

SALES LEADS
» THAT LEAD TO **SALES**



2013

Multi-Media Marketing Solutions to **Veterinarians**



ph: 800.846.5520
machalek.com
VET-DEK.com
sales@machalek.com

Overview of Services



VET-DEK

Cooperative Direct Mail to 50,000 veterinarians.

More than just postcards: you can also distribute mini catalogs and other inserts for only 4 to 8 cents each depending on your specific insert.



Solo Email Blasts

Email to 38,000+ veterinarians featuring your company exclusively.

Includes a match back report with email addresses of responders that clicked through to your site, plus mailing addresses and other contact information as available.



VET eDEK

Cooperative Email Blast to 38,000+ veterinarians.

Free to all VET-DEK advertisers.



VET-DEK.com

Online marketplace connecting veterinary buyers with industry specific offers.

All VET-DEK ads and Solo Email Blasts included online for free.



Mailing List Rental

Rent part of our high-quality mailing list for your own campaign.

We mail to this list several times each year and we know it's the best list of veterinary clinics available.



2013 Cooperative Direct Mail Program

VET-DEK multi-media program promotes your offer to qualified buyers at veterinary clinics across the United States. Create new customers via direct mail, email and online ad for less than 4 cents per contact.

You supply:

- The offer and art materials

We provide:

- Direct mail and email lists maintained in house
- Creative services by our team of experts
- Business Development consultants to strategize with about generating and following up on sales leads

We deliver:

- 50,000 postcards mailed through VET-DEK
- 38,000 ads emailed with VET eDEK cooperative email with a hyperlink to your website.
- Ad featured online at VET-DEK.com with a hyperlink to your website.

Your results:

- More traffic directed to your website
- Calls to your 800 number
- New prospects for your marketing database & social media programs
- More traffic to your trade show booth
- New customers and increased sales!

Direct Mail Delivers:

- Up to 40% lift in web traffic when exposed to the print ad
- Highly qualified online search with 30%-40% making a purchase

Source = Marketing Evolution, Jupiter Research

Audience Profile:

Small Animal Private Practice	48,053
Mixed Animal Private Practice.....	7,445
College, Industry, Research etc.	1,812
Dealers & Distributors.....	366
Large Animal Private Practice.....	324
Total.....	50,000
<hr/>	
Veterinary Clinics.....	32,201
Vet Hospitals & Emergency Clinics ..	11,451
Vet Specialists.....	5,345
Group Vet Practices.....	2,632

2013 Publishing Schedule

Issue	Closing Date	Mailing Date
January (Pre-WVC Issue)	December 21st	Mid January
March	February 15th	Late March
May (Pre-AVMA Issue)	April 19th	Late May
August (Pre-CVC Issue)	June 28th	Early August
November (Pre-NAVC Issue)	October 11th	Mid November

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	\$2,690	\$53.80
Card Size	Standard	Jumbo
Trim Size	3 9/16" x 5 3/8"	5 3/8" x 7"
Image Area (No Bleeds)	3 1/8" x 5 1/8"	5 1/8" x 6 3/4"

2013 Cooperative Direct Mail Program cont.



“I’ve been involved with virtually every aspect of our B2B lead generation business since 1984. It’s now twenty-eight years later and I still enjoy working with clients of all sizes to gain an edge on their competition by generating qualified sales leads at a lower rate than they can find anywhere else. We continue to get the job done and we always focus on the best interest of our clients”

Jon Machalek, CEO

“VET-DEK has been a very useful tool for our small business to effectively reach the marketplace we are targeting. The response we receive is phenomenal. We are extremely pleased with the service we receive. For the price, VET-DEK is one of the best advertising tools out there.”

Josh Frederick, Dan Scott & Associates

Card-DEK Program Enhancements

Four-Color on Second Message Side.....	\$395
Half Back Cover.....	\$495
Logo on Cover	\$195
First Card Position	\$295
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



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Check out our most recent VET eDEK cooperative email blast sent to over 38,000 veterinarians at <http://vet-dek.com/eDEK/VET/1203/index.cfm>



Check out the current offers online at VET-DEK.com





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Your Solo Email Blast

Featuring your company exclusively.

