

SALES LEADS
»» THAT LEAD TO **SALES**



2023

Multi-Media Marketing Solutions to **Veterinarians**



ph: 800-846-5520

machalak.com

VET-DEK.com

sales@machalek.com

Overview of Services



Established 1978



VET-DEK

Upscale Direct Mail to 28,000 companion animal clinics.

Visually compelling design on high gloss stock to represent your upscale brand and image.



Solo Email Blasts

Email to 40,000+ 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 40,000+ 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.



Mail/Email List Rental

Rent part or all of our high-quality mail/email list for your own campaigns.

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



2023 Upscale Direct Mail Program

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

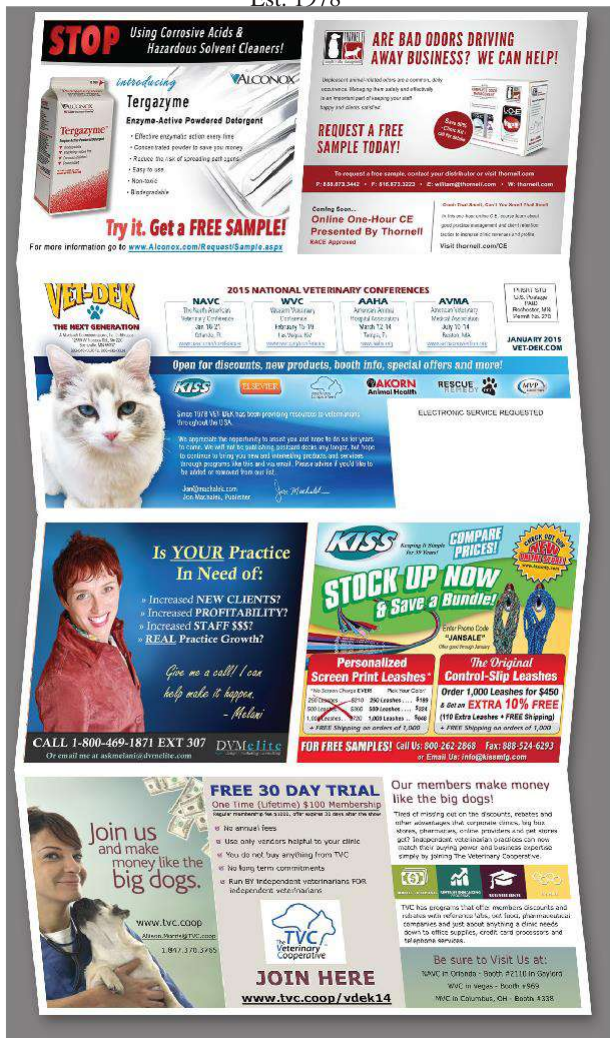
- Visually compelling design on high gloss 80lb cover stock to represent your upscale brand and image.
- Limited to respected companies serving the veterinary industry with compelling products, services, and offers

WE DELIVER:

- Your ad in VET-DEK, The Next Generation sent to 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

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

2023 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

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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Your Solo Email Blast

Featuring your company exclusively

Established 1978

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

- Drive buyer 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

40,000 + veterinarians\$1,990

Usage List

Here are some of our recent advertisers:

Tagg pet tracker	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 include the email address of each buyer the clicked though 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-SPAN requirements and scrupulously manager our email Reputation with ISPs.
5. Your email ad is featured online at VET-DSK.com for 60 days with a hyperlink to your site.
Great for your SEO ranking





THE NEXT GENERATION

Established 1978



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

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.



Annual Database Lease Program



Harness the marketing power of the VET-DEK 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 Entire VET-DEK Database Annually

for only \$8,990 net

That's like paying about 20 cents for the email address and getting the mailing address and phone number for free!

Includes more than:

60,000 Veterinarians
50,000 Mailing Addresses
40,000 Phone Numbers
40,000 Email Addresses

Lease the Email Database for just \$4990 for annual use.
Includes: Email addresses, and when available, the name, company name, SIC, Type of Practice and state of recipients

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	\$.25	\$.30
2,000 - 4,999	\$.20	\$.25
5,000 - 9,999	\$.15	\$.20
10,000 - 19,999	\$.12	\$.15
20,000 - 29,999	\$.11	\$.14
30,000 - 50,000	\$.10	\$.13

Minimum charge \$300. Additional addresses at \$.10 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.

Testimonials



"Through Machalek Communications Inc. and their Vet Dek email blast program Snaptracs Inc. has been able to directly target and communicate with key industry demographic that is important to our product Tagg-The Pet Tracker. Vet Dek offers very reasonable rates and most extensive email list that we have seen of veterinary professionals. Not only did we see great results from the email program but the feedback in information provided from Vet Dek along with leads is presented in a very informative and relevant manor and made the program well worth the cost. Thanks to Vet Dek for helping us communicate and educate the Veterinary community, we will be working with them in the future."

Charlie Karstrom
Marketing Analyst, Sr.
Snaptracs, Inc.

"After more that two years working in the US market, let me tell you that I really realize of your global excellence. It is a pleasure working with you and your team."

Ana Puig
Quantum Institute



Keeping It Simple for 39 Years!

COMPARE PRICES!

STOCK UP NOW & Save a Bundle!

