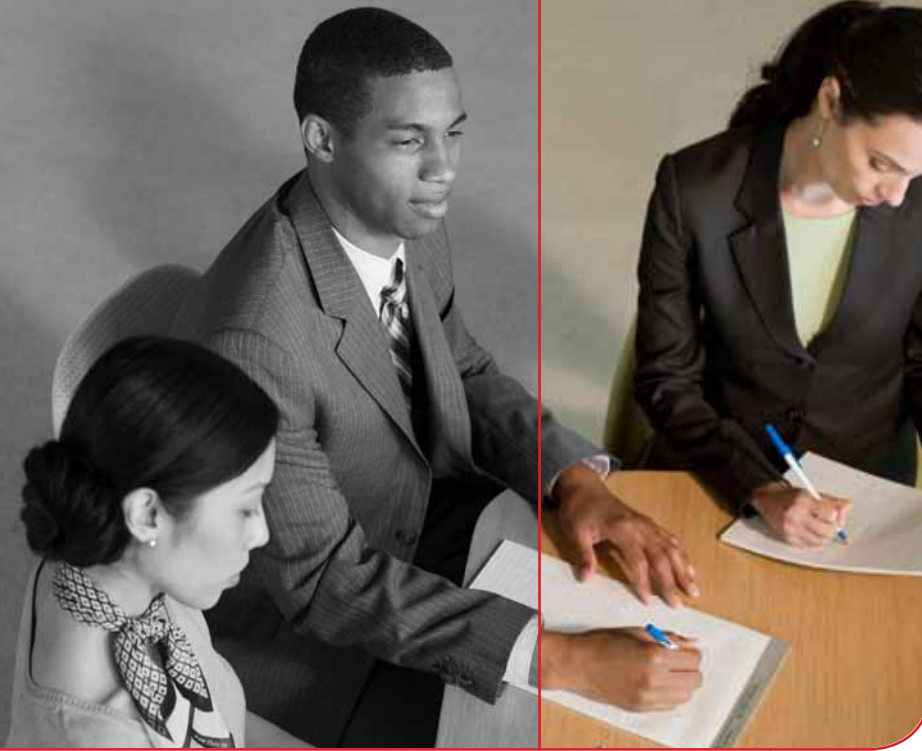


Media Guide 2011

Media Guide 2011

2011



WWW.VET-ADVANTAGE.COM

Promoting Excellence in Animal Health Sales

ad**V****eterinary****ant****age**



Promoting Excellence in Animal Health Sales

adVantage Veterinary

Media Guide 2011

Circulation



Benefits to Advertisers



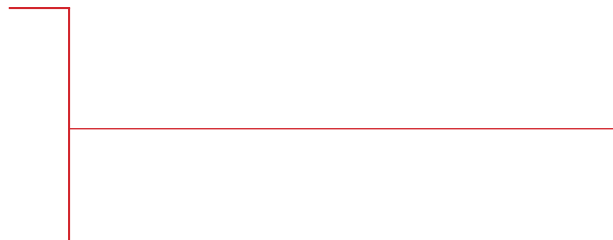
Testimonials



Regular Features



Ad Rates





Veterinary Advantage Magazine

Promoting Excellence in Animal Health Sales

Our Mission

To actively engage, educate, and inform animal health distributor representatives enabling them to increase their value to animal health customers.

Our value proposition

Utilizing support from the national and independent distributors of animal health products, focused sponsorships by animal health manufacturers, our track record of producing top notch B2B publications, and the endorsement of the American Veterinary Distributors Association (AVDA), *Vet-Advantage Magazine* is leading the animal health industry in providing information and education to inside and outside distributor sales reps, resulting in animal health customers that ultimately realize increased value and service from their chosen distribution sources.

Our content includes insights on the needs of the veterinarian and vet technician, market and economic trends, product, new technology and selling skills, as well as featuring top performers and industry contributors. The publication and its related electronic services is constructing and building a sense of community between manufacturers and distributors to benefit each party, as well as veterinary practice teams and their animal patients.

Our Publication

Vet-Advantage Magazine is the ONLY publication focused on serving the animal health distribution channel. Our primary targets are the inside and outside distributor sales reps, but we also reach executives, management, sales management, customer service and purchasing. Circulation is 4,600 people and approximately 3,000 of those are inside and outside distributor sales reps.



Circulation 4,600

Distributors include:

American Veterinary Supply
Animal Health International
Animart
Butler Schein Animal Health
Chariton Veterinary Supply
DVM Resources
Equipment Outreach
First Veterinary Supply
Great Western Animal Health
Hawaii Mega-Cor
HSB Veterinary Supply
IVESCO
Les Wilkins & Associates
Lextron Animal Health
Medvet International
Merritt Veterinary Supply
Midwest Veterinary Supply
Milburn Equine
Miller Veterinary Supply
MWI Veterinary Supply
Nelson Laboratories
Northeast Veterinary Supply Co.
PCI Animal Health
Penn Veterinary Supply
Professional Veterinary Products
Tri State Veterinary Supply
TW Medical
Valley Vet Supply
Vet Brands International
Veterinary Service Inc.
Vet Pharm
Victor Medical Company
Walco
Webster Veterinary Supply

Benefits to Advertisers

The channel does over \$5.5 billion in sales with the 90,000 veterinarians in the United States. One element to reaching the vets and increasing your sales and market share is an activated, engaged, and knowledgeable distribution network! Put *Vet-Advantage* Magazine to work for your company in the channel!

