2018 Insertion Order
Companion Animal/Patterson Veterinary Web Opportunities

Publisher Information	
Publisher:	Patterson Veterinary/ Animal Health Int.
Contact:	William Sirico
Phone:	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:

ASSETS ARE DUE THE 21st DAY OF THE MONTH PRIOR TO MONTH OF PUBLICATION.

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	

All ads for the Patterson Veterinary website 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
Homepage Banner	$1,500/month	1003 x 270 pixels, 300dpi, RGB
Promotional Banner	$850/month	234 x 199 pixels, 300dpi, RGB
Category Advertising	$750/month	90 x 620 pixels, 300dpi, RGB
Featured Manufacturer	$500/month	92 x 47 pixels, 300dpi, RGB

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%

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