

BRIEF MEDIA™ ▶



**SPECS**

# PRINT PLANNING RATES AND SPECS

<b>PRINT AD TYPE</b>	<b>SPECS</b>
<i>Clinician's Brief / Veterinary Team Brief</i> <b>Full Spread</b>	<b>Bleed: 16.25" x 10.875"</b> plus 0.125" bleed on all sides with crop marks
<i>Clinician's Brief / Veterinary Team Brief</i> <b>Full Page</b>	<b>Bleed: 8.125" x 10.875"</b> plus 0.125" bleed on all sides with crop marks
<i>Clinician's Brief / Veterinary Team Brief</i> <b>1/2 Page (Horizontal)</b>	<b>Bleed: 8.125" x 4.75"</b> plus 0.125" bleed on all sides with crop marks
<i>Clinician's Brief / Veterinary Team Brief</i> <b>1/2 Page (Vertical)</b>	<b>Bleed: 4" x 10.875"</b> plus 0.125 bleed on all sides with crop marks
<i>Clinician's Brief / Veterinary Team Brief</i> <b>1/3 Page (Vertical)</b>	<b>Bleed: 2.75" x 10.875"</b> plus 0.125" bleed on all sides with crop marks
<i>Clinician's Brief / Veterinary Team Brief</i> <b>1/4 Page (Vertical)</b>	<b>Nonbleed: 3.25" x 3.875"</b> Bleed: N/A
Practice Marketplace <b>Full Page</b>	<b>Nonbleed: 7.125" x 8.25"</b>
Practice Marketplace <b>1/2 Page (Horizontal)</b>	<b>Nonbleed: 7.125" x 3.875"</b>
Practice Marketplace <b>1/4 Page (Vertical)</b>	<b>Nonbleed: 3.5" x 3.875"</b>
Practice Marketplace <b>1/8 page (Vertical)</b>	<b>Nonbleed: 1.625" x 3.875"</b>

## **PRINT GUIDELINES & NOTES:**

- All colors must be converted to CMYK
- All photos must be 300 dpi, placed at or near 100%
- Export as hi res or PDF X-1a file (300 dpi, include .125" bleed on each side and crop marks [offset @ 6 points])
- Photoshop layers must be flattened, fonts rendered, saved as .pdf or .jpg.
- Illustrator documents should be saved as .pdf or exported as .jpg.
- All print placements 1/3 page and greater (excluding practice marketplace) require crops and bleeds (.125"); keeping all live matter .375" from the trim (.375" in from all sides also equates to the live area)

## **PRINT DUE DATES**

[Click here for \*Clinician's Briefad\* closing and creative due dates](#)

[Click here for \*Veterinary Team Briefad\* closing and creative due dates](#)

**Placement specifications are applicable to all print publication titles.  
Digital edition placements also available.**

**Bleeds with Crop Marks:**  
0.125" bleed on all sides

The diagram illustrates a document layout with three nested rectangular boundaries. The outermost boundary is a red line representing the bleed area. The middle boundary is a black line representing the document size. The innermost boundary is a blue line representing the live area. Three horizontal lines extend from the left side of the diagram to the text labels: a red line to the bleed label, a black line to the document size label, and a blue line to the live area label.

**Document Size:**  
8.125" x 10.875"

**Live Area:**  
Copy and logos need to be at  
least 0.375" from the edges

# JOURNAL IMPACT UNIT SPECS

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Polywrap



Belly Band



False Cover



Z-Gate



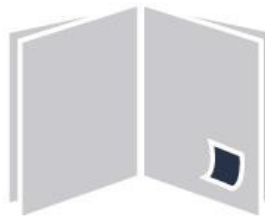
French Gate



Cover Tip



Front Gate



Post-It Note



Blow-In Postcard



Bind-In Postcard



Multi-Page Insert



Poster

CONTACT YOUR ACCOUNT REPRESENTATIVE FOR MORE INFORMATION REGARDING IMPACT UNIT PRICING AND AVAILABILITY.

