



**NZVA**  
New Zealand Veterinary Association

# NZVA Media Kit 2021



# Our flagship publication and four special interest branch titles

*VetScript* – New Zealand’s best-read veterinary publication – is the flagship magazine of the New Zealand Veterinary Association (NZVA).

**EACH ISSUE** of *VetScript* is filled with stories that cover the incredible breadth and depth of the modern veterinary profession. From descriptions of cutting-edge scientific innovation to profiles of leaders in the veterinary profession who are making a difference on a global scale, *VetScript* brings readers engaging, motivating and thought-provoking stories. *VetScript* encourages debate and discussion and challenges the status quo. Like veterinarians, it doesn't shy away from tough topics – it tackles them head-on and reinforces the concept that the wellbeing of animals, humans and the environment are inseparable. If you're interested in selling your products and services to an intelligent, well-educated and motivated readership, look no further than *VetScript*. By advertising in *VetScript*, you will reach a receptive veterinary audience and the many other individuals and organisations who work to advance animal health and welfare. We welcome your interest and look forward to a fulfilling partnership.

In 2021 *VetScript* will be published six times per year and there are new advertising packages available.

The media kit also includes rate cards for Companion Animal Quarterly, HOOFPprint and Grazing Gazette and Equine Veterinary Practitioner. These specialist titles offer up a targeted readership and the opportunity to advertise products which compliment the technical content of these publications.



Kevin Bryant  
Chief Executive Officer, New Zealand Veterinary Association



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# Reader feedback

In June 2020, NZVA members responded to a survey about *VetScript*. We asked what they thought of it, what they loved and what could be improved. Here's what they said!

## A NOTE FROM NZVA CEO KEVIN BRYANT

Thank you to all members who took the time to respond to our *VetScript* survey. The 15% response rate is considered high for research like this, and we really appreciated all the feedback we received.

Some clear themes emerged that will help the national office make key decisions for the future. For example, we were considering a more inclusive publishing approach that would bring together all our publications. This would have meant that our special interest branch (SIB) publications would have been incorporated into *VetScript*. However, following consultation with our Member Advisory Group and the SIBs, we decided to maintain the status quo. That is, SIB publications will continue to be stand-alone.

A key finding of the survey was that members are open to the NZVA finding ways to save on the costs associated with *VetScript*. We'll pick up this and other ideas in our planning for 2021.

## You had some great story ideas

- ➔ "A biosecurity section. 'Did you know?' with bullet points on notifiable diseases for each species."
- ➔ "Technical articles."
- ➔ "More clinical case studies."
- ➔ "More on veterinary nurses and the educational sector of the profession."

62%

of you see *VetScript* as very or extremely valuable

➔ It's a split decision!

50%

of you would like more technical articles and

50%

think we have the balance between technical and general stories just right

73%

of you would like to see the SIB publications as part of *VetScript*, but

20%

aren't keen

## You really enjoy some topics...

- "Production animal case studies."
- "Anything about veterinary business, clinicians and in-the-field experience or cases."
- "Scientific articles, what is happening in the profession, clinic success stories especially **BESTPRACTICE**..."

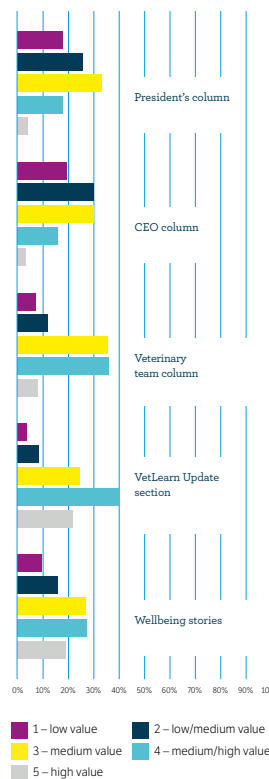
## ... and others not so much

- "The opinion pieces at the start, news and views, industry stuff."
- "The animal welfare section is often too wordy and not very eye-catching."
- "Articles on minor species... [There is] too much [of a] focus on wellbeing."

