

TRISTAR PUBLISHING ADVERTISING & MARKETING OPPORTUNITIES AT WVC

In addition to WVC's advertising options, you can extend your reach by discovering additional advertising opportunities through TriStar Publishing, WVC's advertising partner.

- Door Drop Bag (Exclusive)
- Hotel Room Card Key Branding (Exclusive to Platinum and Gold Sponsors)
- In-room Delivery Service (Exclusive to Platinum Sponsors)
- Scientific Program & Exhibit Hall Guide (Non-exclusive)
- WVC Conference Call Newspaper (Non-exclusive)
- WVC Conference Call Rack Sponsorship (Exclusive)
- WVC Best Bets Newspaper (Non-exclusive)

If interested in any of the above-listed advertising opportunities, please contact Darcey Tenbrink with TriStar at 913.491.4200 or dtenbrink@tristarpub.com for rates and availability. Or go to wvc.org/exhibitors.

Package Buy Discounts

Frequency Package Buy Discounts apply for participation in two or more of the advertising options listed in the following TriStar rate list. Frequency Package Buy Discounts do not apply to single sponsorship items.

- 3x: 6%
- 2x: 4%

WVC Scientific Program & Exhibit Hall Guide

The WVC Scientific Program & Exhibit Hall Guide is a must have publication for all meeting attendees while onsite and post-Conference. As the single most comprehensive and informative WVC publication, the guide includes pertinent session information categorized by day, events, association announcements, educational happenings, a day-at-a-glance schedule and Exhibit Hall information. Everything an attendee wants and needs to know about the Conference is found in this helpful guide.

Deadlines:

Ad Space/Payment Deadline: November 11, 2011
Ad Materials Due: November 18, 2011

Publication Date:

February 2012
Distribution throughout the Conference, February 19-23, 2012

Quantity:

10,000

Distribution Method:

Placed in the WVC Conference Bags and available at WVC Information Booths

Premium Advertising Positions (premium position rates include color):

Exhibit Hall Map Sponsorship (pullout)	\$18,950
- Sponsor banner placed on the bottom of the Exhibit Hall floor plan + booth highlight + full-page 4 color ad to run before or after the map.	
Bellyband (advertiser must supply printed bellybands)	\$15,330
Back Cover	\$11,390
Inside Front Cover	\$9,760
Center Spread	\$16,430
Across from Table of Contents	\$9,540
Front of Tab One – Veterinarian	\$10,240
Front of Tab Two – Veterinary Technician	\$10,240
Front of Tab Three – Practice Management	\$10,240
Front of Tab Four – Exhibit Hall	\$10,240

WVC SCIENTIFIC PROGRAM & EXHIBIT HALL GUIDE • ADVERTISING RATES & DIMENSIONS

SIZE	DIMENSIONS (W X H)	RATES (B/W)*	RATES (4/C)
Full Page	8-3/8 x 10-7/8 in.	\$5,965	\$8,190
Full Page Bleed	8-5/8 x 11-1/8 in.	\$5,965	\$8,190
Full Page Non-bleed	7-3/8 x 9-7/8 in.	\$5,965	\$8,190
2/3 Page	4-5/8 x 10 in.	\$5,175	\$7,400
1/2 Page Horizontal	7 x 5 in.	\$4,940	\$7,170
1/2 Page Vertical (island)	4-5/8 x 7-1/2 in.	\$4,940	\$7,170
1/3 Page Vertical	2-3/8 x 10 in.	\$2,700	\$4,980
1/3 Page Square	4-5/8 x 4-7/8 in.	\$2,700	\$4,980
1/4 Page	3-1/2 x 5 in.	\$2,700	\$4,360
Logo Stopper	1/2 x 1/2 in.	\$175	—
New Product Flag	1/2 x 1/2 in.	\$175	—
Product & Services Showcase	3-1/4 x 4-3/4 in.	—	\$515
Tab Bleed	8-5/8 x 11-1/8 in.	See Premiums	See Premiums
Tab Trim	8-3/8 x 10-7/8 in.	See Premiums	See Premiums
Tab Non-bleed	7-3/8 x 9-7/8 in.	See Premiums	See Premiums
Bellyband	18-20 x 2 in.	See Premiums	See Premiums
Center Spread Bleed	17 x 11-1/8 in.	See Premiums	See Premiums
Center Spread Trim	16-3/4 x 10-7/8	See Premiums	See Premiums
Center Spread Non-bleed	15-3/4 x 9-7/8 in.	See Premiums	See Premiums
Exhibit Hall Map Sponsorship Trim	16-3/8 x 10-7/8 in.	See Premiums	See Premiums
Map Banner Ad Image	15-3/4 x 2 in.	See Premiums	See Premiums

***2/Color: Add \$975**



ADDITIONAL ADVERTISING OPTIONS FROM TRISTAR PUBLISHING

WVC CONFERENCE CALL DAILY NEWSPAPER

The daily newspaper is the official communication vehicle between the WVC and attendees during the Conference. Issues are essential to disseminating important onsite, as it happens information that attendees cannot get anywhere else. New this year, the newspaper will include “daily deals” and a national news section. Because of the exclusive nature of the issues, they are a tremendous value for advertisers that want to increase their visibility at the Conference.



