

## Description

VCOT deals with orthopaedics and traumatology in veterinary medicine, whilst also covering common approaches in human and veterinary medicine. The Journal meets its readers demands by focusing on both traumatological and practical aspects.

Articles of a high scientific standard are published in English by international authors. Review articles, original research papers, clinical communications, case reports, letters to the Editor, as well as the latest news in basic research inform the reader about new operating techniques and improvements.

VCOT is published 6 times a year in print (ISSN 0932-0814) and online (www.vcot-online.com). Online services include manuscript submission and review, eToc - Electronic Table of Contents, and rapid preprint publication: *VCOT First*. Subscribers to the Journal also enjoy unlimited free access to our online archive.

## Publisher

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**Terms of payment** Payable on receipt of invoice

## Official journal of

V.O.S. – Veterinary Orthopedic Society  
B.V.O.A. – British Veterinary Orthopaedic Association  
E.S.V.O.T – European Society of Veterinary Orthopaedics and Traumatology  
AOVET – AO Foundation  
S.E.T.O.V. – Sociedad Española de Traumatología y Ortopedia Veterinaria  
H.A.V.O.T. – Hellenic Association of Veterinary Orthopaedics & Traumatology  
S.I.O.V.E.T. – Italian Society of Veterinary Orthopaedics  
G.E.V.O. – Grupo de Especialistas Veterinarios en Traumatología y Ortopedia  
O.T.V. – Associação Brasileira de Ortopedia e Traumatologia Veterinaria  
G.I.T.O.V – Grupo de Interesse Especial da APMVEAC em Traumatologia e Ortopedia  
M.K.O.E. – Hungarian Veterinary Orthopedic Society

## Target group

Veterinarians

## Printed circulation

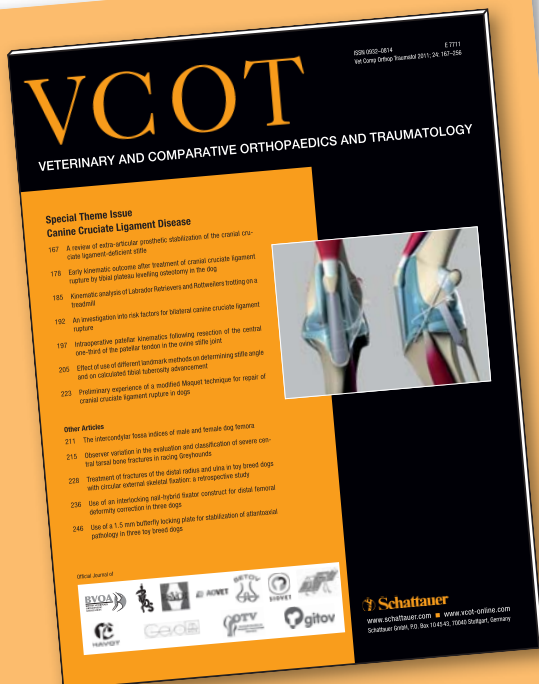
1.800 copies

## Circulation distribution

1.750 copies

## Frequency of publication

6 times a year



www.vcot-online.com

Rate card No. 21  
Effective October 2011

## Sizes & prices

Ads	Size (Width x height) Total page size 210 x 280 mm	Type area 179 x 243 mm	Full page bleed size*	Basic rates b/w in €
	1/1 page cover rates 2 <sup>nd</sup> and 4 <sup>th</sup> page cover rates		210 x 280 mm	1,250.00
	1/1 page	179 x 243 mm	210 x 280 mm	1,130.00
	2/3 page vertical	118 x 243 mm	133 x 280 mm	810.00
	2/3 page horizontal	179 x 162 mm	210 x 185 mm	810.00
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	1/2 page horizontal	179 x 121 mm	210 x 144 mm	640.00
	1/3 page vertical	57 x 243 mm	72 x 280 mm	440.00
	1/3 page horizontal	179 x 81 mm	210 x 104 mm	440.00
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	1/4 page horizontal	179 x 60 mm	210 x 83 mm	370.00

## Colour rates (no discounts)

<b>4-colour</b>	620.00 €
<b>Matched colours</b>	695.00 €
<b>Standard colours</b>	340.00 €

\* Bleeds require 5mm on all four sides beyond trim. All prices plus VAT.

