



2016/2017 DISPLAY ADVERTISING RATES

Size	1x rate 4/C	2x rate 4/C	4x rate 4/C
Full Page	\$895	\$725	\$595
One-Half-H.	\$795	\$595	\$475
One-Third	\$695	\$495	\$355
One-Sixth	\$595	\$395	\$295
*Back Cover	NA	\$915	\$795
*Inside Front	NA	\$915	\$755
*Inside Back	NA	\$855	\$755

Advertisers Only
Receive a banner ad on the Lund Animal Hospital's website, with a direct link to your website!

**For one year. (back up contracts accepted on a 1st come 1st serve basis).
 Special inserts, additional premium ad positions, postal reply cards, & advertorials, will be quoted by Publisher upon request.*

ISSUE DEADLINES

<u>Issue</u>	<u>Space</u>	<u>Materials</u>
4. July/Aug/Sept 2016 - Issue 1, Volume 2	June 7, 2016	June 23, 2016
1. Oct/Nov/Dec 2016 - Issue 2, Volume 2	September 9, 2016	September 23, 2016
2. Jan/Feb/Mar 2017 - Issue 3, Volume 2	December 7, 2016	December 23, 2016
3. April/May/June 2017 - Issue 4, Volume 2	March 7, 2017	March 24, 2017

**Above Rates are effective June 1, 2016. Inserts, Advertorials, Special Positions, Special Requests, and Reprints are available, please consult Publisher.*

My Boca Vet Newsletter is the exclusive quarterly newsletter, published exclusively for Lund's Animal Clinic. The Newsletter will be available on Lund's exclusive website and available to all clients, customers, suppliers, and walk in traffic, having access to free copies. A total distribution of 10,000 copies with each issue having a pass along readership of 4.1 readers per copy, totaling 20,000 quarterly readership), covering Palm Beach and Northern Broward Counties. Other points of interest include local pet supply stores, specialty shops, county and local animal shelters, trade shows, shopping centers, and emergency animal clinics. Other distribution outlets include leading establishments and high profile points distribution outlets covering.

GENERAL SPECIFICATIONS:

RKN Pub., Inc. accepts electronic files from MAC & PC Platforms. Current versions of InDesign, Illustrator & Photoshop are supported. Preferred formats (at 300 dpi): .tif, .psd, .pdf. All fonts (screen & printer) and all image files must be supplied. All images MUST BE 300dpi at full size. Published quarterly, Four (4x) a year. Full size, 4/color glossy publication printed on coated stock paper.

AD SPECIFICATIONS:

- Full Page Bleed: 8 3/4" w x 11 1/4" h
- Full Page No Bleed: 7 1/2" w x 10" h
- Half Page Horizontal: 7 1/2" w x 4 7/8" h
- One Third Square: 5" w x 5" h
- One Third Vertical: 2 3/8" w x 7 1/2" h
- Quarter Page Vertical: 3 2/3" w x 4 7/8" h
- One Sixth Horizontal: 3 5/8" w x 3 3/8" h
- One Sixth Vertical: 2 3/8" w x 4 7/8" h

Informative articles, guest editorials, timely news, insert & reprint opportunities, plus *each issue now featured on the website (mybocavet.com)*, featuring My Boca Vet as a leading Veterinary Newsletter. For additional information regarding ad rates, editorial, and deadlines, please contact:

RKN Publishing, Inc
 442 SW Fairway Vista • Port St. Lucie, FL 34986
 2947 SW 22nd Circle #28-B • Delray Beach, FL 33445
 561.843.5857 • richard@rknicholson.com • rknichent@aol.com • www.rknicholson.com