- It strengthens relationships with the people who sell your products
- It shows your company's commitment to and understanding of distribution
- It opens doors for your key account reps with distributor management
- It positions your company as a market leader
- It strengthens your brand(s)
- It increases mind share, which increases sales!

Testimonials

At TW Medical, we find *Vet-Advantage* to be a great tool for our sales team. Our entire team subscribes, and gets value from the news, articles and features in each month's edition. The information on new products and analysis of industry provides timely, valuable information.

– Mark Ziller, Lextron Animal Health/ TW Medical Veterinary Supply

Vet-Advantage is an excellent tool for our sales reps to keep up on events in the industry, learn new ideas and sales techniques, and become better versed on a variety of different areas. I encourage our reps to read every issue and learn from them.

– Kim Allen, Butler Schein Animal Health

Vet-Advantage does a great job of keeping distributors informed on the latest products/trends in the animal health industry. I use it to stay informed on "broad stroke" issues and also to give me ideas on how to improve my client sales calls. I also receive the email updates so I can get updates on industry news on a regular basis.

– Kell McGowan, Webster Veterinary Supply

Regular Features

Distribution Coverage
Inside Sales – Todd Brodersen
Sales – Pat Malone, Brian Sullivan
Top Performing Sales Reps
Industry Trends
Large Animal Coverage
Personal Finance – John Sammut
Sales Meeting by Product Category
Rep Spotlight
New Product Section



Ads Rates

	1X	4X	5X	6X	7X	8X
Spread	\$9,500	\$9,100	\$9,000	\$8,900	\$8,700	\$8,500
Full Page	\$4,790	\$4,600	\$4,550	\$4,500	\$4,450	\$4,400
Half Page	\$3,550	\$3,425	\$3,375	\$3,325	\$3,275	\$3,225
Quarter Page	\$2,600	\$2,500	\$2,450	\$2,400	\$2,350	\$2,300

*Includes 4 color process

Covers: \$750

Customized Inserts: call for quotes

Belly Bands: call for quotes

Sponsorships

Platinum \$42,000 (3 available)

- 8 full page ads
- Cover position
- Sponsorship of *The Advantage Weekly News* (52 issues)
- Sponsorship of the electronic version of *Vet-Advantage* (6 issues)
- 4 free new product spots
- Rotating banner (News and Web Site)

Gold \$36,000

- 8 full page ads
- Sponsorship of *The Advantage Weekly News* (52 issues)
- Sponsorship of the electronic version of *Vet-Advantage* (6 issues)
- 4 free new product spots
- Rotating banner (News and Web Site)

Silver \$28,000

- 8 half page ads
- Sponsorship of *The Advantage Weekly News* (52 issues)
- Sponsorship of the electronic version of *Vet-Advantage* (6 issues)
- 4 free new product spots
- Rotating banner (News and Web Site)

Special Survey Opportunity for 2011 Sponsors

We will survey our readers on a regular basis and ask them to share their thoughts on industry trends, promotions, products, manufacturers, best practices, ride-withs, and other important insights that can help guide your distribution strategy. Sponsors will also get a chance to ask a question twice during the year. These results will be delivered to you on a monthly basis.

Editorial Calendar

Issue	Ad Due Date	Issue	Ad Due Date
Jan/Feb	12/21/2010	Sept/Oct	09/07/2011
Mar/Apr	03/07/2011	Nov/Dec	10/28/2011
May/June	05/09/2011	Resource Guide	05/16/2011
July/Aug	07/08/2011	Handbook for Success	08/29/2011

Vet-Advantage attends the following trade shows and distributor events: NAVC, WVC, AVMA, AVDA Conference, Butler Schein, MWI and Webster.

Editorial Topics

Jan/Feb

- Dermatology
- Dental procedures
- IV fluid therapy

Mar/Apr

- Flea/tick
- Vaccines
- NSAIDS

May/June

- Bordetella vaccine
- Anxiety products
- Zoonotic disease (intestinal parasites)

Jul/Aug

- Rabies
- Anti-infectives
- NSAIDS

Sep/Oct

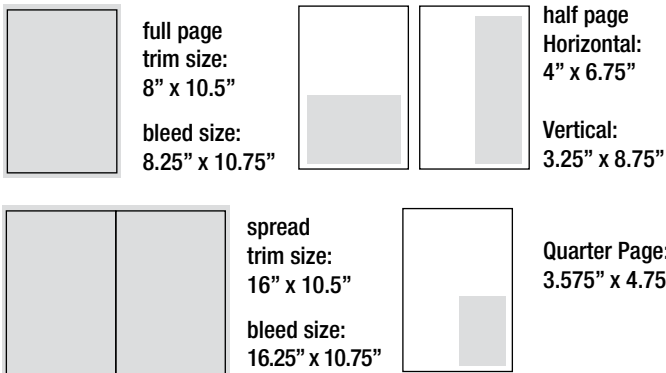
- Flea/tick
- Surgical procedures
- Equipment and Section 179

Nov/Dec

- Digestive products
- Skin care
- Rehab equipment

Subscriptions

Annual subscriptions to *Veterinary Advantage* are \$39 per year. Distributor personnel receive the publication at no charge.



