



phil winter's marketing communications

1215 S. Kihei Rd., Suite 0, PMB 513 • Kihei, HI 96753

www.PracticeBrochure.com

email. phil@philwinter.com

ph. 800-803-8832 • fax. 888-302-8832

CUSTOM DESIGN ORDER FORM

• Postcards

premium 16pt high gloss card stock

• Mailing Services

DISCOUNT OFFER: 25% off design fee when you order 3 or more postcards at the same time.

Postcard STANDARD – Size 4¼" x 6"				Design Fee \$129	Print 500 <input type="checkbox"/> \$139	Print 1000 <input type="checkbox"/> \$189	Print 2000 <input type="checkbox"/> \$299	Print 3000 <input type="checkbox"/> \$499
<input type="checkbox"/> Dental Disease	<input type="checkbox"/> Feline Heartworm	<input type="checkbox"/> Zoonotic/Parasite Alert	<input type="checkbox"/> Fresh Breath for Holidays	<i>Special offers (if any) to include on postcard</i>				
<input type="checkbox"/> Senior Care	<input type="checkbox"/> Welcome to Neighborhood	<input type="checkbox"/> Open House	<input type="checkbox"/> _____					
<input type="checkbox"/> Lyme Disease	<input type="checkbox"/> Oops... Did you forget	<input type="checkbox"/> Economic Awareness						
<input type="checkbox"/> Rattlesnake	<input type="checkbox"/> Boarding	<input type="checkbox"/> Spay/Neuter						
<input type="checkbox"/> Heartworm	<input type="checkbox"/> Grooming	<input type="checkbox"/> PetPortals®						
<input type="checkbox"/> I.D. Microchip	<input type="checkbox"/> Arthritis	<input type="checkbox"/> Holiday Greetings						
Postcard DELUXE – Size 5½" x 8½"				Design Fee \$159	Print 500 <input type="checkbox"/> \$219	Print 1000 <input type="checkbox"/> \$260	Print 2000 <input type="checkbox"/> \$429	Print 4000 <input type="checkbox"/> \$579
<input type="checkbox"/> Dental Disease	<input type="checkbox"/> Welcome to Neighborhood	<input type="checkbox"/> _____	<i>Special offers (if any) to include on postcard</i>					
<input type="checkbox"/> Dental Compliance	<input type="checkbox"/> Zoonotic/Parasite							
<input type="checkbox"/> Senior Care	<input type="checkbox"/> Heartworm							
	<input type="checkbox"/> Fresh Breath for Holidays							
Postcard SUMO – Size 6" x 11"				Design Fee \$189	Print 500 <input type="checkbox"/> \$289	Print 1000 <input type="checkbox"/> \$359	Print 2000 <input type="checkbox"/> \$559	Print 4000 <input type="checkbox"/> \$759
<input type="checkbox"/> Welcome to Neighborhood	<input type="checkbox"/> Fresh Breath for Holidays	<i>Special offers (if any) to include on postcard</i>						
<input type="checkbox"/> Zoonotic/Parasite	<input type="checkbox"/> _____							
<input type="checkbox"/> Dental Disease								
<input type="checkbox"/> Senior Care								
<input type="checkbox"/> "We've Missed You" 6-Month Practice Growth								



PRACTICE PICTURES & LOGO

If you wish to include your logo and photos e-mail them to: phil@philwinter.com

For photos please send high resolution "jpg" files. Web-based "jpg" photos are low resolution and will not print well. For logo files we like to use "eps" or "ai" files. *Questions?? – just ask us.*

Practice Name: _____

Contact Person: _____

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

C.C. #: _____ exp date: _____

Address: _____

City: _____ State/Zip: _____

Phone #: (_____) _____ FAX #: _____

Website: _____

25% discount on design fee when you order 3 or more postcards at the same time

* **DESIGN & PRINT TERMS:** We will design and print your postcard **with our special payment offer.** We will charge your credit card on the payment plan you choose. Shipping/handling charges will be billed to your credit card when your project is shipped. Your postcard design includes **two design revision proofs.** **Each additional revision proof is \$39.** Your postcard and your approval for printing must be completed within **90 DAYS OF ORDER DATE** or a \$99 extended project fee will apply. There is no refund if you do not complete your project. Projects not completed within 180 days are considered abandoned unless special arrangements have been made.