## Some of you want to see the back of...

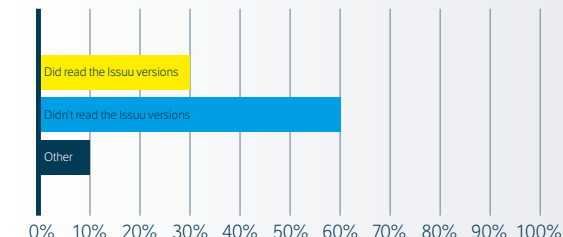
- "NZVA, President and CEO pages, unless it is very important information."
- "Species-specific articles, particularly focused on disease management - these should be covered by the [SIBs]."
- "None I can think of, as different [sections] appeal to different segments [of the membership]."

Some sections were more popular than others. More than **80%** of you value the veterinary team column

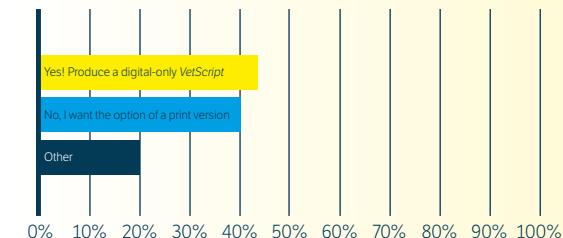


**MORE THAN HALF OF YOU (58%) SAID IT WOULD BE FINE TO SEND THREE COPIES TO MEMBER CLINICS, RATHER THAN ONE TO EACH MEMBER.**

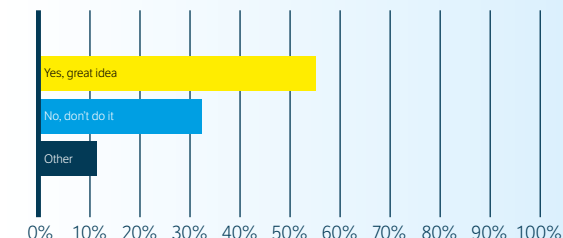
WE SENT ELECTRONIC COPIES OF *VETSCRIPT* VIA ISSUU DURING THE COVID-19 LOCKDOWN. **60% OF YOU SAID YOU DIDN'T READ THEM**



**NEARLY HALF OF YOU SAID IT WOULD BE FINE WITH YOU IF WE MADE *VETSCRIPT* ELECTRONIC ONLY**



WE ASKED WHAT YOU THOUGHT ABOUT GETTING *VETSCRIPT* FREE ONLINE, **AND PAYING EXTRA FOR A HARD COPY (IF YOU OPTED FOR THIS)**



# Display advertising

## DISPLAY ADVERTISING

We reserve premium positions in the magazine layout for our advertisers, providing you with the opportunity to drive brand and product awareness with our specialist veterinarian audiences.

## ADVERTORIALS

Advertorials are a great way to launch a new product or service – you can inform prospective buyers at the same time you promote your product or service to our niche readership of veterinarians.

Advertorials are designed to look like editorial copy and use the same voice, style and layout as the rest of the magazine. In *VetScript*, advertorials are placed in an advertorial design and are identified by “Advertorial” at the top of the page. The copy is supplied by the company and is edited and sub edited to fit the style of the magazine; illustrations are also supplied by the company. The page is designed by the *VetScript* designer and the company has final sign-off of the page.

\*Full page 450 words of text, plus two high-resolution images.

## INSERTS

Advertisers can provide an insert into their chosen publication. Printed insert material must be delivered to the mailing house by the required date. Each package must have a delivery note clearly stating the name of the publication “*VetScript*” and “Insert #?” (as provided by the NZVA).

Prices for printing insert material, or for inserts of more than one page are available on application.



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# Our titles



## VETSCRIPT

**Frequency** – Six times a year (February, April, June, August, October, December)

**Format** – Printed A4 magazine, link to digital version available

**Reach** – All members of the NZVA (2,200+) and 100s of NZ and international subscribers

**Readership** – Veterinarians, student veterinarians, veterinary staff, practice owners and managers, government sector and industry leaders