Allow a 1/2" safety margin for all live copy.
Bleed must extend at least 1/8" beyond the trim area.

Note to Spread Advertisers

Veterinary Advantage Magazine is a perfect-bound publication. With variances in the manufacturing process, it is possible that some text or images may be hidden in the gutter during the binding process. All advertisers running spreads should keep critical type and images away from the gutter. We recommend that you allow for a 1/4" safety gutter for each page of a spread when critical type or images are running across the gutter.

Submitting ads

PDF (portable document format) is the required file format for *Veterinary Advantage* Magazine. PDF files must be created with Acrobat Distiller 4.05 or higher.

- Scanned images must be high resolution (300 dpi), saved as CMYK (no RGB or JPEG graphics), TIFF or EPS.
- All fonts must be embedded in the PDF.
- Bleeds must extend 1/8" beyond the trim area.
- All PDFs must be high-res/press optimized.
- Files must be right reading, portrait mode only 100% size, no rotations.
- All files must be accompanied by a single-page composite color proof. However, if color is critical, please provide a composite SWOP-certified color proof along with the digital file. To see a list of SWOP-certified proofs we accept, please visit www.swop.org/certification/certmfg.asp. We cannot grant make-goods for poor color reproduction unless a SWOP-certified color proof is supplied with the digital file. Supplied color lasers will be used as a "guide for color" only.
- Files submitted electronically must be submitted on CD-ROM or emailed if accompanied by a faxed black-and-white laser at time of upload. Contact the art director for further detailed information.
- Additional charges will be incurred if an ad does not conform to the specifications above.
- Ad materials can be mailed or uploaded to our FTP site.

Advertising materials should be sent to:

Brent Cashman

5185 Cactus Cove Lane

Buford, GA 30519

or

Upload artwork utilizing our on-line server.

All files can be uploaded using your web browser to log onto the server. After uploading your ad please fax a proof to: 770-904-2607.

On-line Server Information:

URL: <http://public.me.com/bocdesign>

Password: client

After entering the server please locate the folder called "Vet-Advantage" and use the buttons located at the top to upload files to this folder.

- After upload is complete please send an email to bcashman@vet-advantage.com confirming the upload.

Terms and conditions

1. Publisher reserves the right to position sales messages in each issue according to design space.
2. All messages are subject to publisher's approval. Publisher reserves the right to reject messages or advertisements not in keeping with publication standards.
3. Publisher assumes no liability for errors or omissions in reader service numbers.
4. Publisher will not be bound by any conditions, printed or otherwise, appearing on any order form, insertion order or contract when they conflict with the terms and conditions herein or any amendment hereto.
5. Requests for specific position are not guaranteed unless premium position is paid.
6. Prices are subject to change.
7. Color proof must be supplied with advertising materials. Failure to do so will result in a \$100 charge to generate matchprint.
8. Publisher's liability for any error will not exceed the charge for the advertising in question.
9. Payment terms are net 15 days. Overdue accounts may be charged a 1.5% per-month finance charge or the maximum legal rate of interest allowed by law for all past-due invoices.
10. Recognized advertising agencies providing complete preferred print materials are allowed a 15% commission on gross billing space, color and position only if the account is paid within 30 days.
11. Verbal agreements are not recognized.
12. No cancellations will be accepted after the ad due date.

The Advantage Weekly News

This publication is sent by email every Tuesday to +/-2,000 animal health industry sales reps, customer service reps, executives and management. It is produced in a format which is easy to read, digest and act upon. Advantage Weekly News can be read in less than a couple of minutes. We include top news stories, products to watch, and information on industry and web events.

Banner Ads (300 x 160)

<input type="radio"/> 1 Week	\$500
<input type="radio"/> 2 – 5 weeks	\$450/week
<input type="radio"/> 6+ weeks	\$400/week
<input type="radio"/> Leader Board ad (700 x 75)	\$650



Our Staff

We are staffed by a number of distribution industry experts, with a broad array of experience in the veterinary and medical markets. We offer a true industry context with a unique combination of experience in sales, training, marketing, writing and publishing. *Vet-Advantage* is well positioned to deliver strong, clear and focused editorial in an award winning format that is of true value to our readers...and therefore, our advertisers.



adV^{et}erinary advantage

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