**Discounts** frequency discounts: 2 x 5%, 4 x 10%, 6 x 15%

## Inserts and supplements (no discounts)

### Inserts

Prices on request.

### Supplements

Prices on request.

## Special advert formats

For prices and additional formats contact the advertising manager.



Tip-ons



Belly band



Fold-outs (French doors)

## Closing dates 2012

Issue	Table of contents (projected)	Closing date	Printing material	Publication date
1/2012		19. 12. 2011	02.01. 2012	02.02. 2012
2/2012		17. 02. 2012	22.02. 2012	23.03. 2012
3/2012		16. 04. 2012	19.04. 2012	25.05. 2012
4/2012		18.06. 2012	21.06. 2012	23.07. 2012
5/2012		20.08. 2012	23.08. 2012	23.09. 2012
6/2012		17. 10. 2012	22.10. 2012	23. 11. 2012

Subject to alterations

# Technical details

<b>Type of printing</b>	Offset
<b>Type of binding</b>	Perfect binding
<b>Delivery of data</b>	Via E-Mail, CD-ROM or FTP The supplementary sheet for the delivery of data can be found on our Homepage: <a href="http://www.schattauer.de/MDData.html">www.schattauer.de/MDData.html</a>
<b>E-Mail</b>	<a href="mailto:anzeigen@schattauer.de">anzeigen@schattauer.de</a>
<b>CD-ROM</b>	send to: Schattauer GmbH, Ms. Hemati, Hoelderlinstr. 3, 70174 Stuttgart, Germany, Fax number +49 711 22987-50 Delivered data media are neither archived nor returned to clients.
<b>FTP</b>	Address: <a href="ftp://ftp.mm-intec.de">ftp://ftp.mm-intec.de</a> , User ID: fks-anzeigen, Password: fks-anzeigen4mmh It is necessary to inform us by e-mail or telephone after delivering data via FTP.
<b>Formatting of data</b>	PDF/X3 data, preferably PDF according to our specifications. Download from: <a href="http://www.mm-intec.de/">http://www.mm-intec.de/</a>
<b>Proof</b>	Data-congruent 1:1 colour-consistent proof with Ugra/FOGRA media key CMYK Version 2.0, according to ISO 12647-2 process standard offset printing (PSO), for advertisements on the cover paper category 1, for advertisements on contents pages paper category 3. If a colour-consistent proof is not delivered, colour calibration will be done by us according to PSO.
<b>Obligatory additional specifications</b>	Title and issue number of the journal, date of publication, dimensions of advertisement(s) and contact person with phone number for further queries. If your files are delivered too late or are faulty, we will have to charge you the extra costs incurred.

## General Business Terms

1. "Advertisement" or "advertisement order" in accordance with the following General Business Terms and Conditions is the contract regarding the publication of one or several advertisements, inserts and/or bound inserts of a promoter for the purpose of distribution in printed matter of Schattauer GmbH.

2. Advertising orders shall be executed within one year after conclusion of the contract. Should the right to recall individual advertisements be extended to the client, the order shall be executed within one year of the appearance of the first advertisement.

3. The publisher shall be entitled to decline advertisements and orders for insertion even after the conclusion of the contract by reason of their content, on the grounds of origin or technical form in accordance with the uniformly applicable regulations of the publisher, if such content conflicts with the law, with legal provisions, or with common moral standards, or if the publisher deems their publication unreasonable. This shall also apply to inserts and supplement contracts. They may also be declined if they would tend, through their format or layout, to create in the reader the impression that they form an integral part of the magazine or journal.

4. The publishing company shall only be bound to include advertisements in certain editions or at certain positions in case of corresponding written agreement.

5. Advertising orders are binding, if they are given in person, by telephone, in writing, or by telecopier. The information contained in the publishing company's confirmation of order is the information the publishing company uses to carry out the order.