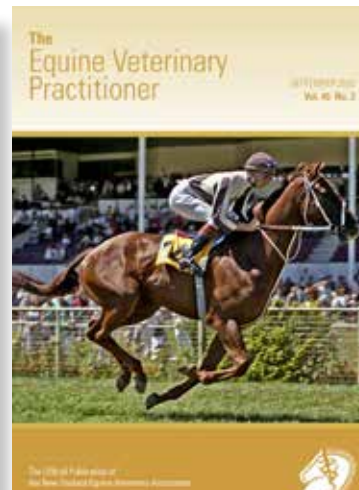
## COMPANION QUARTERLY

**Frequency** – Four times a year (March, June, October, December)

**Format** – Printed A4 magazine, link to digital version available

**Reach** – Available to all NZVA members plus all members of the Companion Animal Veterinarians branch (700+)

**Readership** – Veterinarians, student veterinarians, veterinary staff, practice owners and managers



## EQUINE VETERINARY PRACTITIONER

**Frequency** – Four times a year (March, June, October, December)

**Format** – Digital A4 magazine, link emailed to readers

**Reach** – Available to all NZVA members plus all members of the Equine Veterinarians Branch

**Readership** – Veterinarians, student veterinarians, veterinary staff, practice owners and managers



## GRAZING GAZETTE

**Frequency** – Twice a year (June and December)

**Format** – Printed A4 magazine, link to digital version available for members

**Reach** – Available to all NZVA members plus all members of the Sheep and Beef Cattle Veterinarians Branch

**Readership** – Veterinarians, student veterinarians, veterinary staff, practice owners and managers



## HOOFPRINT

**Frequency** – Four times a year (March, June, October, December)

**Format** – Digital A4 magazine, link emailed to readers

**Reach** – Available to all NZVA members plus all members of the Dairy Cattle Veterinarians Branch (650+)

**Readership** – Veterinarians, student veterinarians, veterinary staff, practice owners and managers

# VetScript

## Advertising rates

Effective 1 January 2021

### Sponsoring partner discounts

Diamond Partner  
25% off card rate

Gold Partner  
15% off card rate

Silver Partner  
10% off card rate

Bronze  
5% off card rate

### TABLE OF PRICES

*All rates exclusive of GST.*

VETSCRIPT	CASUAL	3 INSERTIONS	6 INSERTIONS
Double page spread	\$4,995	\$4,495	\$4,095
Full page	\$2,685	\$2,395	\$2,195
Half page	\$1,357	\$1,225	\$1,155
Quarter page	\$811	\$769	\$729
Loose inserts	\$1,530	\$1,465	\$1,415
Double-page advertorial	\$5,061		
Full page advertorial	\$2,675		
Inside-front cover	Rate +5%		
Outside-back cover	Rate +5%		

### BOOKING AND MATERIALS DEADLINES

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	DISTRIBUTION DATE
February	18 December	8 January	1 February
April	1 March	5 March	1 April
June	3 May	7 May	1 June
August	1 July	5 July	1 August
October	1 September	6 September	1 October
December	1 November	5 November	1 December



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# Companion Quarterly Advertising rates

Effective 1 January 2021

## TABLE OF PRICES

*All rates exclusive of GST.*

COMPANION QUARTERLY	1 insertion in a year, per insertion	2 insertions in a year, per insertion	3 insertions in a year, per insertion	4 insertions in a year, per insertion
Full page advertisement	\$1,385	\$1,316	\$1,250	\$1,188
Second full page advertisement in same issue	\$1,312	\$1,247	\$1,184	\$1,125
1/2 page advertisement	\$875	\$831	\$789	\$750
1/4 page advertisement	\$408	\$388	\$368	\$350
Outside back cover – full page	\$1,837	\$1,745	\$1,658	\$1,575
Inside front cover – full page	\$1,750	\$1,662	\$1,579	\$1,500
What's Your Diagnosis sponsorship	\$350	\$330	\$315	\$300
Cover insert	\$816	\$776	\$737	\$700
e-CAV	\$292	\$277	\$263	\$250

## BOOKING AND MATERIALS DEADLINES

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	DISTRIBUTION DATE
March	1 February	5 February	March
June	1 May	5 May	June
September	1 August	5 August	September
December	1 November	5 November	December

# Equine Veterinary Practitioner Advertising rates

Effective 1 January 2021

## TABLE OF PRICES (prices yet to be confirmed)

*All rates exclusive of GST.*

THE EQUINE VETERINARY PRACTITIONER	Cost per issue	Cost per year (4 issues)
Inside front cover	N/A	\$4,330
Inside back cover	N/A	\$4,130
Outside back cover	N/A	\$4,130
Full page	\$1,055	\$4,010
Half page portrait / landscape	\$595	\$2,260
Third page portrait / landscape	\$415	\$1,570
Quarter page portrait / landscape	\$305	\$1,160
Insert – One double-sided A4 page	\$910	N/A

