



Veterinary Practice Marketing *Advantage* Program

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Your opportunity to take your practice to the next level!

Advantage Program - Savings Example

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 superstores and others are all after the consumer's pet dollars. With a recovering economy and ever-changing marketplace, it's time for any veterinary practice to review its 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 marketplace. 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 \$99, followed by a monthly participation charge of \$119 billed to your credit card. **There is a one-year commitment.**

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

You will receive **20% SAVINGS** off the regular price for the printing of any projects we design for you.

Design charges for all regular tri-fold brochures, postcards, business cards, referral cards and dental report cards are done at **NO CHARGE**. Design charges for all other projects, such as four-panel brochures, puppy booklets, pet health records, clinic forms, wellness report cards and optional services receive a **50% DISCOUNT** off our regular design fee.

**Your Own
Marketing
Design
Department
\$119/Month**

! ACT NOW!
Limited offer —

Our **Marketing Advantage Program** is offered to selected practices and is limited to a maximum of 35 veterinary practice participants.

| | Regular | <i>Advantage</i> |
|-----------------------------------|----------------|------------------|
| Tri-fold Practice Brochure Design | \$389 | FREE |
| Optional Design Location Map | \$89 | \$44 |
| Print 1,000 Brochures | \$559 | \$447 |
| TOTAL COST | \$1,037 | \$491 |
| 4.25"x6" Postcard Design | \$129 | FREE |
| Print 1,000 Postcards | \$189 | \$151 |
| TOTAL COST | \$318 | \$151 |
| Dental Report Card Design | \$149 | FREE |
| Print 1,000 Report Cards | \$529 | \$423 |
| TOTAL COST | \$678 | \$423 |

YES! Please enroll our practice in the Marketing Advantage Program

TERMS AND CONDITIONS: There is a one-time \$99 program enrollment fee, followed by a \$119 monthly participation fee charged to your credit card. This is 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, dental report cards, practice referral cards and business cards. Design charges on all other projects receive a **50% DISCOUNT**. Print charges receive a **20% DISCOUNT**. With program enrollment, you receive **FREE**, your choice of **500 BUSINESS CARDS**, **APPOINTMENT CARDS** or **SHARE THE CARE REFERRAL 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 prepress file requirements. **SPECIAL DESIGNS:** You are **ENCOURAGED** to make special requests for new product designs that will increase client education and practice growth.

** Two 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 AMEX CVC# _____

C.C. #: _____ Exp Date: _____

Address: _____

City: _____

State: _____ Zip: _____ BILLING ZIP: _____

Phone #: _____

E-mail: _____

Signature: _____ Date: _____

Email, phil@philwinter.com or FAX your enrollment form to: 888-302-8832