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.

FAEP
Florida Association of Equine Practitioners

Send all material to Boca Publishing, Inc.
3730 Coconut Creek Pkwy., Ste. 200, Coconut Creek, FL 33066 (954) 295-2154 / fax 954-984-9369

Name of Person Ordering: _____

Name of Advertiser: _____

Address: _____

City, State, Zip: _____

Telephone Number: _____ Fax Number: _____

Homepage: _____ E-mail: _____

MECHANICAL SPECIFICATIONS

☐ full page (image area)	7" x 10"	☐ island 1/2 page	4 7/8" x 7 1/2"
☐ 1/2 page horizontal	7" x 4 7/8"	☐ 1/3 page vertical	2 1/4" x 10"
☐ 1/3 page square	4 7/8" x 4 7/8"	☐ 1/4 page vertical	3 1/2" x 4 7/8"
☐ 1/6 page	2 1/2" x 5"	☐ 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
☐ full page	$495	☐ $695
☐ 1/2 page	$295	☐ $365
☐ 1/3 page	$240	☐ $295
☐ 1/4 page	$210	☐ $265
☐ 1/6 page	$185	☐ $210
☐ business card	$150	☐ $195

Premium Positions

Inside front cover 4/c SOLD!
Inside back cover 4/c $695
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: _____

Boca Publishing, Inc.

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Coconut Creek, FL 33066
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Proposal to Publish Bi-Monthly Newsletter

This agreement is between Boca Publishing, Inc., and the Florida Association of Equine Practitioners (FAEP) and deals exclusively with the production of a bimonthly newsletter. The terms of this agreement are for a minimum of one year and may be canceled by either party with 30 days' written notice.

Boca Publishing will be responsible for:

Layout, design, writing, production, binding and mailing of a minimum 8-page bi-monthly newsletter for FAEP. Stock will be 100# glossy with a minimum of four pages of full-color and four pages black and white. Print run will be 2500.

All advertising sales, including production and mailing of rate sheet and follow-up calls, collections and assisting advertisers with their artwork.

Personal interviews, as needed, for features in the newsletter.

Passing on our wholesale printing prices for promotional materials required by FAEP.

FAEP will be responsible for:

Providing ideas and material for the newsletter and placing Boca Publishing, Inc. on relevant mailing lists for news releases from the national organization.

Providing Boca Publishing, Inc. with zip-sorted labels for each mailing.

Providing Boca Publishing, Inc. with a database of potential advertisers in the market.

Reimbursing Boca Publishing, Inc. for all postage costs relating to mailing the newsletter.

Advertising/editorial ratios should be approximately 50-50. Additional pages will be added as advertising sales increase. FAEP will be compensated at a rate of 20% on collected net advertising revenue. We will appreciate any assistance in getting passes or credentials for scheduled equine events in our area.

Accepted by Boca Publishing, Inc. by:

_____ Date:_____

Accepted by FAEP by:

_____ Date:_____

Commercial Printing/Marketing/Photography
Since 1984