



Established 1978



2012 Cooperative Direct Mail Program

VET-DEK multi-media program promotes your offer to qualified buyers at veterinary clinics across the United States. Together we will create a cost effective way to gain new customers for your business.

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 the VET-DEK
- 25,000 cards emailed with VET eDEK cooperative email
- Ad featured online at VET-DEK.com

Your results:

- More traffic directed to your website
- Calls to your 800 number
- New prospects for your marketing database
- More traffic at your trade show booth
- Increased sales!

“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 us with a substantial return on our investment.”

Audience Profile:

Small Animal Private Practice	38,053
Mixed Animal Private Practice.....	7,445
Large Animal Private Practice.....	2,324
College, Industry, Research etc.	1,812
Dealers & Distributors.....	366
Total	50,000

Solo Veterinary Practices	33%
Practices With 2-3 Veterinarians	42%
Practices With 4+ Veterinarians.....	21%
Others Allied to the Field.....	4%
Total	100%

2012 Publishing Schedule

Issue	Closing Date	Mailing Date
January (Pre-WVC Issue)	December 9th	Mid January
March (Pre-AAHA Issue)	February 3rd	Early March
May (Pre-AVMA Issue)	March 30th	Early May
July (Pre-CVC Issue)	June 1st	Early July
August	July 20th	Late August
October	September 7th	Mid October
November (Pre-NAVC Issue)	October 12th	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	\$2,890	\$57.80
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"

2012 Cooperative Direct Mail Program cont.

Here are some of Vet-DEK's recent advertisers...



“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
<i>Creative Services - Machalek Communications' Design</i>	
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-DEK cooperative email blast sent to over 30,000 veterinarians at <http://vet.greatvaluezone.com/eDEK/VET/1203/index.cfm>



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