Enter Promo Code: **"JANSALE"**
Offer good through January

Personalized Screen Print Leashes*

250 Leashes.....\$210	250 Leashes.....\$189
500 Leashes.....\$360	500 Leashes.....\$324
1,000 Leashes.....\$720	1,000 Leashes.....\$648

*No Screen Charge EVER!
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The Original Control-Slip Leashes

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+ FREE Shipping on orders of 1,000

FOR FREE SAMPLES! Call Us: 800-262-2868 Fax: 888-524-6293
or Email Us: info@kissmfg.com

CHECK OUT OUR NEW ONLINE STORE!
www.kissmfg.com

"Time after time my experience with the Email Blasts from VET-DEK prove to be very successful. The response rate is encouraging and very timely. We are not only paying to put our name and offer out there in the several days that veterinarians are viewing the blast, but in the following week we receive a spread sheet that gives us an abundance of information from perspective customers so we can make contact and send them additional information. I also recommend their Art Department. They are experienced with creating the type of message that reaches the most qualified prospects without hiccups or confusion. I continue this practice as a part of my advertising scheme. I've been in business going on 40 years and have routinely used the different advertising programs that VET-DEK offers"

Keller Newton
KISS MFG

"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

VERSATILE
Ideal for counting inventories, filling prescriptions, and pre-packaging vials.

FAST
Eliminate the time, errors and expense of hand-counting.

ACCURATE
Counts all shapes and sizes of tablets & capsules.

CONVENIENT
Simple to operate, the compact design fits into any workstation.

Rx COUNT

To place an order, call (800) 766-8311
See the Rx-4 in action at www.RxCount.com

Ask About our FREE Trial!

Made in the USA

"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!"

Karlton Yeager
Addison Biological Laboratory, Inc.

"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.

**ASK YOURSELF...
SHOULD WE BE
PAPERLESS?**

IMPROMED CAN HELP YOU ANSWER THAT QUESTION
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IMPROMED®
SOFTWARE SYSTEMS
SOLUTIONS FOR VETERINARY HEALTH

Infinity

Triple Crown

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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

sunnex



"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.

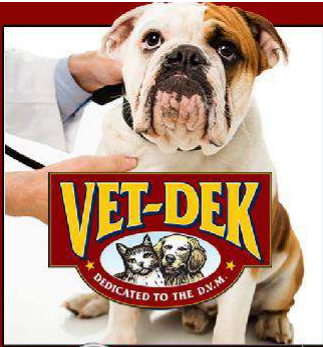


References

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

- **Addison Biological Labs**
Biologicals
Karlin Yaeger, National Sales Manager
660.248.2215
AddisonLabs.com
- **Campbell Pet Company**
Dog Leashes, Mobile Stretchers & More
Chris Campbell
360.892.9786
CampbellPet.com
- **Clear Advantage, LLC**
Continuing Education
Rosie Newman
727.489.5611
ClearAdvantage.com
- **Dan Scott & Associates, Inc.**
Diagnostic Equipment
Josh Fredricks, General Manager
614.890.0370
DanScottAndAssociates.com
- **HMB Endoscopy**
Endoscopes
Harvey Buxbaum
954.792.6522
HMBEndoscopy.com
- **Impromed, Inc.**
Practice Management Software
Jackie Kempf, Marketing Manager
920.236.7070
Impromed.com
- **Kiss Manufacturing, Inc.**
Leashes and Customized Promotional Products
Keller Newton
828.524.1936
KissMfg.com
- **Northgate Veterinary Supply**
Kennels
George Walters, DVM
415.499.8391
NorthgateVetSupply.com
- **Phil Winter's Marketing Communications**
Marketing Promotions
Phil Winter
619.280.7712
- **Rx Count Corporation**
Pill Counter
Adam James
800.766.8311
RxCount.com
- **Snyder Manufacturing**
Kennels
Vicki Thornton
303.706.9012
SnyderMfg.com
- **Vetzlife Products**
Oral Hygiene Spray
Andrew Groth
952.460.1290
Vetzlife.com

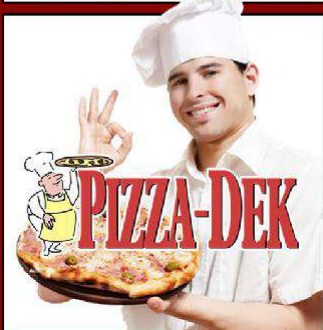
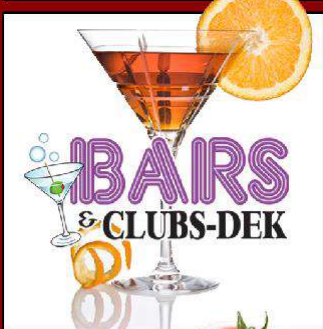
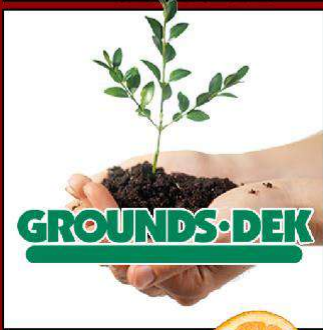




SALES LEADS >> THAT LEAD TO SALES

2023

<< IN THESE B2B NICHE MARKETS



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 **Machalek**
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