



# 2023 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 28,000 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" W x 10 1/2" H

## 2023 PUBLISHING SCHEDULE

Issue	Closing Date	Mailing Date
Winter (Pre-VMX & WVC)	December 9	January
Spring (Pre-AVMA and Fetch)	April 7	May
Fall (Year End Sales)	September 1	October

## RATES

Single Ad	\$1,790
Double Ad	\$3,190
ADD-ONS	
1/2 Back Cover Space	\$395
Logo on Cover	\$99

## FREQUENCY DISCOUNT

1X- \$1790	2X- \$1760	3X- \$1725
------------	------------	------------

## AUDIENCE PROFILE / CIRCULATION

**Total Circulation** 28,000

You will be reaching the 28,000 companion animal veterinary clinics throughout the U.S.A.

## AD SPECIFICATIONS

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