

# 2018 Insertion Order Production Animal/Animal Health International Web Opportunities

| Publisher Information |  |
|-----------------------|--|
| Publisher:            | Patterson Veterinary/ Animal Health Int. |
| Contact:              | William Sirco                            |
| Phone:                | 970-584-5009                             |
| Email:                | advertising@pattersonvet.com             |

| Agency Information (If Applicable) |          |
|------------------------------------|----------|
| Name:                              |          |
| Street:                            |          |
| City, State, Zip:                  |          |
| Phone:                             | Website: |
| Media Contact                      |          |
| Contact Name:                      |          |
| Email:                             |          |
| Billing Information                |          |
| Invoice Email:                     |          |

| Campaign Information   |                            |
|--|----------------------------|
| Vendor Name:   |                            |
| Ad/Promo:  |                            |
| Website:   |                            |
| Annual Agreement:  | Y N                        |
| If yes, be sure to list all ad details below.                                  |                            |
| If NO, is this a Pick Up?  | Y N If YES, Specify Month: |
| <b>ASSETS ARE DUE THE 21st DAY OF THE MONTH PRIOR TO MONTH OF PUBLICATION.</b> |                            |

| Buy Detail  |            |                |             |           |          |
|-------------|------------|----------------|-------------|-----------|----------|
| Publication | Issue Date | Brand Ad/Promo | Positioning | Unit Size | NET Cost |
|             |            |                |             |           |          |
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| Total       |            |                |             |           |          |

All ads for the Animal Health International website and e-Selling site are accepted as digital files only, in a high resolution (300 dpi) JPG. All submissions should be emailed to Advertising@PattersonVet.com. Specifications vary per banner/digital ad space. **Discounts are available for manufacturers that pre-pay for multiple advertising initiatives over the calendar year. Activities can be in any month during the calendar year and include any medium.**

|                                 | Rate        | Spec                          | Number of Activities | Discount |
|---------------------------------|-------------|-------------------------------|----------------------|----------|
| Homepage, Right Column          | \$750/month | 220 x 220 pixels, 300dpi, RGB | 4 to 7               | 2%       |
| E-Selling Page, Category Banner | \$750/month | 673 x 400 pixels, 300dpi, RGB | 8 to 11              | 4%       |
| Featured Products/Promo Page    | \$750/month | 225 x 225 pixels, 300dpi, RGB | 12 to 15             | 8%       |
|                                 |             |                               | 16 to 19             | 10%      |
|                                 |             |                               | 20 to 23             | 12%      |
|                                 |             |                               | 24 or more           | 15%      |

Publisher Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 Agency Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Invoicing**  
 Invoices to be sent within 30 days of media completion.  
 Invoices will reflect actual media run in publication.  
 Invoices are to be paid in NET 30 days from receipt of invoice.

**Payment**  
 All credit memo remittance should have supporting documentation, reference Animal Health International invoice number(s).  
 Check remittance should reference Animal Health International invoice number(s) and remit to: Patterson Veterinary Supply, Inc., 28905 Network Place, Chicago, IL 60673-1289

