2,900	3.875" x 4"
Covers		
IFC, IBC	\$13,975	10.75" x 13.75"
OBC	14,480	10.75" x 13.75"
Marketplace		
1/3 Horizontal	\$5,395	8" x 6"
1/4 Horizontal	4,495	8" x 4"
1/12 Horizontal	1,335	3.875" x 3"
1/20 Vertical	895	1.875" x 4"
1/25 Vertical	675	1.875" x 3"
1/40 Square	450	1.875" x 2"
Classified		
Per column inch	\$185	
With additional image	135	

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ONLINE RATES

All rates below are effective July 1, 2022.

	Rate	Per
Leaderboard	\$ 70	1000 impressions (CPM)
Skyscraper	70	1000 impressions (CPM)
Medium Rectangle	70	1000 impressions (CPM)
Half Page	95	1000 impressions (CPM)
Wallpaper	3,560	Week
Pushdown	5,690	Month
Mobile Anchored large banner	4,230	Week

Volume advertising discounts available.
Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

Cancellation of display advertisements must be provided in writing at least 5 days prior to the posting date. After this time they are non-cancellable. Sponsored newsletters and e-broadcast dates are exclusive to one advertiser and thus are non-cancellable at any time.

CONTRACT GUARANTEES: Ad rates are protected on the basis of the rate card in force on the date of first insertion and for a period of 12 months following.

The publisher reserves the right to place the word "advertisement", "branded" or "sponsored" with copy which, in our opinion, resembles editorial content.

Advertisement size may not be changed after posting date. The publisher requests that electronic files be submitted in an approved format. All extra work/material required to make artwork suitable for posting is chargeable at current production rates.

All changes to the supplied advertising material must be provided in writing and 5 business days prior to the posting date.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills. Advertiser will be held responsible for total due amount should agency default on a payment.

PROTECTIVE CLAUSE: Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

PAYMENT TERMS: Net 30 days from date of invoice. 2% per month finance charges on past due balances. Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the credit department. First-time advertisers will be required to provide credit information or prepayment due no later than 5 business days prior to the posting date.

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DISPLAY RATES

All rates below are effective July 1, 2022.

	Rate	Per
Sponsored E-Newsletter (more info)		
Leaderboard	\$2,415	Newsletter
Medium Rectangle	2,415	Newsletter
Both	3,625	Newsletter
E-Broadcast (more info)	5,435	Broadcast
Digital Edition Sponsorship (more info)	3,020	Issue

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CONTENT MARKETING RATES

All rates below are effective July 1, 2022.

	Rate	Per
Native Advertising Article	\$ 5,690	Month
In-text Video	4,830	Month
Education Center	16,985	Article
Webinar	12,075	Broadcast
Products	365	Product per month

VALUE ADVERTISING DISCOUNTS AVAILABLE

Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

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