



**MEDIA GUIDE
2010**

adv **Veterinary** vantage

Promoting Excellence in Animal Health Sales





"I think Vet-Advantage is an excellent tool for sales individuals in Animal Health 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 representatives to read each issue and learn from them. Thanks so much for expanding your magazine into the Animal Health area."

Kim Allen,
Butler Animal Health



Veterinary Advantage Magazine Promoting Excellence in Animal Health Sales

Our Mission

With support from the leading national and independent distributors of animal health products, a track record of producing top notch B2B publications, along with an endorsement from the American Veterinary Distributors Association, *Vet-Advantage Magazine* has quickly established a leadership position providing cutting edge information to the animal health distribution channel.

The publication provides insights for its readers on the veterinary market including the needs of the veterinarian and vet tech, market trends, product information, new technology, sales and marketing advice from industry experts, as well as a focus on strengthening distributor and manufacturer relationships. These are things we believe will promote excellence in sales, as well as help further build the animal health sales community.

Our Publication

Vet-Advantage Magazine is the **only** publication serving the animal health distribution channel. Our primary goal is to provide information to the **distributor field sales reps and inside sales reps**, but to also reach out to executives, sales and sales management, customer service and purchasing. Circulation is just over 4,400 people, of which approximately 3,000 are in sales or sales related positions.

Distributors include **American Veterinary Supply, Butler, Great Western, Henry Schein/NLS, IVESCO, Lextron, Midwest, MWI, Nelson, Northeast Vet Supply, Penn Vet, PVP, TW Medical, Victor, Walco, Webster, Western Medical** and many others.

The Benefits of Advertising in Vet-Advantage

The channel generates over \$5 billion in sales with the 88,000 veterinarians in the United States. The key to reaching the vets and increasing your sales and market share is distribution! Put *Vet-Advantage Magazine* to work for your company in the channel!

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

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 unique combination of experience in sales, marketing, writing and publishing and are well positioned to deliver strong editorial in an award winning format that is of true value to our readers... and therefore, our advertisers.

Call a member of our team today and join us in promoting excellence in animal healthcare!

1-866-388-8212

Lorne Elder, VP Sales, x701
lelder@vet-advantage.com

Chris Kelly, Publisher, x702
ckelly@vet-advantage.com

Graham Garrison
Managing Editor, x703
ggarrison@vet-advantage.com

Mark Thill, Editor, x704
mthill@vet-advantage.com

Laura Thill, Senior Editor, x705
lthill@vet-advantage.com

Brent Cashman, Art Director, x706
bcashman@vet-advantage.com

Lisa Chalupnicki, Marketing, 707
lchalupnicki@vet-advantage.com

Circulation: 4,400

Ads Rates (including 4 color process)

	1X	4X	5X	6X
Full Page	\$4,650	\$4,400	\$4,300	\$4,200
Half Page	\$3,450	\$3,325	\$3,175	\$3,050
Quarter Page	\$2,500	\$2,400	\$2,300	\$2,200

Two page spread: \$9,000

Covers: \$750

Customized Inserts: call for quotes

NEW! Podcast – includes production, posting, newsletter inclusion and archiving.

Podcasts are only available with the purchase of an ad. Cost is \$5,000.

2010 Sponsorships:

Platinum \$34,000 (3 available)

- 7 full page ads (Value \$29,400)
- Cover position (Value \$5,250)
- Sponsorship of the electronic sales newsletter (Value \$6,000)
- 4 free new product spots (Value \$2,000)

Total Value \$42,650

Gold \$29,000

- 7 full page ads (Value \$29,400)
- Sponsorship of the electronic sales newsletter (Value \$6,000)
- 4 free new product spots (Value \$2,000)

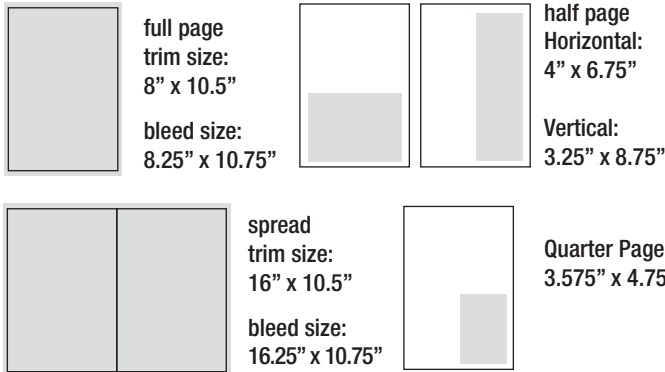
Total Value \$37,400

Silver \$24,000

- 7 half page ads (Value \$21,350)
- Sponsorship of the electronic sales newsletter (Value \$6,000)
- 4 free new product spots (Value \$2,000)

Total Value \$29,350

Issue	Ad Due Date	Product Focus
Jan/Feb	12/18/2009	Cardiology Diagnosis & Treatment
Mar/Apr	03/02/2010	Nutrition
May/June	05/04/2010	Dental Scalers
July/Aug	06/30/2010	Pain Management
Sept/Oct	09/03/2010	Anesthesia Equipment
Nov/Dec	10/29/2010	Lab Diagnostics
>>> SPECIAL ISSUE	04/14/2010	Resource Guide for Reps



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.

Veterinary Advantage Magazine

3628 Blakeford Club Drive, Marietta, GA 30062

Chris Kelly, Publisher

1-866-388-8212 x702

Cell: 770-335-5445

Fax: 1-866-615-9232

email: ckelly@vet-advantage.com