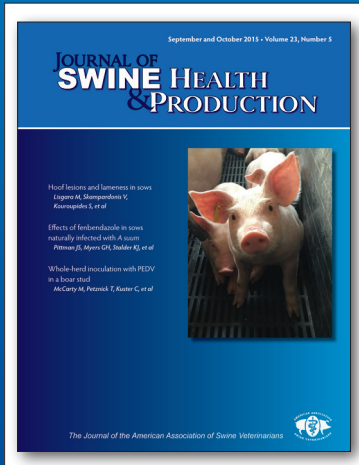


# JOURNAL OF SWINE HEALTH & PRODUCTION

## 2017 MEDIA DEADLINES & REQUIREMENTS



The *Journal of Swine Health and Production (JSHAP)* is an open-access peer-reviewed bi-monthly journal in publication since 1993. The journal is the timely publication of peer-reviewed papers that encompass the many domains of applied swine health and production i.e. the diagnosis, treatment, management, prevention and eradication of swine diseases, welfare and behavior, nutrition, public health, epidemiology, food safety, biosecurity, pharmaceuticals, antimicrobial use and resistance, reproduction, growth, systems flow, economics, and facility design. The journal provides a platform for researchers, veterinary practitioners, academics, and students to share their work with an international audience. For more *JSHAP* information go to <https://www.aasv.org/shap.html>.

### Circulation

Paid subscribers	24	AASV US members	978
Complimentary subscribers	21	AASV international members	474
Veterinary school libraries	34	AASV student members	327
Total subscribers	79	Total AASV membership	1,779
<b>TOTAL CIRCULATION = 1,858</b>			

### AASV Membership Profile

(updated 9-28-2016)

Practitioners	47%
Industry	22%
Education and research	16.5%
Retired/other/unspecified	14.5%

### 2017 Journal of Swine Health and Production Media Schedule

Issue	Space closing date	Material closing date
January and February 2017	October 31, 2016	November 14, 2016
March and April 2017	January 9, 2017	January 20, 2017
May and June 2017	March 2, 2017	March 13, 2017
July and August 2017	May 1, 2017	May 15, 2017
September and October 2017	July 6, 2017	July 17, 2017
November and December 2017	September 4, 2017	September 18, 2017

**PLEASE NOTE: E-mail insertion orders and a high resolution pdf of your ad to [tina@aaav.org](mailto:tina@aaav.org) by the above deadline dates. See page two for material specs.**

**If an extension is necessary please call Tina at 660-375-2904.**

**If we do not receive an insertion order and pdf of the ad by the closing dates, we will run same ad as carried in the previous issue. Please be aware of how many ads you sign up for during the year as additional advertising must be placed during the term of this agreement, with no expectation of any carry-over to future year(s).**

# JOURNAL OF **SWINE HEALTH & PRODUCTION**

## **ELECTRONIC PRE-PRESS REQUIREMENTS**

1 Materials should be submitted in high resolution pdf form.

2 All files should be built to 8.5" x 11" page size with an additional 0.125" bleed for trim, 8.75" x 11.25" to bleed to edge, 7.25" x 10" area of live text, 0.75" of gutter space, and 0.25" of outside margin. No over-sized documents please. If you are sending a compliance ad that is 1/3 page (vertical), that measurement should be 2.33" x 9.5".

3 All color images must be at least 300 dpi resolution. Please remove the use of registration color within your ads.

4 Please use process CMYK colors only (no spot colors, RGB, or lab colors).

5 The *JSHAP* is 3-hole drilled. Because we cannot guarantee any specific placement within an issue, assume a gutter on both left and right margins.

6 All jobs will go through pre-flight for final requirements inspection.

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**Tina Smith, Graphic Designer and JSHAP Advertising Coordinator**

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**The Journal of the American Association  
of Swine Veterinarians**