## BOOKING AND MATERIALS DEADLINES

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	DISTRIBUTION DATE
March	1 February	5 February	March
June	1 May	5 May	June
September	1 August	5 August	September
December	1 November	5 November	December



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# Grazing Gazette

## Advertising rates

Effective 1 January 2021

### TABLE OF PRICES

*All rates exclusive of GST.*

GRAZING GAZETTE	CASUAL
Inside-front cover	\$600
Outside-back cover	\$600
Full page	\$520
Half page	\$290
Loose inserts (insert supplied by advertiser)	\$320
Multiple advertisements in same edition	10% discount off subsequent ads

### 2021 BOOKING AND MATERIALS DEADLINES

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	DISTRIBUTION DATE
June	17 May	17 May	5 June
December	15 November	15 November	5 December

# HOOFprint

## Advertising rates

Effective 1 January 2021

### TABLE OF PRICES

*All rates exclusive of GST.*

HOOFPRIINT	CASUAL
<i>Position in publication subject to availability</i>	
Cover sheet	\$935
Inside-front cover	\$1,485
Page 2	\$1,375
Inside-back cover	\$1,210
Outside-back cover	\$1,375
Double page spread	\$2,420
Page 5	\$1,210
<i>Run of publication</i>	
Full page	\$1,100
Half page (horizontal)	\$577
Third page (horizontal)	\$385
Quarter page (vertical)	\$302
Loose inserts	\$544

### 2021 BOOKING AND MATERIALS DEADLINES

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	DISTRIBUTION DATE (APPROX)
March	20 February	20 February	20 March
May	20 May	20 May	20 June
September	20 August	20 August	20 September
December	11 November	11 November	10 December



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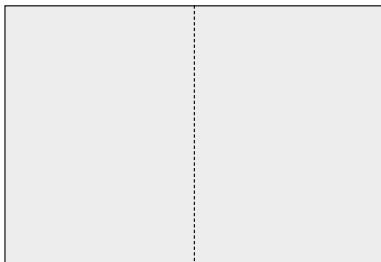
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# Advertising specifications

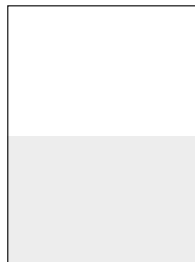
All our publications are the same size so advertising specifications are identical as well.

## DISPLAY ADVERTISING



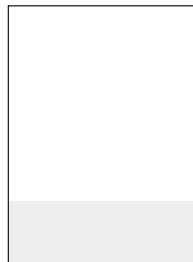
### DOUBLE PAGE SPREAD (DPS)

Trim	420mm wide × 297mm tall
Bleed	426mm wide × 303mm tall



### HALF PAGE WIDE

Trim	210mm wide × 148.5mm tall
Bleed	216mm wide × 154.5mm tall



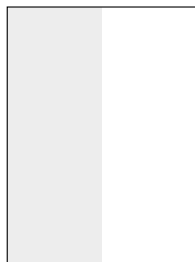
### QUARTER PAGE WIDE

Trim	210mm wide × 74.25mm tall
Bleed	216mm wide × 80.25mm tall



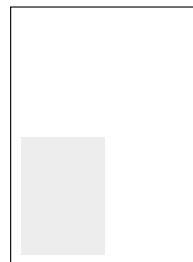
### FULL PAGE

Trim	210mm wide × 297mm tall
Bleed	216mm wide × 303mm tall



### HALF PAGE TALL

Trim	105 wide × 297mm tall
Bleed	111mm wide × 303mm tall



### QUARTER PAGE TALL

Trim	105mm wide × 148.5mm tall
<i>No full bleed option</i>	

## File checking service

If you are unsure of your file, we offer a file-checking service for \$50/advert. Please advise on booking.

Please ensure that full-bleed advertisements have essential information placed within the text-safe area (10mm from paper edge). Anything placed outside might be cropped off in print.

