

the practitioner

An official publication of the Florida Association of Equine Practitioners.
Publisher reserves the right to refuse advertising contrary to ethical/medical standards supported by FAEP.



Send all material to Boca Publishing, Inc.
PO Box 970902, Coconut Creek, FL 33097 - 954-295-2154 - toll-free fax 866-412-5892

Name of Person Ordering: _____

Name of Advertiser: _____

Address: _____

City, State, Zip: _____

Telephone Number: _____ Fax Number: _____

Homepage: _____ E-mail: _____

MECHANICAL SPECIFICATIONS

- | | | | |
|---|-----------------|--|-----------------|
| <input type="checkbox"/> full page (image area) | 7" x 10" | <input type="checkbox"/> island 1/2 page | 4 7/8" x 7 1/2" |
| <input type="checkbox"/> 1/2 page horizontal | 7" x 4 7/8" | <input type="checkbox"/> 1/3 page vertical | 2 1/4" x 10" |
| <input type="checkbox"/> 1/3 page square | 4 7/8" x 4 7/8" | <input type="checkbox"/> 1/4 page vertical | 3 1/2" x 4 7/8" |
| <input type="checkbox"/> 1/6 page | 2 1/2" x 5" | <input type="checkbox"/> business card | 3 1/2" x 2 1/4" |

- four-color black & white preferred space
 bleed size: 8 3/4" x 11 1/4" publication size: 8 1/2" x 11"

All ad material should be on disk or sent via e-mail. Please call for specific instructions.

ADVERTISING RATES

- | | black & white | full color |
|--|---------------|--------------------------------|
| <input type="checkbox"/> full page | \$495 | <input type="checkbox"/> \$695 |
| <input type="checkbox"/> 1/2 page | \$295 | <input type="checkbox"/> \$365 |
| <input type="checkbox"/> 1/3 page | \$240 | <input type="checkbox"/> \$295 |
| <input type="checkbox"/> 1/4 page | \$210 | <input type="checkbox"/> \$265 |
| <input type="checkbox"/> 1/6 page | \$185 | <input type="checkbox"/> \$210 |
| <input type="checkbox"/> business card | \$150 | <input type="checkbox"/> \$195 |

Premium Positions

Inside front cover 4/c SOLD!
Inside back cover 4/c SOLD!
Outside back cover 4/c SOLD!

Publication is bi-monthly.
All 4/c ads 1/2 page or larger
receive a complimentary
hyperlink on our website.

ADS MAY BE E-MAILED TO:
bocapublishing@bellsouth.net

FREE DESIGN ASSISTANCE AVAILABLE ■ MAJOR CREDIT CARDS ACCEPTED

Boca Publishing, Inc. is hereby authorized to insert our advertising for which we agree to pay. Ads cannot be confirmed without a signed contract.

Signature: _____ Date: _____