# DIGITAL PLANNING RATES AND SPECS

AD TYPE	FORMAT
<b>Pushdown</b>	940x30 ad, expands to 940x300; JPG, GIF, PNG supported.
<b>Leaderboard - (728x90)</b>	JPG, GIF, PNG, HTML5 supported
<b>Rectangle Banner - (300x250)</b>	300x250, JPG, GIF, PNG, HTML5 supported
<b>Mobile Leaderboard - (320x50)</b>	320x50, JPG, GIF, PNG, HTML5 supported. high resolution image/html of 640x100 preferred
<b>Mobile Expandable</b>	320x50, expands to 320x320 on mobile site; Background colors can be customized to compliment the 320x320 creative; JPG, GIF, PNG only
<b>Desktop Popup</b>	940x300, JPEG, GIF, PNG only. Close feature in the upper right of ad
<b>Mobile Popup</b>	Headline: 6-8 Word Max; Summary: 30 Word Max, Associated image 620x372 (static ONLY, JPG, JPEG, GIF, PNG) Client/Product Logo
<b>Website Native Ad</b>	Headline: 6-8 Word Max, Summary: 30 Word Max, Associated Image: 620x372 px, Provide a URL.
<b>Newsletter Native Placement</b>	Headline: 6-8 Word Max; Summary: 30 Word Max, Provide URL
<b>Exclusive Newsletter Sponsor</b>	Headline: 6-8 Word Max; Summary: 30 Word Max, 300x250 (static ONLY, JPG, JPEG, GIF, PNG) Logo Provide URL
<b>Newsletter Banner Display Ad</b>	300x250 (40 KB); JPG, JPEG, GIF, PNG only
<b>Facebook Native Ad</b>	Guidelines given below. <a href="#">Click here to submit copy and creative for this placement.</a>
<b>Leaderboard Expandable</b> <i>(728x90 expands to 728x315)</i>	JPG, GIF, PNG (non-transparent), HTML5 supported, Video Capable within HTML5
<b>Rectangle Expandable</b> <i>(300x250 expands left to 600x250)</i>	JPG, GIF, PNG (non-transparent), HTML5 supported, Video Capable within HTML5
<b>Custom &amp; Templated HTML Emails</b> <b>Targeted List Requests</b>	Please refer to Eblast & List Request Requirements Section

## DIGITAL PLACEMENT DUE DATES

- Creative and copy for any website (mobile / standard / native / ROS, etc.) or newsletter placement is due on the 15<sup>th</sup> of the month prior to the campaign start date.  
(ex: Campaign start May 1<sup>st</sup>, creative due April 15<sup>th</sup>)
- Custom email creative (externally designed and coded) is due on the 15<sup>th</sup> of the month prior to deployment.  
(ex: Deployment on May 9<sup>th</sup>, creative due April 15<sup>th</sup>)
- Facebook creative (image / copy / URL) is due on 15<sup>th</sup> of the month prior to the post.  
(ex: Post on May 9<sup>th</sup>, creative due April 15<sup>th</sup>)
- If design and/or coding is required; please add an additional week out to any due date.

## DIGITAL PLACEMENT NOTES

- Brief Media **does not support Flash files** for web or any other digital media.
- Please refer to next section for detailed guidelines.
- Any further questions on digital specs, please contact Jeremy Long (jeremy@briefmedia.com)

## FACEBOOK POST SPECS & RECOMMENDATIONS

- Copy is recommended to be no more than 90 to 110 characters (approx. 20-25 words)
- Post image should be 1200x628 pixels
- Post image cannot be more than 20% text, although it can contain a logo
- Text to Image ratio on post image is 1.9:1
- All applicable specs & rules are given in the submission form
- All submitted material is reviewed by Brief Media before posting, and is subject to internal review and/or modification based upon Brief Media standards and practices for posts.
- Detailed posting rules and guidelines can be found at:  
<https://www.facebook.com/policies/ads/>

# WEBSITE AD GUIDELINES

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AD TYPE	FORMAT
Max Initial File Load Size	200 KB
Subsequent Max Polite File Load Size	400 KB
Subsequent Max User Initiated File Load Size	2.2 MB (Standard Display Only)
Subsequent Max User Initiated Streaming File Size	No Limit (Standard Display Only)
Max Animation/Video Frame Rate	24 FPS
Max Animation Length	15 sec
Max Video Length	30 sec
Audio Initiation	Muted by default, user initiated
Hot Spot	¼ ad area max; 1-second delay; must not initiate audio
Z-Index Range	0-4,999
Expansion Z-Index Range	5,000+
Max "Average CPU" Usage	20%
Video/Expandable Max "Average CPU" Usage	30%
Fallback	Standard image file (GIF, JPG, PNG) required when submitting a HTML5 creative