Your email campaign to the VET-DEK list of Veterinarians is a cost effective way to:

- Drive buyers to your website
- Promote videos
- Launch new products
- Promote a special offer
- Educate Veterinarians
- Generate sales leads from veterinarians
- Gain followers on Facebook and Twitter
- Pre-trade show promotions
- Close sales

Audience Profile	Rate
38,000 + veterinarians.....	\$2,000

Usage List

Here are some of our recent advertisers:

Altro Floors	Motic Instruments
Animal Health & Sanitary Supply	Petzlife Products
Barx Brothers	PRN Pharmaceutical
DuoView	Putney
Endoscopy Specialists	Southwest Veterinary Symposium
Imatrix	Spectrum Labs
Lyon Technologies	The Laser Agent
Mars Veterinary	Vet Brands Int'l
MedicaTech Vet	Vetstreet

What makes VET-DEK email campaigns better than others?

1. In addition to a count of views and clicks, we provide a match back report that includes the email address of each buyer that clicked through to your website from your email, as well as all additional contact information we have for those buyers. (See sample match back below)

fname	lname	company_name	email	Address1	City	State	Zip_Postal
NATE	BROWN	BROWN PET CARE	NATE@GMAIL.COM	1122 SMITH ST	MINNEAPOLIS	MN	55337
ANDY	MACH	MACH VETERINARY	ANDY@MACH.COM	36 W 7TH AVE	DALLAS	TX	71825
BOB	SMITH	SMITH & SONS VET	BOB@SMITH.COM	123 WACKER DR	CHICAGO	IL	60062

2. We offer creative services to design and code your email campaign to optimize both deliverability and clicks.
3. Our list is continuously refreshed with new veterinary buyers.
4. We comply with all CAN-SPAM requirements and scrupulously manage our email reputation with ISPs.
5. Your email ad is featured online at VET-DEK.com for 60 days with a hyperlink to your site. Great for your SEO ranking.





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Small Animal Private Practice	36,650
Mixed Animal Private Practice.....	16,442
Large Animal Private Practice.....	4,562
College, Industry, Research etc.	1,317
Dealer & Distributors	340
Exotic	308
Total	59,619

Veterinary Clinic Locations 32,201

Special Offer:

Rent our entire database of Vet Clinics or Actively Practicing Veterinarians for unlimited use for one year; includes clinic name, clinic address and phone number.

	Approx # of records	Net Price
Vet Clinics	30,000	\$3,500
Veterinarians	70,000	\$6,000

2013 Mailing List Rental

For your own direct mail campaigns.

We actually MAIL to our lists! We're heavily invested in having the most deliverable list on the market because we actually mail to it several times each year.

- Records updated daily from responders
- NCOA/Cass Certification
- New businesses acquired monthly from all 50 secretaries of state
- 99% deliverability guarantee
- Out of business data collected annually
- Verified and enhanced from various purchased lists and customer provided lists

"We have been providing high-quality continuing education seminars for the veterinary industry for over 25 years. We have been extremely pleased with the quality of the lists we receive from Machalek Communications, Inc. They are very responsive to notifications of bad addresses, are conscientious about maintaining clean and complete lists, are great to work with, and their pricing is very competitive. I would highly recommend Machalek Communications for your mailing list needs."

Julia Fields, Meeting Planner/Marketing Coordinator, VCM, Inc.