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## FILE SPECIFICATIONS

FILE TYPE	High resolution PDF, single pages
FONTS	All type to be embedded or outlined
BLEED	3mm on all sides
IMAGES	min. resolution 300dpi
COLOUR	CMYK, no spot colours

The publisher reserves the right to refuse files that don't meet these specifications.

# Display advertising contacts

NZVA has awarded the advertising services role to NZ Farm Life Media's sales team. Please contact your nearest partnership manager:

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## REGIONAL PARTNERSHIP

### MANAGERS

*Upper North Island (Northland, Auckland, Waikato, Bay of Plenty)*

Janine Aish  
Office 07 823 5883  
Mobile 027 890 0015  
Email [janine.aish@nzfarmlife.co.nz](mailto:janine.aish@nzfarmlife.co.nz)

*Lower North Island / Australia*

Tony Leggett  
Overseas +64 27 474 6093  
Mobile 027 4746 093  
Email [tony.leggett@nzfarmlife.co.nz](mailto:tony.leggett@nzfarmlife.co.nz)

*South Island / Wellington*

David Paterson  
Mobile 027 289 2326  
Email [david.paterson@nzfarmlife.co.nz](mailto:david.paterson@nzfarmlife.co.nz)

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## ADVERTISING MATERIAL

Emily Rees  
Phone 027 488 8447  
Email [adcoppy@nzfarmlife.co.nz](mailto:adcoppy@nzfarmlife.co.nz)

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## Agency commission

All rates are commission bearing and NZVA awards 20% commission to accredited agencies.

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# Communication with veterinarians expands to online



WWW.NZVA.ORG.NZ

**45,000**

average page views per month

**10,000**

average unique browsers per month



FACEBOOK

**4,100**

likes

**4,200**

followers

**150,494**

average reach per month



TWITTER

**721**

profile visits

**1,400**

followers per month

**18**

mentions

Options for advertisers include:

- Text with images (advertorial style)
- Listed under VetHub
- 50 words + Image

Rate \$750+gst per month

Options for advertisers include:

- 50 words+ Image
- Rate \$500+gst per post per month

Options for advertisers include:

- 50 words + Image
- Rate \$200+gst per post per month



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# NZVA digital advertising

## Digital advertising rates and specifications

Packages are available for magazine and digital advertising. The same rules for content apply to print and digital media – for example, the use of images. See page 12 for more details.

We offer digital advertising on the NZVA website (multiple options), Facebook, Twitter, and e-zines such as VetNews. Other digital options will be available from time to time and we welcome your feedback and requests.

Digital advertising is available in one-month blocks starting on the 1st of each month. They can be run as consecutive blocks – for example, three months in a row, or staggered one-month-on and one-month-off.

### NZVA WEBSITE ADVERTISEMENTS

We recommend that you host the full details of your product or service on your own website and use a click-through advertisement on the NZVA website to drive traffic to your site. We can also host content about your product or service on the NZVA website. All website advertisements on the NZVA website can be tracked to give you a report about clicks-through and/or page views. However, you will be able to harvest richer information from your own website statistics. We will work with you to present the most effective advertisement for the audience, including doing the artwork for social media advertising. You will have final approval of your advertisement before it is published.

The starting rate for digital advertising applies to *VetScript* advertisers and NZVA partners. Casual rates are negotiable. Partner discounts apply to all digital advertising.

### BUTTON AD – STARTS AT \$750/MONTH

- Button ads appear directly below the home page banner and rotate on a slow carousel with a maximum of four advertisements showing at any time.
- Button ads are for the viewer to click-through to your website and full details of your product or service.
- Artwork for button ads must meet the specifications listed below. The artwork can be in jpeg or png format.
- When sending the artwork, please also email the website address (url) that you want us to link to for the product or service that you are advertising.
- 'BUTTON' ad example, showing the style and size 230px (w) x 118px (h), resolution 96px. Word count (10 words max).
- If you want the NZVA website to host the supporting content, please supply a pdf.