## ADDITIONAL WEBSITE AD GUIDELINES:

- All audio must be muted by default, and have Mute/Unmute controls.
- All video must be muted by default and have Play/Pause controls. (15 second auto play, 2 minute user-initiated)
- 15 seconds max, 1.1 MB max file size allowed for initial video.  
2 minute max length (user-initiated, hosted externally by client)
- All ad expansion must be 1 second 'hover' delay and/or 'click to expand' on user initiation.
- "Close X" on expanded ad (min 8 pt / 11 px text).
- "Expand" on collapsed ad (min 8 pt / 11 px text).
- Timed retraction on mouse left must be enacted on 'hover to expand'.
- 1 second delay is required for mouse rollover trigger.
- Initial File Load: creative files that load along the host page files.
- Polite File Load: creative files that withhold loading until the host page files are loaded.
- User Initiation: willful act of a user to engage with the ad. Action is triggered by touch, mouse rollover.
- Brief Media strives to be as compliant to IAB standard as possible, found here:

### IAB Specs:

<https://www.iab.com/newadportfolio/>

### IAM Portfolio Specs

[https://www.iab.com/wp-content/uploads/2017/08/IABNewAdPortfolio\\_FINAL\\_2017.pdf](https://www.iab.com/wp-content/uploads/2017/08/IABNewAdPortfolio_FINAL_2017.pdf)

## HTML5 ADS

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- HTML5 ads should not function as an individual document, but as an element of a webpage.
- Exclude <html>, <body>, <head>, <title>, and <meta> tags from the unit.
- Wrap the unit in a parent <div> element.
- To avoid code conflicts, prefix all custom ID and Class names with a unique identifier e.g. #ad-261-header, .ad-261-title.
- Avoid importing external stylesheets and scripts by directly including them within <style> and <script> tags.
- Enclose all JavaScript within a closure function.
- Prefix all JavaScript variables with the "var" statement (global variables are prohibited).
- All HTML5 units submitted will undergo a code review to expose potential conflicts and ensure quality.

## 3<sup>RD</sup> PARTY AD TAGS

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- Banner Ads (300x250, 728x90)
- Expandable Ads (300x250 or 728x90)
- Brief Media will endeavor to test and implement the tags, however we are not able to troubleshoot 3rd party tags.
- Please provide a tracking pixel and URL for back up in case the 3rd party tags do not work.

## EBLAST & LIST REQUEST REQUIREMENTS

- **HTML file** (as an attachment)
  - This file should be created in pure HTML code, with no external .CSS Style Sheets used.
  - Tables are strongly preferred as opposed to DIVs.
  - Creative made with programs such as Microsoft Word, Microsoft Publisher, or Adobe GoLive are not supported. There are several pure HTML editing software programs in the industry such as Microsoft FrontPage, DreamWeaver and Ektron eWebEditPro. Creative made with any of these programs will help ensure that more of your audience will be able to properly view the e-mail.
  - Files should not be wider than 600px, due to the sizing within the email preview pane.
  - We strongly suggest that design be mobile-friendly (responsive).
- **We suggest emails with a low Spam Score, Text to image ratio should be approximately 60:40**
  - Creative consisting of a single image file (.jpg or .gif) is not recommended and will increase the chance that your creative will be filtered as spam or have an extensive download time.
  - We strongly suggest testing your creative before submission
  - Test eBlast on Outlook 2007 and newer (2010 and 2013), Gmail, and Yahoo.
  - Testing can be done through MailChimp and Litmus.
- **Additional costs**
  - Images should be hosted on your site. If you'd like us to host the images, there will be an additional charge.
  - HTML should be submitted ready to deploy. If any changes are warranted by our team, an hourly rate will be applicable, with a one-hour minimum.
- **We can develop your HTML file for you (additional charge).**
  - Total Design/Code Package
  - Design or Coding ONLY
    - Please provide a list of URLs as well as any desired images you wish to incorporate in hi-res
- **Text file backup:** (for people that cannot accept html e-mails) Please provide us with a plain text file with no graphics or text attributes included. Notepad is a good text editor to use when creating this file. Most everyone can accept html but there are some servers that block them. When we have a text version, they will get that instead. That way, no one is missed.

