

There's never been a one-two punch like this . . .



Advertise in the spring and fall editions of

Veterinary Economics

Vetguide and Vetguide.com

Vetguide.com

Every listing in *Vetguide* appears on Vetguide.com for six months—at no additional charge! If visitors to Vetguide.com want more information from your company, they simply complete a short form and hit “send.” These leads are e-mailed directly to you, instantly. You can also take advantage of these special Vetguide.com online marketing opportunities:

Enhanced listings. Your ad in *Vetguide* guarantees enhancement of your two free listings—and any additionally purchased product listings—for six months, including:

- **Prioritized placement.** Your ad will receive superior placement on any search results pages.
- **A link** from your product listings goes directly to your Web site.
- **Bold text** will differentiate your products from surrounding placements.
- **A company logo** provides an immediate link to your Web site.

Company tile ads. To really stand out from the competition, include a tile ad on Vetguide.com. Tile ads for the search home page and all search results pages are \$2,400/year. Tile ads for a specific category’s search results page are \$500/year. With your spring or fall print placement, get 15% off tile ad pricing.

Note: Contracts begin when information is posted to the site.

The image shows a screenshot of a web browser displaying search results on Vetguide.com. The search criteria is 'anesthesia'. The results list several companies, with the top entry for 'SHOR-LINE Anesthesia Systems' highlighted. Callouts in white circles with arrows point to specific features of this listing: 'Priority Position' points to the top placement; 'Bold Text' points to the company name 'SHOR-LINE'; 'Logo' points to the SHOR-LINE logo; 'Tile Ad' points to a large graphic tile for SHOR-LINE; and 'Live Web Link' points to the company name which is a clickable link.

Priority Position

Bold Text

Logo

Tile Ad

Live Web Link

An enhanced listing brings your company name to the top of the list after buyers submit their search criteria. This example shows how to catch buyers’ attention with a Web link, logo, and bold text. It also shows a tile ad.

January 27th for the March 2006 issue
July 27th for the September 2006 issue

**Build sales leads with the best one-two punch in the business: Spring and fall editions of *Veterinary Economics*'
Vetguide and **Vetguide.com****



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