List Rental Rates

Base Rate: 1 time usage	\$75/M
Annual usage	\$150/M
Unlimited usage	\$225/M

Selections

Type of Business (SIC) or Specialty	\$5/M
State, Zip Code, SCF, County	\$5/M

Company, Contact Name, Address, City, State, ZIP

Contact Names	FREE
Title Slugs	FREE
Telephone Numbers	\$10/M
Keycodes	\$1/Code/M
M = Thousand contacts	(Minimum list order \$300)

Sample Usage List

Allpharm, Inc.	Karl Storz Veterinary	Sound Diagnostics
American Health Services	Lupine Dogwear	St. Georges University
Andrews X-Ray	Medical Arts Press	Stephens & Associates
American Health & Safety	Medical ID Systems	Surgivet
Animal Health & Sanitary Supply	Monument Pharmacy	The Wag Bag Co.
Apexx Equipment	National Vet Lab	TW Medical Supply
Artista Surgical Supply	New England Serum	Universal Hospital Services
AVID American ID Services	North Shore Animal League	Universal Ultrasound
Blackwell Publishing	Ohmeda	Universal/Del Medical
Boston University	Pacific Mgmt Holdings	Vet Imaging.com
Care-A-Lot	Para-Medical Labels	Veterinary Concepts
DRE Medical	Pella Products, Inc.	Veterinary Info Network
DVM Mgmt Software	Pet Edge	Veterinary Mgmt Consultants
Four Flags Over Aspen	S.C.R.U.B.S.	World Precision Instruments
Health Care Medical Supply	SkinVet	Wysong Medical Corp.



Mini-Catalog Inserts

Print and mail your mini-catalog with us for less than the cost of postage alone!

Our Mini-Catalog Program is a great way to distribute your best selling and high margin products for pennies on the dollar compared to average catalog distribution costs.

- Mini-Catalogs are inserted into our VET-DEK - mailed to 50,000 readers.
- 500 print overruns for trade shows, solo direct campaigns or stuffers.

"The VET-DEK mini-catalog has been generating consistent sales for RESPIT. It is generating the best ROI of all the various advertising I've tried over the years. The ability to provide detailed information about RESPIT, while generating new sales has been most helpful."

Jon Plant, DVM, DACVD
SkinVet Clinic



Your investment also includes:

- Your logo on the front cover (\$195 Value)
- Cover on home page of VET-DEK.com with hyperlink to your site (\$295 Value)

Specifications:

- Size: 5" x 7" bound
- 60 lb. gloss text stock
- 4 Color over 4 Color with bleeds
- Perforations and scores extra
- Finished art files required

Catalog Prices per Contact

Using our program to distribute your pre-printed catalog (up to 5" x 7")

4 page	\$.05 per contact
8 page	\$.06 per contact
12 page	\$.07 per contact
16 page	\$.08 per contact

(Assumes stock with thickness comparable to 60 lb.)

Call for quote!
800-846-5520

60 lb Gloss Text Stock

Complete Package Net Price

# of Contacts	50,000	100,000	150,000
4 Page	\$6,750	\$9,785	\$12,450
8 Page	\$10,850	\$17,985	\$21,875
12 Page	\$12,728	\$20,480	\$28,744
16 Page	\$13,989	\$22,964	\$32,759

Price per Contact

# of Contacts	50,000	100,000	150,000
4 Page	\$0.14	\$0.10	\$0.08
8 Page	\$0.22	\$0.18	\$0.15
12 Page	\$0.25	\$0.20	\$0.19
16 Page	\$0.28	\$0.23	\$0.22



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Distribute your own pre-printed piece for just 7 to 17 cents each (depending on weight and thickness)

If you have a different piece in mind, ask us for a quote!

Call for quote!
800-846-5520

Insert Ideas

Inserts printed and mailed through VET-DEK to 50,000 actively practicing veterinarians

Jumbo Gloss Postcard

- Size: 5 3/8" x 7" Flat
- 8pt C1S Gloss Cover
- 4 Color over 4 Color
- UV Coating 1 Side
- Full Bleed



Net Price

\$3,990..... under \$.08 each

Three Panel Jumbo Insert

- Size: 16 3/8" x 7" Flat
- 5 3/8" x 7" Folded
- 80# C2S Gloss Text



Net Price

\$5,990..... under \$.12 each

4 Panel Jumbo Double Gate Fold

- Size: 21 7/8" x 7" Flat
- 5 3/8" x 7" Folded
- 80# C2S Gloss Text



Net Price

\$8,990..... under \$.18 each



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CVC booth #1503



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6,000 clinics
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salmon oil for increased palatability.