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## BANNER AD – STARTS AT \$5,000/MONTH

- Banner ads are exclusive to the home page banner carousel.
- Two banner ad spots are available each month, located in 2nd and 4th position on the carousel; maximum of six seconds on centre stage.
- Use the banner ad to entice viewers to click-through to your website and full details of your product or service.
- We will design the artwork for the banner ad for you – all you need to do is provide images, logos, and text, and the website address (url) that you want us to link to for the product or service that you are advertising.
- Here are examples of the 'BANNER' ads style. The size is 1000px (w) x 320px (h), resolution 96px. Wording – Depending on content. Short paragraph maximum if linking to 'story-type' content. If a direct ad, 15 words maximum with images. Web page and web section sponsorship

## FACEBOOK ADVERTISEMENTS – START AT \$500/MONTH, PLUS \$50 SOCIAL MEDIA SPEND

The social media spend will ensure that your advertisement gets boosted throughout the month so it shows up regularly in the feeds of NZVA Facebook followers and visitors.

Tell us who you want to reach (your target audience) and what you are advertising and we will help you create the most effective advertisement. For example, you can reach just those who like the NZVA Facebook page or those people and all their Facebook friends. You can also target regions and age groups.

We recommend that you host the full details of your product or service on your own website and provide us

with a link so we can drive traffic to your site. Provide a few short sentences to go with the link – no more than 200 words if you can.

We can tag your page into the post if you wish and can provide support to ensure that you get good engagement. Questions and/or providing a call to action are great for engagement. For example, if you're providing a link to a video we would encourage a caption like: "Would you know if your dog had worms? Watch this video to find out everything you need to know to keep your pet worm-free".

Other options are to:

- Provide photos – a maximum of four photos is recommended for Facebook.
- Provide a video – either by YouTube link or as a file we can upload to Facebook.
- Provide a news article with a short commentary – around 200 words.
- Advertisements in the form of an image or banner are not recommended for Facebook.

## TWITTER ADVERTISEMENTS

Tell us who you want to reach (your target audience) and what you are advertising and we will help you create the most effective advertisement for Twitter. Prices will be advised based on your requirements.

## E-ZINE ADVERTISEMENTS

VetNews ad – starts at \$1,000/per fortnight

VetNews is the NZVA's fortnightly e-zine, emailed directly to the inbox of all NZVA members. Sizes and prices will be advised based on your requirements.



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# Classifieds advertising

## CLASSIFIEDS

The classified section is a great place to advertise for help wanted and to list items and practices that are for sale or that you want to buy.

A few guidelines:

- Classified ads consist only of words, contact details and one practice logo.
- Bullet point lists with headings in bold are fine, but please no bold words in the midst of text.
- The *VetScript* editorial team will edit your words for grammar, spelling, tense and logic. The team will also edit it for style (for example *VetScript* style uses the full word 'veterinarian' not 'vet' and 'veterinary technicians' and 'veterinary nurses', not 'technicians' and 'nurses' and represents weekend rosters as ratios 1:4 (one in four)).
- The charge for a classified ad is based on the amount of column space the ad requires. The *VetScript* classifieds administrator ([classifieds@vets.org.nz](mailto:classifieds@vets.org.nz)) is able to provide quotes for you.

Something new! Beginning 1 October 2018 in addition to ads for veterinarians, *VetScript* will accept classified ads for veterinary technicians and veterinary nurses.

Ads for positions at BESTPRACTICE-accredited practices are placed at the beginning of the classified section on a BESTPRACTICE-branded background. PLEASE be sure to identify that your practice is BESTPRACTICE-accredited so the *VetScript* team doesn't miss it.

If you would like to use secondary logos and/or other artwork or images in your help wanted ad, you will need to contact us, and you will need to supply the artwork for a finished display ad that meets the specifications required. If you do not have an ad agency to do this, the *VetScript* team can provide design services, but these must be booked and by the first of the month prior to publication. All content (words, images, logos, artwork) must arrive by the fifth of the month prior to publication. Charges for advertising design can be quoted by [amanda@sugarbag.co.nz](mailto:amanda@sugarbag.co.nz).