6. The customer shall ensure the timely delivery of impeccable, suitable print documents. As a rule we receive these as data ready for print in accordance with our respective actual technical information, such as are printed, for example, in our "media data". Print documents which deviate from this must be coordinated with the advertisement department of the publishing company in advance. A proof with binding colours and contents must be made available to the print office stated by the publishing company with the data delivery for purposes of quality control. The publishing company assumes no guarantee for colour rendition and contents in the absence of a proof.

7. Any costs for changes to originally agreed executions and for producing or data processing of necessary print documents and drawings and other print preliminary stage costs, also for cancelled advertisements, shall be borne by the customer. The print files (print documents) shall be deleted one month after publication of the magazine concerned. Other print documents shall only be returned to the customer upon special request. The duty for storage shall also end after one month.

8. Proofs shall only be supplied at the express request of the customer. The customer assumes the responsibility for the accuracy of returned proofs or contact pressures and if applicable corrections which may have been made. If the customer does not return the proof sent to him within the set deadline, the authorization to print is deemed as granted.

9. The customer shall be entitled to a reduction in payment or a substitute advertisement in case of whole or partially illegible, incorrect or incomplete printing of the advertisement, however only to the extent, in which the purpose of the advertisement was impaired. Further claims against the publishing company are excluded. Complaints must be asserted within the exclusion period of one month after receipt of invoice and voucher. A right of cancellation is granted under the condition that the cancellation is announced at least three weeks before the respective closing date.

10. In the case of box number advertisements the publisher shall bear only such liability as is customary in the publishing business for the safekeeping and timely forwarding of mail. Liability for indirect damages is excluded. Registered and express mail shall be forwarded by normal mail. Storage time for incoming mail shall be four weeks after receipt. After that time, mail received shall be destroyed.

11. No claim under the warranty or for compensation for damages shall be admitted that has not been made within four weeks after publication of the advertisement through a written notification of errors.

12. If an order is not carried out for circumstances which are beyond the control of the publishing company the customer must reimburse the publishing company the difference between the granted discount and the discount which corresponds with the actual acceptance irrespective of possible other legal obligations. In the event that the publishing company is responsible for the circumstances which prevented the performance, the obligation for reimbursement shall cease to apply.

13. It is agreed that such compensation shall apply as is set forth in the relevant schedule of fees issued by the publisher. For calculation of advertisement space sold, text millimetres shall be converted into advertisement millimetres to obtain price. Should specific size of advertisement not be agreed upon, the advertisement shall be invoiced on the basis of the size actually published. Compensation shall be payable within the collection period stipulated in the schedule of fees. In case of a delay of payment the statutory interest on arrears will be effective. Where payment is delayed the publisher shall be able to defer the further execution of current orders until payment is made without thereby cancelling the entire order.

14. All contracts shall be subject to the laws of Germany. For contracts between independent foreign subsidiaries and their clients, the law of the country in which the subsidiary is registered is binding. Place of performance and jurisdiction is the headquarters of the subsidiary.

15. Place of performance and judicial venue is the city of Stuttgart, Germany.

16. In accordance with §§ 26 and 34 of the Bundesdatenschutzgesetz of 01.01.1978 we herewith give notice that we shall be employing electronical data processing for administration and invoicing of the contract. For this purpose we or a third party shall be storing personally applicable data insofar as it is of significance for the performance of the contract.

17. Where not otherwise stipulated in these »General Business Terms and Conditions Governing Advertising Orders«, our »Allgemeine Lieferbedingungen« (»General Terms and Conditions of Supply«) shall apply.

18. Any oral agreements not in keeping with the conditions for delivery and payment must be in writing.

19. If the client's billing address differs from his mailing address, the client must inform the publishing company accordingly and provide the appropriate address.

20. If one of the above conditions violates any law or regulation, the validity of none of the other conditions is affected. In such a case, the void condition should be interpreted in a manner that permits the achievement of the aim the void condition was intended to achieve.