## **EBLAST & LIST REQUEST REQUIREMENTS (CONT.)**

- **Text & Deployment Requirements:**

- Subject Line: What will appear in the subject line when the e-mail is sent.
- From Line: This will be your company name, but please let us know how you would like it to appear. See policy below.
- Test Names: A list of email addresses to receive test deployments for review. Please check all links are working properly and directed to the correct landing page when test is received.
  - Three tests are included. Each additional test will cost additional per test.
- Final Approver Name: Once the final approver approves the eBlast, the eBlast is approved and scheduled for deployment.
- Seed Names: Anyone on your team who you would like to receive the actual deployment.
- Opt-Out Lists: In order to be CAN-SPAM compliant – If you have a list of email addresses that have previously opted-out of your mailings, please provide us with those email addresses in a csv. Comma delimited file and we will suppress them from your mailing.
- Deployment time: Once approval is received, we can normally deploy within 24 hours. In addition to desired date, please let us know your preferred deployment time, or we will set it as 7:00 am CST.
- Mobile Consideration: More and more customers are reading their email on their mobile device, which is why it is imperative that your eBlast be responsive. For tips for mobile email marketing and simple ways to make your eBlast more interesting for our audience, please check out this resource.

- **“From” Line Policy**

To preserve the editorial credibility of Brief Media products, and to maintain Brief Media and its clients within ethical marketing practices, any advertising content distributed by Brief Media cannot be labeled as a Brief Media publication in the “from” line in email communications. Requests for communications to be labeled as or with some variation of “Clinician’s Brief,” “Veterinary Team Brief,” or any other Brief Media product will be declined; however, any Brief Media title that is developed specifically for the promotion or marketing of products or brands (eg, “Brief Partners”) may be used as an effective alternative. Brief Media aims to prevent the appearance of product endorsement, implied or otherwise, and preserve the reputation of both the advertiser and publisher.

- **Targeted List Rentals**

- Our clients also have the option to purchase the use of a targeted list from our reader database.
- Please ask your Brief Media Account Sales Manager for more details, availability, and pricing.

# TERMS AND CONDITIONS

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## Print Terms and Conditions

Specific terms and conditions must be adhered to in reference to all Insertion Orders submitted to Brief Media by an Advertiser or its Advertising Agency. All 3<sup>rd</sup> party Insertion Orders shall specify the publication for placement, size and requested position of placement, agreed upon rate, campaign start and end dates, and contact information. Advertiser shall deliver the content, graphic images, and other materials for the placement in a form and manner as stated in the Print and Digital Specifications. The Publisher will not be required to publish any advertisement that is not received in accordance and reserves the right to charge an Advertiser at the rate specified in the Insertion Order for inventory held by the publisher pending receipt of acceptable materials, or to publish in substitution any advertisement previously submitted by the Advertiser.

Sponsored specialty print cover placements (cover-tips, bellybands, etc.) will not prohibit the purchase or production of non-competitive sponsored outserts, nor will sponsored outserts prevent the availability of non-competitive sponsored cover placements. Both parties will be informed prior to publication should this occur.

**Cancellation Policy: Standard print placements may be cancelled 7 days prior to the issue close date, with written notice. For limited inventory units such as cover placements or high-impact inserts, 30 days written notice is required.**

Except as otherwise expressly provided in Insertion Orders, position of advertisements is at the sole discretion of the Publisher (Educational Concepts, LLC dba Brief Media).

All placements and their content are subject to approval by the Publisher, who reserves the right to reject or cancel any campaigns at any time for any reason whatsoever. In the event of such occurrence, the Publisher shall return to the Advertiser the booked value amount as sole remedy for claims of loss or damage arising from such rejection or cancellation.

Upon purchase of specialty production units, the advertiser acknowledges the risk for production imperfections due to glue-tipping, perforating, binding die cut inserts, etc. Brief Media is not responsible for any known specialty production imperfections that may occur.

Invoices are rendered on the publication date of each print issue. All payments are due 30 days from the date of invoice. All past-due payments may be re-invoiced directly to the Advertiser, who will be held fully responsible for payment. A 2% late fee will be assessed every 30 days from the due date of the invoice.

I have read and understand the terms of this agreement and have the authority to execute the same and in doing so accept full responsibility for payment of advertising under the terms of this contract and rate card attached.

