



**THE NEXT GENERATION**

Est. 1978

# 2019 Upscale Direct Mail Program

Leverage the power of direct mail to generate sales activity at an affordable, cost effective rate.

- Visually compelling design on high gloss 80lb cover stock to represent your upscale brand and image.
- Limited to respected companies serving the veterinary industry with compelling products, services, and offers

## WE DELIVER:

- Your ad in VET-DEK, The Next Generation sent to 30,000 companion animal clinics
- Your ad emailed to 40,000 veterinarians through VET eDEK
- Your ad featured online at vet-dek.com with hyperlink to your website

## YOUR POTENTIAL RESULTS:

- More traffic directed to your website
- Calls to your 800 number
- New prospects for your marketing database + social media programs
- More traffic at your trade show booth
- Increased sales!
- Project a professional image

Actual Size of Mailed Piece: 5" H x 10 1/2" W

## 2019 PUBLISHING SCHEDULE

Issue	Closing Date	Mailing Date
January (Pre-NAVC & WVC Issue)	December 7th	Early January
May (Pre-AVMA and CVC Issue)	April 5th	Early May
September	August 30th	Late September

## AUDIENCE PROFILE / CIRCULATION

**Total Circulation 30,000**

You will be reaching the 30,000 companion animal veterinary clinics throughout the U.S.A.

## AD SPECIFICATIONS

8pt. C2S gloss with UV coating	
Single Ad	4.5" H x 5" W
Double Ad	4.5" H x 10.25" W

## RATES

Single Ad	\$1,690
Double Ad	\$3,090
ADD-ONS	
1/2 Back Cover Space	\$495
Product Exclusive	\$495
Logo on Cover	\$99

## FREQUENCY DISCOUNT

1X- \$1690	2X- \$1665	3X- \$1625
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