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Testimonials

"I am very pleased with the lead generation results from the Vet Dek postcards and e-mail blasts we have contracted with Machalek Communications. We had so much success with the Dek cards in 2011 that we decided to expand our reach to the e-mail blasts in 2012.

The exposure we receive through their qualified e-mail list compared to other e-mail companies is by far the best value in the market.

The Staff at Machalek are professional, courteous, and compassionate about helping us grow our brands. I would recommend the services they offer to any growing Veterinary products company who is trying increase their market share."

Mike Finley
Petzlife Products

"I like being able to reach thousands of vets for a reasonable price. Artwork assistance was easy and helpful. Direct mail is getting more individual attention than our magazine ads. Our message is delivered right to the decision-maker's hands"

Adam James
Rx Count Corporation

COUNT PILLS FAST... with the Rx-4 Tablet & Capsule Counter

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*Mendelsohn C., Griffin CE, Rosenkantz WS, et al. JAAHA 41:12-21, 2005

For a FREE sample return this card or call 800-331-2530

Addison Biological Laboratory, Inc. www.addisonlabs.com

"We receive more quality leads from VET-DEK than any other publication that we advertise with! After using VET-DEK for years, the leads are still coming in. The response from using VET-DEK is great!"

Karlin Yeager
Addison Biological Laboratory, Inc.

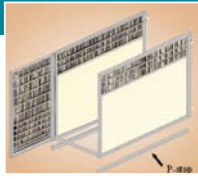
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"We get our best sales leads from VET-DEK. With VET-DEK you get more bang for the buck!"

Dr. George Walters
 Northgate Veterinary Supply



"The entire staff at VET-DEK have been nothing but helpful in aiding ImproMed, Inc. in its marketing campaigns. The cards always come out beautifully, and the automatic e-mail lead source makes our lives so much easier because we can act that much faster. We have no plans to stop utilizing VET-DEK in our advertising plans."

Jackie Kempf
 ImproMed, Inc.

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"This surgery light is unparalleled!"

— Dr. Robert King, DVM
 Member of AAHA (American Animal Hospital Association)

- unlimited flexibility and reach
- drift-free balance arm design
- maintenance-free operation
- reduced heat output
- constant focus



The Sunnex Celestial Star has all the features you're looking for. Its compact design, maneuverability and excellent illumination make it the ideal choice for your veterinary practice. And it is virtually maintenance free to give an outstanding performance you can depend on. When the lighting is critical, look to the Celestial Star.

For more info: www.sunnexmedical.com • 800-445-7869

"We at Sunnex Inc. find that we receive a substantial number of qualified leads each month following the distribution of the VET-DEK package. This is an exceptionally cost-effective method of advertising, and presents a substantial return on our investment"

David Trinks
 Sunnex Inc.



Established 1978

References

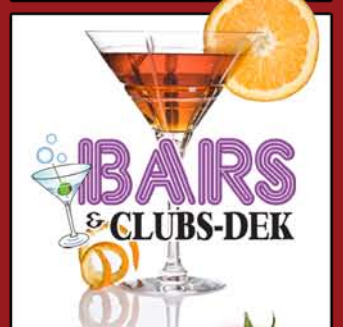
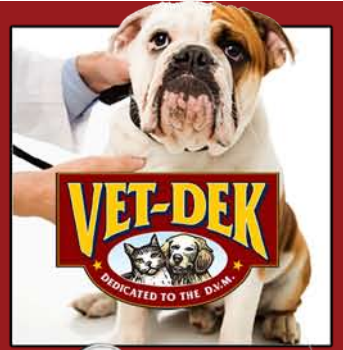
A reputation like ours comes from years of satisfied customers... just ask them!

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