

Canine & Feline Care Guide Booklets



Client take-home brochures are **IMPORTANT** because the average person remembers only **20 PERCENT** of what he or she hears.

Consolidate your pamphlets, fliers and handouts into one **convenient** and easy-to-read client resource. Your 16-page **Canine Care Guide Booklet** (*Feline Care Guide also available*) will educate pet owners and answer many of their questions on a range of topics important for raising a happy and healthy pet. **You can edit any copy** to meet your unique practice requirements and incorporate your own practice photos into this distinctive saddle-stitch booklet.



Topics include: (16 page Canine Care Guide is the most popular choice with these topics)

- Congratulations on Your New Pet
- Physical Exams and Immunizations
- Your Pet's Disease Risk Assessment
- Pet Dental Care and Dental Disease
- House/Crate Training and Pet Socialization
- Let's Eat – Pet Nutrition – New Food Transition
- Pet Poisons – Pet-Proof Your Home
- Zoonotic Awareness & How to Protect My Family
- Parasites Pet Owners Must Be Aware Of
- Pet Travel Tips and Motion Sickness
- Heartworm Disease and Understanding Fleas/Ticks
- Spay/Neuter and Microchipping
- Our Website – Learn More – Pet Health Resource
- Pet Health Insurance and Emergency Services



phil winter's marketing communications

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Canine & Feline Care Guide Order

A Select Booklet(s) Canine Care Feline Care

B Select Booklet Size and Quantity

8 Page - 5½"x 8½" Design* & Printing charge (saddle-stitched finishing)

- 500 - \$998 plus shipping and handling
- 1000 - \$1,298

12 Page - 5½"x 8½" Design* & Printing charge (saddle-stitched finishing)

- 500 - \$1,298 plus shipping and handling
- 1000 - \$1,498

12 Page - 8½"x 11" Design* & Printing charge (saddle-stitched finishing)

- 500 - \$1,498 plus shipping and handling
- 1000 - \$1,898

16 Page - 5½"x 8½" Design* & Printing charge (saddle-stitched finishing)

- 500 - \$1,498 plus shipping and handling
- 1000 - \$1,798

16 Page - 8½"x 11" Design* & Printing charge (saddle-stitched finishing)

- 100 - \$699 (SPECIAL TRY IT OFFER)** plus shipping and handling
- 500 - \$1,998 Include Optional Pocket Folder ~ add \$698
- 1000 - \$2,398 Include Optional Pocket Folder ~ add \$898

* includes 2 design proofs, each additional proof is \$79

- C** Include Practice Logo YES NO
 Include AAHA Logo YES NO
 Include Social Network Logo YES NO

circle your choices



IF YOU ARE INCLUDING YOUR HOSPITAL LOGO OR PHOTOS
 PLEASE E-MAIL THEM TO: phil@philwinter.com

Practice Name: _____

Veterinarian: _____

Circle Credit Card Type: VISA MASTERCARD AMX DISCOV

C.C. #: _____

Exp. Date: _____ CVC # _____

Billing Zip Code: _____

Address: _____

City: _____

State/Zip: _____

Phone #: _____

FAX #: _____

Contact Person: _____

Signature: _____