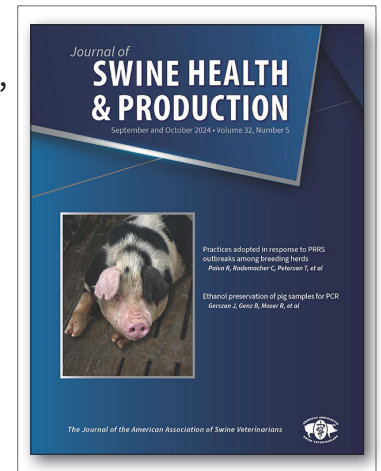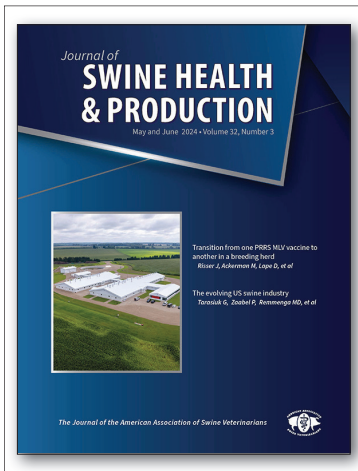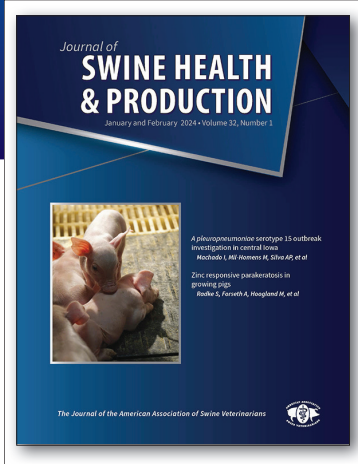# JOURNAL OF SWINE HEALTH & PRODUCTION

2025 MEDIA DEADLINES & REQUIREMENTS

The *Journal of Swine Health and Production* (JSHAP) is an open-access, peer-reviewed, bi-monthly journal published since 1993. The journal publishes peer-reviewed papers encompassing the many domains of applied swine health and production, including the diagnosis, treatment, management, prevention, and eradication of swine diseases, as well as 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 information about JSHAP, including circulation and membership profile go to **aasv.org/shap.html**.

2025 *Journal of Swine Health and Production* Advertisement Media Schedule		
ISSUE	SPACE CLOSING DATE	MATERIAL CLOSING DATE
January and February 2025	November 4, 2024	November 18, 2024
March and April 2025	January 6, 2025	January 20, 2025
May and June 2025	March 3, 2025	March 17, 2025
July and August 2025	May 5, 2025	May 19, 2025
September and October 2025	July 1, 2025	July 15, 2025
November and December 2025	September 1, 2025	September 15, 2025

Please Note: Email insertion orders and a high resolution pdf of your ad to Rhea Schirm: jshap@aasv.org by the due dates above. See page 2 and 3 for print material specs and page 4 for leaderboard specs.

If an extension is necessary please email Rhea Schirm: jshap@aasv.org.
If you are scheduled for an ad and we do not receive the materials 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

2025 Print Advertisement Requirements

1 Submit materials in high-resolution pdf files.

2 Build all files 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 is 2.33″ x 9.5″.

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

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

5 The journal is 3-hole drilled. All ads are placed on the left-hand page of the journal, so leave enough gutter for live art. See drill hole diagram on the next page.

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

DISCLAIMER: *The Journal of Swine Health and Production* cannot guarantee specific placement of an advertisement and is not responsible for the appearance of advertisements that do not comply with these specification requirements.

The official journal of the American Association of Swine Veterinarians

Rhea Schirm, JSHAP Advertising Coordinator • jshap@aasv.org • 515-729-2244

7.25 inches for LIVE COPY

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.
Please note that all ads are placed on the left hand page making all the drill holes on the right side of the page.

If you are sending a compliance ad that is 1/3 page (vertical), that measurement should be 2.33" x 9.5".

10 inches

0.125 inch Bleed
Around the Page

JOURNAL OF SWINE HEALTH & PRODUCTION

2025 Online Leaderboard Advertisement Requirements

Submit the following to Rhea Schirm (jshap@aasv.org) by the material closing date deadline:

- Static image in the "leaderboard" standard IAB size of 728 × 90 pixels.
    - The leaderboard advertisement image must compliment the content of the print advertisement.
    - You may reuse an image from prior use rather than submitting a new image.
- The URL your ad should direct to when clicked.

**Optionally, you may also provide:**

A 2x-resolution version of your image (1456 × 180 pixels).
- Devices with high resolutions screens may request to load this image instead of the standard resolution image (see below).
- It will share the same link and alt text and should be the same image, just higher resolution
- This is implemented using HTML's srcset="link-to-2x-image.jpg 2x" image attribute which is almost universally supported (https://caniuse.com/?search=srcset).

Leaderboard resolution example

Images are displayed responsively to fill 100% of the text area width.

The following leaderboard image will be displayed at 2x resolution if your device requests it:
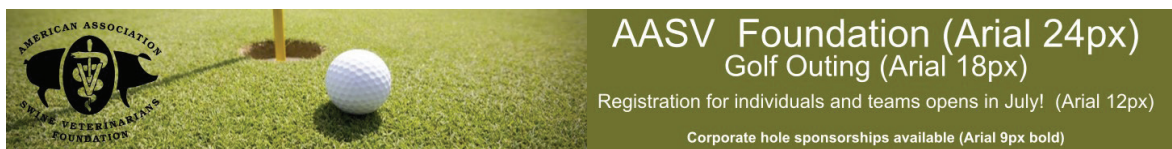
This version will only be displayed at standard resolution (it does not include the srcset attribute):

Rhea Schirm, JSHAP Advertising Coordinator • jshap@aasv.org • 515-729-2244