## BOOKING AND MATERIALS DEADLINES

Classifieds – 1st of the previous month

Late classifieds – 20th of the previous month



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# Advertising rates

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## CLASSIFIED ADVERTISING

		<i>All rates exclusive of GST.</i>	PRICE
<b>GENERAL CLASSIFIEDS</b>	Per column cm \$35 (minimum charge \$140 = 4cm) relist ad for 50% of initial fee (continuous relisting only)		<b>\$35</b>
<b>SPECIAL 'MARKETPLACE' RATE</b>	Advertising for-sale items (not employment positions), maximum 25 words	<i>NZVA member</i> <i>Non-member</i>	<b>\$70</b> <b>\$100</b>
<b>WEB-ONLY ADVERTISING</b>	Per 200 words on <a href="http://nzva.org.nz/classifieds">nzva.org.nz/classifieds</a> per extra 20 words <i>relist ad for 50% of initial fee (continuous relisting only)</i>		<b>\$200</b> <b>\$30</b>
<b>EARLY PLACEMENT ON WEBSITE</b>	Before <i>VetScript</i> publication date per week		<b>\$15</b>
<b>LATE CLASSIFIEDS</b> <i>(loose inserts)</i>	Printed on loose, coloured insert and placed on the NZVA website for one month, only distributed to NZ subscribers.	<i>Quarter page (83 x 115mm)</i> <i>Half page (170 x 115mm)</i> <i>Full page (170 x 230mm)</i>	<b>\$530</b> <b>\$815</b> <b>\$1,095</b>
<b>CLASSIFIED RATES – OVERSEAS ADVERTISERS</b> <i>(in NZ\$)</i>	Per column cm (minimum charge \$160 = 4cm) Per 200 words on <a href="http://nzva.org.nz/classifieds">nzva.org.nz/classifieds</a> per extra 20 words <i>relist ad for 50% of initial fee (continuous relisting only)</i>		<b>\$40</b> <b>\$240</b> <b>\$35</b>

All classified advertisements are placed on the NZVA website ([www.nzva.org.nz](http://www.nzva.org.nz)) for the month they are booked at no extra cost.

## BOOKING AND MATERIALS DEADLINES

Classifieds – 1st of the previous month

Late classifieds – 20th of the previous month

# Advertising terms and conditions

- Advertising in *VetScript* must comply with the Fair Ad – Code for Promotion of Agricultural Compounds and Veterinary Medicines (July 2010). Where relevant, advertisements must comply with the ACVM Act and registration requirements and must conform with label claims. For example:
  - Bad taste.
  - Inconsistency with the image or content of the magazine, or the philosophy of “The Publisher”.
  - Copy that could give rise to legal action, or be construed as misleading or making unsubstantiated claims.
  - Illegal or immoral content.
  - Late payment or failure of payment, for the purpose of advertising by the advertiser.
  - Lateness of submitting of an advertising order.
  - OR any other reasonable cause which “The Publisher” may from time to time determine.
- The publisher reserves the right to refuse or omit publication of any advertisement deemed unsuitable for publication.
- VetScript* will not accept advertisements featuring breeds with significant phenotypical issues resulting in poor animal welfare outcomes. This includes, for example, brachycephalic canine breeds, facial deformities in exotic felines, Scottish Fold cats and severely chondrodystrophic canine breeds. If you are unsure, please contact the publisher.
- In the event of material not being submitted by the deadline, the publisher shall reserve the right to enter substitute copy at their discretion and charge full rates plus production costs incurred.
- Accounts outstanding after 60 days may incur a surcharge of 3% per month.
- Discounts are limited to either “sponsoring partner” or advertising agency commission where billing is via an agency. For casual bookings or non-sponsoring partners, no advertising agency commission is payable.

Please note that where an advertising agency is involved, the client and agency will be jointly and severally responsible for payment on or before the due date.
- The publisher reserves the right to withhold or reduce commission on material received after the deadline and to charge any expenses incurred in securing late materials.
- The publisher reserves the right to withhold agency commission on invoices not paid within 30 days.
- Advertisements may not be accepted if accounts for previous advertisements are overdue.
- The New Zealand Veterinary Association Inc or its agents do not accept liability for, nor will pay out claims made in respect of, any advertisements placed by advertisers in *VetScript*.
- Advertisers bear full responsibility for the content of their advertisements and, in placing, they waive any claims that may be made against the New Zealand Veterinary Association Inc or its agents for violation of right of publicity, libel and copyright infringement.
- Booking of advertising is deemed as acceptance of these terms and conditions.
- Note that 50% of the price is paid if adverts are withdrawn after production starts for the issue they are booked into.

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