TWO EQUAL MONTHLY PAYMENT option with a \$29 payment processing fee.

ONE PAYMENT WITH 2.5% PROJECT DISCOUNT

X Signature: _____ Date: _____

FAX ORDER TO: 888-302-8832

DESIGN TEMPLATE & PRINTING: We will send you a postcard design template for your pet health topic. From this template you can edit the copy and pictures if desired to meet your practice requirements.

A Optional Design Services

- Design location map - \$89
- Add QR-Code - \$18
- Express Service -\$99 (1st proof within 36 hours & expedited printing)

B Include Practice Logo YES NO

Include AAHA Logo YES NO

Include Social Network Logo YES NO



PLEASE EMAIL LOGO OR PHOTOS TO: phil@philwinter.com

C Optional Mailing Services

- Inkjet address \$39 + 8.7¢ each
- USPS Postage 38¢ each

Email your address list in Excel or comma delimited format to phil@philwinter.com

PROOF APPROVAL NOTICE

You will be sent a proof and approval form via email or USPS prior to job being sent to the printer.

What should I do to protect my pet and my family?

The Centers for Disease Control and Prevention (CDC) recommend a microscopic fecal examination for all pet stools to be performed every month to check for intestinal parasites. This is especially important if you have children or live with a high risk caregiver of your household and are in contact with livestock.

• **Test your pet monthly with our brand name parasite prevention drug.**

• **Wash your hands** after petting your pet, especially before you eat, and after you have been in contact with your pet's stool.

• **Keep your pet's feces** in a designated area and dispose of it properly.

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San Diego Veterinary Clinic
3245 UNIVERSITY AVE.
SAN DIEGO, CA 92104-2009
PH: 987-454-2120

Almost 14% of the U.S. population has been exposed to this parasite.

CDC Centers for Disease Control and Prevention (CDC) has identified Toxocara as a neglected parasite infection. This infection is considered neglected by the CDC because relatively little attention has been devoted to its surveillance, prevention, and/or treatment.

Roundworms are a parasitic infection of dogs and cats that can be spread to humans. It is estimated that at least 14% of the U.S. population has been exposed. Every year, an estimated 70 people, most of them children, are blinded by toxocarosis. The true numbers are believed to be much higher, according to the CDC.

People (especially children) acquire roundworms if they accidentally ingest dirt containing the roundworm eggs - typically after gardening or playing in dirt or sand contaminated with infected dog or cat feces.

You want to keep your pet healthy and your family safe from disease. Advanced parasite control medication for your pet is available. Because the risk of parasites to other years you need, we recommend a monthly parasite prevention program and a regular microscopic examination of your pet's stool. Please ask us for specific recommendations to protect your pet and you.

Important HEALTH ALERT

PHIL WINTER
3245 UNIVERSITY AVE. # 525
SAN DIEGO, CA 92104-2009
PH: 987-454-2120

Parasite Zoonotic Awareness Postcard

Centers for Disease Control and Prevention targets Toxocarosis as neglected parasite infection. HOW will you educate your clients on the importance of a parasite prevention program and the dangers of zoonotic disease transmission?

Senior Care / Dental Awareness Postcard

Your clients can't buy products and services they do not know about or understand. Educate your clients today on the benefits of your professional senior care program!

because their health counts

you & your pet's SENIOR YEARS

Today, with pharmaceuticals, better nutrition and preventive veterinary care are helping pets live longer than they did just a few decades ago. Although senior pets may not have the energy of youth, they still have plenty of love and companionship to offer. Make sure your pet has the best of both worlds by providing the extra attention and veterinary care needed.

