

Newsletter



Advertising Rates and Guidelines

The **Portland Veterinary Medical Association**, established in 1936, is a non-profit professional membership organization that supports the dedicated veterinarians and veterinary professionals of the Portland metro community.

The first member newsletter was published in mid-1980s and continues today. The monthly electronic newsletter is distributed to over 1,100 individuals, including 700 PVMA member veterinarians, over 350 OVTAA member veterinary professionals, animal welfare leaders, Oregon State University veterinary students, industry partners and affiliated individuals.

Advertising Rates - Pricing last updated on June 1, 2023

MEMBER

Full page - \$250

Half page - \$175

¼ page - \$125

NON-MEMBER

Full page color - \$425

Half page color - \$300

¼ page color - \$200

- All rates are per month
- Advertisers will be billed quarterly
- Payment must be remitted within 30 days

Advertising Guidelines

DISPLAY AD SIZES

Full page - 8.5" x 11"

Half page - 8.5" x 5.5"

¼ page - 4.25" x 5.5"

SUBMITTING ADVERTISING

- Email high-resolution PDF file to pvma@portlandvma.org
- Including an additional JPEG file is helpful to ensure best print quality
- Deadline for submissions is the 20th of every month
- A maximum of one full page ad from a hospital, company or organization may be submitted each month.
- The same ad may only be used two months in a row. This only applies to full page ads, no other size and does not affect the inclusion of articles or announcements.
- Submitting an ad for a particular month does not guarantee that it will be included in that issue. Ads will be included on a first come, first serve basis depending on space availability.
- For ads about specific services, doctors (new associate ads, etc), said doctor must be a PVMA member to receive the member rate.
- Print ads may not be used for employment listings/hiring information. Please see the PVMA career center for advertising options and newsletter employment listings.