## Digital Terms and Conditions

Specific terms and conditions must be adhered to in reference to all Insertion Orders submitted to Brief Media by an Advertiser or its Advertising Agency. All 3<sup>rd</sup> party Insertion Orders shall specify the digital platform requested, amount of inventory to be delivered (impressions), agreed upon rate, campaign start and end dates, and contact information. Advertiser shall deliver the content, graphic images, and other materials for the placement in a form and manner as stated in the Print and Digital Specifications. The Publisher will not be required to publish any advertisement that is not received in accordance and reserves the right to charge an Advertiser at the rate specified in the Insertion Order for inventory held by the publisher pending receipt of acceptable materials, or to publish in substitution any advertisement previously submitted by the Advertiser.

**Cancellation Policy: Digital placements may be cancelled 30 days prior to the run or start date, with written notice. Cancellations or failure to provide approved creative within 14 days of the reserved run or start date will be billed as-is with the run or start date rescheduled for a later time.**

Except as otherwise expressly provided in Insertion Orders, position of advertisements is at the sole discretion of the Publisher (Educational Concepts, LLC dba Brief Media).

All placements and their content are subject to approval by the Publisher, who reserves the right to reject or cancel any campaigns at any time for any reason whatsoever. In the event of such occurrence, the Publisher shall return to the Advertiser the booked value amount as sole remedy for claims of loss or damage arising from such rejection or cancellation.

The Publisher is not responsible for monitoring any off-label product comments on social media sponsored posts.

To preserve the editorial credibility of Brief Media products, and to maintain Brief Media and its clients within ethical marketing practices, any advertising content distributed by Brief Media cannot be labeled as a Brief Media publication in the "from" line in email communications. Requests for communications to be labeled as or with some variation of "Clinician's Brief," "Veterinary Team Brief," or any other Brief Media product will be declined; however, any Brief Media title that is developed specifically for the promotion or marketing of products or brands (eg, "Brief Partners") may be used as an effective alternative. Brief Media aims to prevent the appearance of product endorsement, implied or otherwise, and preserve the reputation of both the advertiser and publisher.

Invoices are rendered on the publication date of each digital newsletter, eBlast or digital edition of a journal. All payments are due 30 days from the date of invoice. All past-due payments may be re-invoiced directly to the Advertiser, who will be held fully responsible for payment. A 2% late fee will be assessed every 30 days from the due date of the invoice.

I have read and understand the terms of this agreement and have the authority to execute the same and in doing so accept full responsibility for payment of advertising under the terms of this contract and rate card attached.

### **Custom Terms and Conditions**

Cost estimates are based on the items outlined within the proposal. Pricing reflects the cost to develop, distribute, and archive the elements outlined herein. These prices are valid for 60 days. Any changes to project specifications (eg, multiple rewrites, change in approval staff, incorporating additional material, additional approvals) can necessitate a change in pricing based on an hourly rate of \$100/hr. All changes to this agreement shall be in writing and signed by an authorized representative of both parties. Educational Concepts, LLC is not liable for delays outside of our control caused by authors, sponsors, or their agencies.

Billing for the project will include 50% upon acceptance and 50% upon delivery of the project. The project will be placed in queue upon receipt of a signed agreement, with work commencing upon issuance of an approved purchase order. No work will be completed until a purchase order number is received and deliverable timelines will be adjusted as necessary. Projects that are terminated before completion or have had production stopped for more than 45-Days will be billed for all work completed. If Educational Concepts, LLC has fulfilled the entire contractual obligation and the project is placed on hold by the client, payment will be due in full. If you require a purchase order, please attach and return with the signed agreement. Terms are Net 30 from the date of the signed agreement and final invoice. A 3% late fee will be assessed every 30 days from the due date.

Worldwide copyright is held by Educational Concepts, LLC dba Brief Media, and may be re-published in any future Brief Media publication.

Brief Media assigns royalty-free usage permission of the final approved piece for educational purposes, print and digital, as follows. All usage must reference the original publication or website (Clinician's Brief, Plumb's Therapeutics Brief and/or Veterinary Team Brief).

- A Use internally by the sponsor, this includes print, digital and website distribution.
- B Use externally within your current or prospective customer base.
- C Use in-part or entirety as hand-outs or training materials.

All other usage requests will be reviewed by Brief Media on a case-by-case basis.