Stockdale Animal Hospital
1334 Ave. C
Aurora, IL 60401
PH: 847-899-9999

Five Times -

Pets age at a rate of five to seven times our aging process. So, senior pet health exams are very important to their well-being.

A newer Doppler ultrasound veterinarian to identify or prevent medical conditions early, before they become major problems. A senior health exam can include: laboratory analysis of your pet's body fluids. These tests help to detect blood disorders, kidney and liver disease, diabetes, thyroid disease, and other hormonal problems before they become apparent. Radiography (X-rays) can be used to diagnose heart disease, cancer, and arthritis. Many senior pets are older individuals that let us know externally and a simple physical exam could prove to be a lifesaver.

20% SAVINGS SENIOR CARE

Don't have senior health exams done more than 210 days since your pet's last exam. Health exams have been done for you.

KEEP YOUR BEST FRIEND'S HEALTHY & HAPPY!

Stevens Gossman, DVM
3406 N. 27th Street
Phoenix, AZ 85018
(602) 236-8993
www.SFPetClinic.com

"OK, I ADMIT IT... I HAVE 'BAD BREATH'"

INCREASE THE LONGEVITY OF YOUR PET'S LIFE!

Studies have shown that **TAIRTY** tooth cleaning provides these benefits:

- **reduces plaque and tartar formation**
- **decreases gum and tooth infections**
- **helps prevent bad breath**
- **helps prevent heart, kidney and liver disease**

Almost all pets over 3 years of age have some form of dental disease. Your pet's health can suffer when health problems. Even a small amount of plaque buildup can cause significant damage to the heart, kidney and liver - decreasing your pet's lifespan and life.

HEART OF CHELSEA Animal Hospital
327 West 10th Street
New York, NY 10011
(212) 924-6116
www.heartofchelsea.com

This steps to a healthier mouth and fresher breath

1. General health checks necessary to all cases for the health of your pet through dental examinations and professional cleaning. These are only the first steps towards a healthy and happy pet.
2. Complete Dental Exam is performed when we begin our dental procedure. A thorough dental exam is essential to the dental health of your pet, and the professional dental cleaning is the next step.
3. Ultrasonic and hand scaling remove plaque and tartar from the teeth and below the gum line. A thorough scaling will help to reduce the amount of plaque buildup on the teeth, which is the cause of bad breath.
4. Polishing removes the surface of the teeth after scaling, making them smoother to additional plaque. Polishing removes the surface of the teeth after scaling, making them smoother to additional plaque. Polishing removes the surface of the teeth after scaling, making them smoother to additional plaque.
5. Health Education (necessary) - Some pet owners will get the best results from the dental procedure if they are made fully aware of the importance of dental care. The dental health of your pet is the most important factor in the overall health of your pet. We will make sure you understand the importance of dental care and the steps to a healthier mouth and fresher breath.

20% SAVINGS DENTAL CLEANING

Don't have dental cleanings done more than 210 days since your pet's last exam. Dental cleanings have been done for you.

HEART OF CHELSEA Animal Hospital
327 West 10th Street
New York, NY 10011
(212) 924-6116
www.heartofchelsea.com

"OK! WE ADMIT IT..."

we ate that plate of chocolate cookies... and now we don't feel so good."

LUCKY FOR MAGGIE & MILO - THEY HAVE A GREAT TEAM OF CARING AND LOVING PROFESSIONALS!

When your best friend makes bad choices **Sonoran Foothills Pet Clinic** has the latest in technology and professional care to help your pet through these bumps in the road. With committed hours and a loving staff - it's the perfect pet care facility for people with pets.

Sonoran Foothills PET CLINIC
3406 N. 27th Street
Phoenix, AZ 85018
(602) 236-8993
www.SFPetClinic.com

Welcome New Neighbors!

