

thank you for your interest in
veterinary technicians and assistants resource center



THE information portal to today's changing world



The veterinary technicians and assistants resource center (vtarc)

is a FREE knowledge portal designed to provide educational information and unlimited resources to veterinary technicians and assistants. We utilize two different, but necessary modalities, to enhance the knowledge base of the target groups. vtarc is where "Technology meets Tradition."

The Time is Right!

Veterinary technicians and assistants are eager to find and use the latest information, however, locating it through the vast resources of the World Wide Web are often daunting. vtarc will provide a gateway to this information for users.

Recently published survey statistics indicated 47% of members of the National Association of Veterinary Technicians in America, (NAVTA) used the Internet at work multiple times a day, up from 30% in 2003.¹

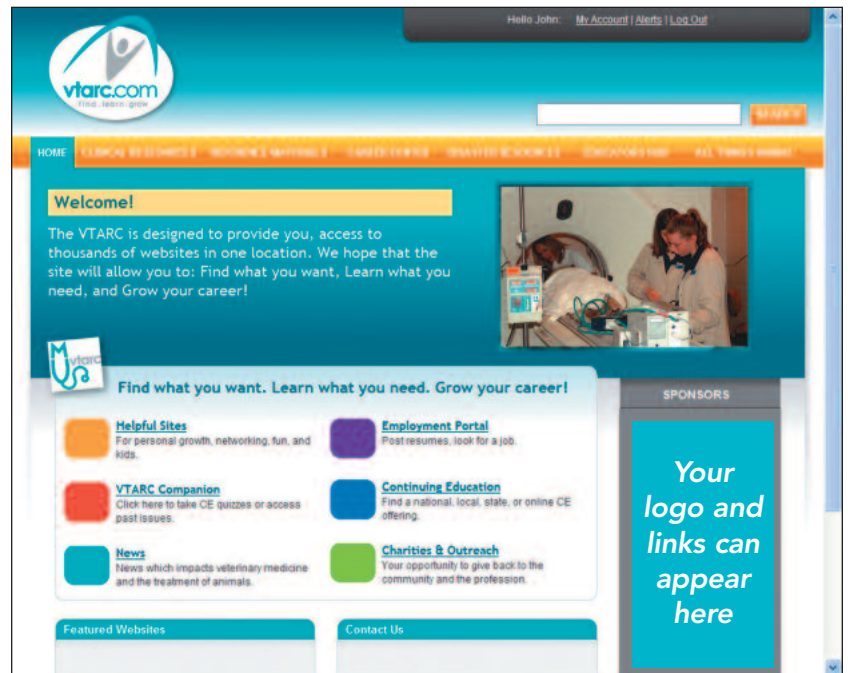
Individuals 18-40 years of age used the Internet on average 85% of the time, with 81% indicating they go online to do product research.²

TWO Opportunities in One

Your company's scientific and product information can be linked through the vtarc website or featured in the vtarc Companion, a quarterly publication that will provide RACE approved CE articles and the latest in scientific information in print format.

1. Decker, Carlene, Navarre, Patrick, Technicians Respond, *The NAVTA Journal*, Summer, 2008.
2. Fox, Susannah, Madden, Mary: Pew/Internet and American Life Project, Data Memo, Generations Online, December 2005

where technology



www.vtarc.com

Subscribers will have access in one place to thousands of website links, connecting them directly to the information they need.

Your company's logo and link(s) will appear prominently on the subscriber's home page and/or be featured under the category where it best fits. This link will take veterinary technicians and assistants directly to the information you want them to have.

Main headings include:

- Clinical Resources
- Reference Materials
- Career Center
- Disaster Information
- Educators Hub
- All Things Animal
- Helpful Sites
- News
- Job Forums
- Continuing Education
- Charities & Outreach

The vtarc team is committed to keeping the site fresh and up to date, offering the latest information available.

Our goals are to:

- Be the gateway for veterinary technicians and assistants to find and access the resources and information available to them
- Capitalize on the vast educational and product resources available from companies serving veterinary medicine
- Provide companies the opportunity to showcase their scientific and product information to a large interested audience

... meets tradition.



Extend Your Message

The *vtarc Companion* is a quarterly publication available FREE to all

subscribers in digital format and in printed format for Premium subscribers.

Have a new product? Launching new technology? The *vtarc Companion* staff will work with you to provide that information to our subscribers.

New subscribers will have access to all back issues and continue to benefit indefinitely from your company's information.

vtarc Companion

Inside the reader will find CE articles that are approved for RACE credit, educational information from a wide variety of sources, short concise notes on topics of importance, and technical corporate updates.

Issue	Published	Insertion Order Due	Materials Due
1	January	November 13	November 20
2	April	February 19	February 26
3	July	May 14	May 21
4	October	August 13	August 20

The vtarc Team

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Target Audience

Subscriptions to the resource center will be extensively marketed to employees of animal hospitals and clinics, state veterinary technician association members, veterinary technician and assistant students, and conference attendees. Promotions will include print and online ads, fax and e-mail blasts, and direct contact with interested groups.

Check out what
 vtarc has to offer!
www.vtarc.com

vtarc Sales Rates



vtarc.com Website—cost per year

Subscriber Homepage

Level One	\$5,000	Company logo	3 links
Level Two	\$3,000	Company logo	2 links
Level Three	\$1,700	Company logo	1 link

Link highlighted on page Category Page \$500

vtarc Companion Advertising Rates

Black & White

Frequency	1 Page	1/2 Page	1/3 Page	1/4 Page
1x	\$ 1,300.00	\$ 900.00	\$ 700.00	\$ 600.00
2x	\$ 1,220.00	\$ 840.00	\$ 650.00	\$ 550.00
4x	\$ 1,150.00	\$ 785.00	\$ 600.00	\$ 500.00
6x	\$ 1,080.00	\$ 730.00	\$ 550.00	\$ 460.00

4-Color Process

Frequency	1 Page	1/2 Page	1/3 Page	1/4 Page
1x	\$ 2,600.00	\$ 2,200.00	\$ 2,000.00	\$ 1,900.00
2x	\$ 2,520.00	\$ 2,140.00	\$ 1,950.00	\$ 1,850.00
4x	\$ 2,450.00	\$ 2,085.00	\$ 1,900.00	\$ 1,800.00
6x	\$ 2,380.00	\$ 2,030.00	\$ 1,850.00	\$ 1,760.00

4-Color Process Spread

1x	\$ 4,400.00
2x	\$ 4,240.00
4x	\$ 4,100.00

Special Positions

Cover 2	\$ 300.00
Cover 3	\$ 260.00
Cover 4	\$ 400.00

Match PMS Color \$700.00

Maximum Visibility Opportunities

Option Number One

vtarc.com Website—one full year
\$ 5,000.00 Company logo + 3 links

vtarc Companion
\$ 9,800.00 4x 1 page 4 color

Regular Price \$ 14,800.00
Special Price \$ 12,000.00

Option Number Two

vtarc.com Website—one full year
\$ 5,000.00 Company logo + 3 links

vtarc Companion
\$ 14,280.00 6x 1 page 4 color

Regular Price \$ 19,280.00
Special Price \$ 16,000.00

When taking advantage of the Maximum Visibility Opportunities, advertisers will be invoiced immediately for \$5,000 and the remaining balance will be divided and invoiced as each ad is placed and tear sheets provided.

Agency Commission

A 15% discount will be given to recognized agencies on accounts paid within 30 days. This discount applies to print ads only.

Advertising Standards

Advertising must reflect professional publishing standards and principles.