

# The Clinician

Northeast Association  
of Equine Practitioners



**NEAEP**

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

Send all material to Boca Publishing, Inc.  
PO Box 970902, Coconut Creek, FL 33097 (954) 295-2154 / 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 \$695  
Inside back cover 4/c \$695  
Outside back cover 4/c \$850

**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: \_\_\_\_\_