We hope you and your pet have settled into your new home and are enjoying living in our community. We would like to introduce ourselves as your neighborhood veterinary care professionals.

Sonoran Foothills Pet Clinic is committed to providing comprehensive quality care for your patients to enhance their well-being and quality of life. We achieve this by having a compassionate, knowledgeable, and professional staff, utilizing the latest technical advances, and implementing the most effective medical practices.

FREE WELCOME OFFER!

Come in for a free physical exam and meet our staff. Also receive a **FREE** physical examination for your dog or cat. Please call ahead to schedule an appointment and please respect our privacy, please do not share this offer with other patients. *Restrictions apply.

PHIL WINTER'S MARKETING CONSULTING
1233 WASHINGTON ST #119
SAN DIEGO, CA 92103-2110
PH: 619-594-8159
SAN DIEGO, CA 92103-2110

Welcome to the Neighborhood - New Mover Postcard

DID YOU KNOW ... about ONE MILLION consumers relocate each year, which can impede the growth of your client base. Relocation, euthanasia and changing competitive trends can cost the average veterinary practice about 20% of its client base annually. Reach out to the new renters and homeowners who have moved into your area with a customized direct mail "WELCOME" postcard.

Each month (for a fee) you can download a current "new movers" list for your neighborhood at www.infousa.com.

15% SAVINGS

- Regular Pet Health Exams
- Routine Vaccinations
- Parasite Fecal Screen
- Heartworm Screen
- Heartworm Medication
- Flea & Parasite Medication
- Senior Care Blood Screen
- Professional Dental Cleaning
- Spay or Neuter

We understand... We care!

Stockdale Pet Hospital
1334 Ave. C
Aurora, IL 60401
(847) 899-9999
www.pawprintshospital.com

A Happier and Healthier Life for Your Best Friend!

We understand that hard times and a daunting economy can make it challenging for pet owners to provide routine quality pet care to that special family member. Halting pet expenses to a refuel, especially if you feel you have no control over the final cost of a repair or service.

TELL US! We want to work with you to take care of your pet's important regular exams and most pressing needs while we stay within the limits of your budget.

PLEASE DO NOT put off your pet's veterinary care as this frequently leads to more serious and expensive health care problems. We hope you will take advantage of our Pet Care Savings Card and let us help keep your pet happy and healthy!

Stockdale Pet Hospital
www.yourvetoptions.com • PH: 987-454-2120
(postcards printed but walk-in always welcome)

Economic Awareness Postcard

More pet owners have become reluctant to take their pet to their veterinarian during a worrisome economic environment. They fear they will get hit with a vet bill that does not fit into their family budget. Let your clients know that you understand a challenging family budget and the desire to maintain proper health care for the family pet and that your practice has economic options to keep their pet happy and healthy.

We've missed you!

Most of us don't need a medical checkup more than once a year, but pets are different. Pets, on average, age up to **SEVEN TIMES FASTER** than humans, and by age 2, most have already reached adulthood. At age 4, many pets are entering middle age. By age 7, dogs are considered seniors, and at age 10 they enter the geriatric stage of their lives.

THE BOTTOM LINE! Taking your pet to the veterinarian once a year is the same as seeing your doctor just once every seven years! You would not wait seven years to see your doctor or dentist for a checkup. Some pets are notorious for hiding signs of illness until they are almost at a crisis stage. **Wellness care is a critical part of your pet's health.**

SPECIAL PET HEALTH OFFER

General Wellness Pet Health Exam	\$48
Special 60-day "Miss You" price	\$39
Senior Extended Wellness Exam	20% OFF

Please present this card. - Expires 60 days from postcard.

