



Published since 1978

# 2011 Rates, Dates & Data Cooperative Direct Mail Program

Challenging Times. . . Proven Solutions

## Marketing Power

**VET-DEK** is the cornerstone of a multi-media marketing program targeting veterinary practices across the USA. Your full-color card is included in the cooperative direct mail program as well as featured online at **Vet.GreatValueZone.com**.

*Ask us about inserts  
or glossy card programs!*

### 2011 Publishing Schedule

Issue	Closing Date	Mailing Date
January (Pre-WVC Issue)	Dec 3 <sup>rd</sup>	Early-January
March	Jan 28 <sup>th</sup>	Early-March
May (Pre-AVMA Issue)	April 8 <sup>th</sup>	Early-May
July (Pre-CVC Issue)	June 3 <sup>rd</sup>	Early-July
August	July 15 <sup>th</sup>	Late-August
October	Sept 2 <sup>nd</sup>	Early-October
November (Pre-NAVC Issue)	Oct 14 <sup>th</sup>	Mid-November

### Audience Profile

Small Animal Private Practice .....	38,053
Mixed Animal Private Practice .....	7,445
Large Animal Private Practice .....	2,324
College, Industry, Research etc.....	1,812
Dealers & Distributors.....	366
<b>Total .....</b>	<b>50,000</b>

Solo Veterinary Practices .....	74%
Practices With 2 Veterinarians.....	12%
Practices With 3+ Veterinarians.....	10%
Others Allied to the Field.....	4%
<b>Total.....</b>	<b>100%</b>

#### 7 PT UNCOATED STOCK 4-COLOR/B&W with out bleeds

Full Circulation	50,000	CPM
Standard Per Mailing	\$1,690	\$33.80
Jumbo Per Mailing	\$2,890	\$57.80

Card Size	Standard	Jumbo
Trim Size	3 <sup>9</sup> / <sub>16</sub> " x 5 <sup>3</sup> / <sub>8</sub> "	5 <sup>3</sup> / <sub>8</sub> " x 7"
Image Area (No Bleeds)	3 <sup>1</sup> / <sub>8</sub> " x 5 <sup>1</sup> / <sub>8</sub> "	5 <sup>1</sup> / <sub>8</sub> " x 6 <sup>3</sup> / <sub>4</sub> "

#### 7 PT MATTE STOCK WITH GLOSSY FINISH

4-Color Both Sides With Bleeds

UV Coat One Side; Varnish Second Side

Standard Per Mailing	\$3,990
Jumbo Per Mailing	\$5,990

#### Create New Customers & Increase Sales

- Generate Highly Qualified Sales Leads
- Drive Traffic to Your Website
- Drive Qualified Buyers to Your 800#
- Promote Your Show Exhibit
- Mass Market a Special Offer
- Launch New Products
- Build Your Prospect Database
- Conduct Market Research with our A/B Split Program

**Mini Catalogs less than 14 cents  
each for a single issue**

*Add a solo email blast to 25,000 veterinary buyers at a discounted multi-media rate*

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### Direct Mail experts agree there are three critical components for a successful direct mail campaign:

#### Mailing List

- We mail to veterinary clinics numerous times each year so we invest significant resources in the quality.
- NCOA processing before mailing.
- Regular updates of newly established facilities.
- Regular purging of closed facilities and retired veterinarians.
- Trade show attendee enhancement.
- Daily responder updates.
- Each mailing includes Electronic Service Requested.

#### Creative

- We have over 25 years experience creating effective postcards.
- We routinely hear from our customers that our designers are the best they've ever worked with.

#### Offer

The best way to generate response quickly is to give buyers an offer they can't refuse. Our multi-media programs deliver your offer to prequalified buyers while they are in "buying" mode.

### Additional Online & Direct Marketing Services

Online Card in VET-DEK Online (Archived Online Indefinitely).....	\$295
Solo Email Blast to 25,000 + buyers (must have qualifying offer) .....	\$1500
Card in VET eDEK to 25,000 + buyers .....	\$400
Mailing List Rental.....	Call for Quote

### Card-DEK Program Enhancements

Four-Color on Second Message Side .....	\$495
Half Back Cover .....	\$495
Logo on Cover .....	\$95
First Card Position .....	\$395
2nd - 5th Position .....	\$95
A/B Split - Standard Card .....	\$275
A/B Split - Jumbo Card .....	\$450
Overruns (priced per thousand) .....	\$150
Electronic Lead Delivery Program .....	\$100
Creative Services - Machalek Communications' Design	
Complete Creative Services – 1 Message Side.....	\$250
Complete Creative Services – 2 Message Sides.....	\$395
Redesign of Existing Layout .....	\$195
Code/Text/Minor Changes on Existing Layout.....	\$50
Re-sizing Incorrect Submissions of Customer Supplied Artwork.....	\$150