



Veterinary Practice Marketing *Advantage* Program

Questions & Answers –

● What is the Marketing Advantage Program?

It's like having a marketing design firm in your hospital. We will design and print customized practice brochures, pet health brochures, pet health newsletters, postcards and other client communication materials for your practice – **FOR FREE or at substantial savings!**

● Why choose our Marketing Advantage Program?

Competition is growing – The Internet, Pet Super Stores and other are all after the consumer's pet dollar. With a cool economy and ever changing marketplace it's time for any veterinary practice to review their client communication marketing plan.

Business consultants regularly advise that successful businesses must market their services. If you are too busy to market yourself correctly, then you might be feeling the consequences of a changing marketing place. Let us help you take the next step to increase client communication, client loyalty and practice growth with our VETERINARY PRACTICE MARKETING ADVANTAGE PROGRAM.

● What does it cost?

The charge for program enrollment is \$59 followed by a monthly participation charge of \$79 billed to your credit card. There is a one year commitment.

● What **SAVING ADVANTAGES** will you receive?

You will receive **15% SAVINGS** off the regular price for the printing of any project we design for you.

Design charges for all regular tri-fold brochures, postcards, business cards, and dental report cards are done at **NO CHARGE**. Design charges for all other projects, such as 4-panel brochures, Puppy Booklets, Pet Health Records, Clinic Forms, Vaccination and Pet Health E-mails, receive a **50% DISCOUNT** off our regular design fee.

**Your Own
Marketing
Design
Department
\$79/Month**

Advantage Program - Savings Example

	Regular	Advantage
Tri-fold Practice Brochure Design	\$389	FREE
Design Location Map	\$89	FREE
Print 1000 Brochures	\$520	\$442
Add Super High Gloss Coating	\$27	FREE
TOTAL COST	\$1025	\$442
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4.25"x6" Postcard Design	\$139	FREE
Print 1000 Postcards	\$270	\$229
TOTAL COST	\$409	\$229

YES! Please enroll our practice in the Marketing Advantage Program

TERMS AND CONDITIONS: There is a one time \$59 program enrollment fee followed by a \$79 monthly participation fee charged to your credit card. This a 12 month commitment renewed until cancelled. One enrollment per hospital location. The **Marketing Advantage Program** entitles you to **FREE*** design services on our tri-fold practice brochures, pet health brochures, pharmacy brochure, postcards, business cards, and dental report cards. Design charges on all other projects receive a **50% DISCOUNT**. Print charges receive a **15% DISCOUNT**. With program enrollment you receive **FREE**, your choice of 1000 BUSINESS CARDS or SHARE THE CARE CARDS. Please check your choice and we will send you a design template for you to edit. **Please note:** All printing is only done through our selection of printers that meet our quality and pre-press file requirements. **FIRST ALERT:** You will receive special mailings of all new designs and you are also ENCOURAGED to make special requests for new product designs that will increase client education and practice growth.

* 3 design proofs per project after which you receive a 50% discount off our current \$49 charge for additional proofs

Practice Name: _____

Contact Person: _____

Circle Credit Card Type: VISA M/C DISCOVER AMX CVC# _____

C.C. #: _____ exp date: _____

Address: _____

City: _____

State/Zip: _____

Phone #: _____

FAX #: _____

Email: _____

Signature: _____ Date: _____

FAX YOUR ENROLLMENT FORM TO: 888-302-8832