Wauanaake VETERINARY CLINIC
1102 Stephenson Lane
Wauanaake, WI 53597
ph. (608) 849-4432
www.wauanaakevetclinic.com

6" x 11" Postcard Size: "Sumo-Size" Postcard

Six Month "We've Missed You" Practice Growth "Sumo-Size" Postcard

You have a gold mine in your practice management software - it's called "CLIENT DATABASE."

When was the last time you sent out a direct mail piece to clients you have not seen in six months? They are getting pet food, flea control and other pet care supplies from somewhere. **Why can't it be you?**

Super successful businesses are always mining their database. What are you doing with yours?

Progressive Dental Health Care Program

THE NUMBER ONE PET HEALTH PROBLEM diagnosed in dogs and cats is oral disease. We continue to promote awareness of the importance of preventive dental care in maintaining your pet's overall health. Dental disease can be **PAINFUL** to both dogs and cats. Regular exams and cleanings are important to keep your pet happy and healthy!

HELP your pet live longer!

Studies have shown that **YEARLY** teeth cleanings provide these benefits:

- Reduce plaque and tartar formation
- Decrease gum and tooth infections
- Help prevent bad breath and pain
- Help prevent heart, kidney and liver disease

Dental disease puts stress on your pet's immune system and may lead to serious liver, kidney and heart disease. We provide an extensive dental care program. **Optimum Dental Care truly is a fountain of youth for your pet.**

Wauanaake Veterinary Clinic Savings Offer

Professional Dental Cleaning	\$325
Special 60-day "Miss You" price	\$199
FREE DENTAL EXAM & 15% OFF	Have dental care products!

Please call to schedule your FREE dental exam or dental cleaning appointment.

Wauanaake Veterinary Clinic Savings Offer

HomeAgain Pet I.D. Microchip	\$38
Special 60-day "Miss You" price	\$20

Questions? ASK US - we're here to help!

PH: 987-123-4567 • Please present this card • Expires 60 days from postcard

Protect Your Pet from Loss or Theft with a Pet I.D. Microchip

Each year more than a million pets are lost! You can greatly reduce the risk of losing your pet if you provide it with a Pet Identification Microchip.

This "high-tech" medication is a tiny computer chip that is programmed with an identification number that can be scanned by veterinarians and animal shelters. The chip is small enough to fit into a hypodermic needle, which is used to inject the microchip under the skin of your pet. The procedure is **NOT PAINFUL**, and the microchip lasts the life of your pet.

The pet identification number programmed into the microchip is registered with a national tracking database system that can provide your name, address and telephone number. When receiving a lost pet, a shelter, humane society or veterinarian uses a special handheld scanner to detect and read the microchip. The identification number enables the owner to be found 24 hours a day, seven days a week.

Wauanaake Veterinary Clinic Savings Offer

Fecal Parasite Laboratory Test	\$18
Special 60-day "Miss You" price	\$10
With Regular Wellness Pet Exam	\$5

PH: 987-123-4567 • Please present this card • Expires 60 days from postcard

PET HEALTH ALERT! Parasites & Zoonotic Disease

ZOONOSIS refers to a parasite or disease, like rabies, that can be passed from animals to humans. Members of your family can unknowingly pick up **ZOONOTIC PARASITES** in the park, on a sidewalk or even in their own backyard. Children are especially vulnerable to zoonotic parasites, mostly because children play outside and sometimes have a tendency to put objects in their mouths.

The most common zoonotic parasites are roundworms and hookworms. It is estimated that at least 14% of the U.S. population has been exposed. Every year, an estimated 70 people, most of them children, are blinded by toxocarosis. The true numbers are believed to be even higher, according to the CDC.

You want to keep your pet healthy and your family safe from disease. Because the risk of parasites is often year-round, we recommend a monthly parasite prevention program and a regular microscopic examination of your pet's stool.

Wauanaake Veterinary Clinic Savings Offer

HomeAgain Pet I.D. Microchip	\$38
Special 60-day "Miss You" price	\$20

PH: 987-123-4567 • Please present this card • Expires 60 days from postcard