2018 Insertion Order
INSIGHT Companion Animal Edition

Publisher Information	
Publisher:	Patterson Veterinary/ Animal Health Int.
Contact Name: Phone:	William Sirico 970.584.5009
Email:	Advertising@PattersonVet.com

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:

Ad Reservations must be submitted 2 months preceding month of issue.
ASSETS ARE DUE THE 5TH OF EVERY MONTH PRIOR TO MONTH OF ISSUE.

Agency Information (If Applicable)	
Name:	
Street:	
City, State, Zip	
Phone:	Website:

Media Contact	
Contact Name:	
Email:	

Billing Information	
Invoice Email:	

Buy Detail

Publication	Issue Date	Brand Ad/Promo	Positioning	Unit Size	NET Cost
				Total	

Specifications & Frequency Discounts

Advertising for Insight is accepted as digital files only, CD/DVD readable by Macintosh OS format. High resolution (300 dpi) EPS, TIFF or JPG Preferred, PDF files must be high resolution (300 dpi) for print, with all images and fonts embedded. Layout files in InDesign 5, Quark Xpress 7.0 or lower, Editable Files in Adobe Illustrator, Adobe Photoshop, Adobe InDesign. Do not set any security permissions. Files should be supplied with all images, graphics and fonts, linked as necessary to produce ad. Please provide pdf or color print for ads via email to Advertising@PattersonVet.com

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.

Rates:		CPI*
Full Page	$1,900	$0.04
Half Page	$1,000	$0.02
Specs:	**Width x**	**Height**
Full Page*	7.625" x	9.6675"
Half Page*	7.25" x	4.5"

Number of Activities	Discount
4 to 7	2%
8 to 11	4%
12 to 15	8%
16 to 19	10%
20 to 23	12%
24 or more	15%

***Cost per Impression. Ads do not bleed.**
****Product Insert (PI) are priced in accordance to page size needed.**

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

PATTERSON® VETERINARY