



# Annual Equine Database Lease Program

Harness the marketing power of the VET-DEK Equine database for your own direct mail, email and telemarketing efforts.

Machalek Communications, Inc has been mailing VET-DEK since 1989 and emailing marketing for more than 10 years. Our lists are proven deliverable and responsive!

We have developed unique expertise in compiling and managing this veterinary database. This is not a list that has been harvested from web pages. BEWARE of purchasing inexpensive email lists from data aggregators. These lists often contain numerous spam trap emails that will put your email reputation with ISPs at risk.

*Data sources include Opt-Ins; VET-DEK mail responses, customer data from key strategic partners; and new clinics registered with secretaries of state.*

We guarantee less than 5% of these emails will result in a hard bounce within 30 days of receipt of file.

## Lease Our Equine VET-DEK Database Annually

**7,300 email addresses**  
for \$1,850

**8,800 mailing addresses**  
for \$1,290

**or lease both for only**  
**\$2,490**

## Lease A More Targeted Segment For Annual Use

Target your list based on geography, type of practice, or SIC (Clinic, Institution, Commercial, Pet Care, Hospital or Emergency Center, Mobile or Relief Vets)

### Quote for records with emails for annual use

Number of Records Leased	Annual Use Rate	
	Email Only	With Address
1 - 1,999	\$.40	\$.50
2,000 - 4,999	\$.35	\$.45
5,000 - 9,999	\$.30	\$.40

Minimum charge \$300. Additional addresses at \$.20 each

Since these buyers have not opted into your specific email list you may find that your email service provider is unable or unwilling to send to them on your behalf. We can refer you to an excellent firm that we use as our email marketing partner.

This program is for unlimited use for one year. However, you must agree to comply with all CAN-SPAM requirements and to not send more than one email campaign per week as we do not want to fatigue these buyers with too many emails and risk creating opt-outs or complaints. You may not redistribute or share this list with any other parties.

List is seeded so any unauthorized use will incur additional charges.