

2023 AAEP Convention Program

Insertion Order Agreement



Don't miss an opportunity to advertise in the 2023 AAEP Convention Program for San Diego, California!

Date: _____

Advertiser: _____

Contact for artwork: _____ Email: _____

Contact for invoicing: _____ Email: _____

Address: _____ City: _____

State: _____ Zip: _____ Phone: _____

Ad Size	Pricing	Artwork Specs
Third page (horizontal)	\$1,000	4.625" wide x 4.9375" tall
Half page (horizontal)	\$1,500	7" wide x 4.9375" tall
Full page	\$2,500	8.125" wide x 10.875" tall – add .125" to all sides for bleed
Spread (2 single pages)	\$4,500	2 single pages
Half page disclaimer	\$500 (B&W only)	7" wide x 4.9375" tall
Full page disclaimer	\$950 (B&W only)	8.125" wide x 10.875" tall

Preferred placement is available at a 10% upcharge.

Ad Size: Full Page Half-Page Third Page Spread
 Disclaimer – specify half or full-pg size

Rate: _____

Deadline for Space: September 28, 2023
Copy/Material Due: October 12, 2023

MUST be a current exhibitor to purchase ad space. Advertising will be accepted and placed on a first-come basis. Space is limited.

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.

Authorized signature for Advertiser

Dana Kirkland
Sponsorship & Advertising Coordinator

Terms and 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 is 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 extended to advertisers with signed contracts specifying insertion dates.
4. Advertisers must be current AAEP exhibitors unless otherwise specified.

AAEP retains the right, in its sole discretion, to determine the circumstances under which an exhibitor may advertise in the convention program. 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 Veterinarian Medicine, Compliance Policy Guideline (<https://www.fda.gov/media/119267/download>). 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 the official Convention Program 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.