Deadlines:

Ad Space/Payment Deadline: January 20, 2012
 Ad Materials Due: January 27, 2012

Publication Dates: February 20-22, 2012

Quantity: 8,000/issue

Distribution: Distributed onsite daily Monday through Wednesday throughout the Convention Center via distribution racks. Additional distribution in the lounge, Cyber Café, and beverage areas.

Premium Positions (rates include color):

- Back Cover \$14,200
- Inside Front Cover \$10,340
- Inside Back Cover \$10,340
- Front Page Banner \$13,460 Includes one full-page, 4/color ad to be placed run-of-book
- Insert \$8,585 Available day 1 only; advertiser must supply inserts
- Bellyband \$14,385 Per issue; advertiser must supply bellybands

Advertising Rates & Dimensions (rates include all issues):

SIZE	DIMENSIONS (W X H)	RATES (B/W)	RATES (4/C)
Full Page	10-1/4 x 14 in.	\$6,330	\$8,800
Junior Page	7-1/2 x 10 in.	\$5,520	\$7,985
1/2 Page	10-1/4 x 7 or 5 x 14 in.	\$4,280	\$6,745
1/4 Page	5 x 7 in.	\$2,300	\$3,460
1/8 Page	5 x 3-1/2 in.	\$1,535	\$2,690
Daily Deal Coupon	5 x 3-1/3 in.	—	\$450/Day
Classified Ad	50-75 Words	\$150	—
Front Page Banner	10-1/4 x 2 in.	See Premiums	See Premiums
Bellyband	26 x 2-1/2 in.	See Premiums	See Premiums

Additional specifications provided upon space commitment.



ADDITIONAL ADVERTISING OPTIONS FROM TRISTAR PUBLISHING

WVC CONFERENCE CALL DAILY NEWSPAPER CONTINUED

Floor Guide Sponsorship

The Floor Guide is a 4-page separate section inserted into the daily newspaper. Sponsor receives print banner placed at bottom of the Exhibit Hall map, booth location highlight on the map, and back cover position in issue.

Advertising Rate: \$15,850

Online Daily Editions – Bonus Visibility

The online issues are an electronic extension of the daily newspapers distributed in conjunction with the Conference. They take the meeting to those members unable to attend, extending the benefit you provide while adding value to your products and programs. The digital edition helps extend your marketing message beyond the event and offers many dynamic media marketing opportunities. Presented using NXTBook Media technology, the digital edition matches the print versions of all content, including advertisements, and will be distributed to the WVC membership via email. Ads may link to the participant's designated website, which can be product or corporate.

WVC Conference Call Rack Sponsorship

Participating sponsor receives the side panels and signage on ten daily newspaper racks to be displayed in the convention center throughout the Conference. Sponsorship also includes a full page, 4/color ad in all issues of the daily.

Deadlines:

Ad Space/Payment Deadline: December 9, 2011

Ad Materials Due: December 21, 2011

Display Dates: Throughout the Conference, February 20-22, 2012

Distribution Method: Placed strategically throughout the Convention Center.

Advertising Rate: \$16,000

Advertising Dimensions: Specifications provided on space commitment.



ADDITIONAL ADVERTISING OPTIONS FROM TRISTAR PUBLISHING

WVC BEST BETS NEWSPAPER

This unique publication goes far beyond the typical city/destination information distributed at most meetings and includes “best bets” for dining, shopping, sightseeing, golf, shows and many other categories. Attendees will use *WVC Best Bets* to plan their visit to Las Vegas, a one-of-a-kind city, and then refer to it again and again once they arrive at the meeting. The edition will also feature updates about the Conference, including information about meeting and exhibition space.

With distribution to 70,000 potential attendees, *WVC Best Bets* is a SURE BET to reach your target audience prior to and during Western Veterinary Conference 2012. The issue will mail in late October 2011, with additional copies distributed onsite at the meeting in February.

Here is a unique, not to be missed opportunity to reach your target audience in this second year of publication. *WVC Best Bets* is an exciting take on Las Vegas that brings the city to life for meeting attendees.



Deadlines:

Ad Space/Payment Deadline: September 2, 2011
 Ad Materials Due: September 9, 2011
 Distribution: Mailed late October 2011 followed by email blast of the digital edition and onsite throughout the Conference in the registration area.

Quantity: 70,000

Distribution Method: Mailed to WVC past attendees and mailing list.

Premium Positions:

- Back Cover \$12,190
- Inside Back Cover \$10,055
- Inside Front Cover \$10,055
- Center Spread \$19,975
- Front Page Banner and Ear Ad \$13,200 Includes one full-page 4/color ad to be placed run of book.
- Bellyband \$14,125 Includes one full-page 4/color ad. Advertiser to supply printed bands.

Advertising Rates & Dimensions (rates shown include all issues):

SIZE	DIMENSIONS (W X H)	RATES (B/W)	RATES (4/C)
Full Page	10-1/4 x 14 in.	\$7,120	\$8,745
Junior Page	7-1/2 x 10 in.	\$6,340	\$8,180
1/2 Page	10-1/4 x 7 or 5 x 14 in.	\$4,525	\$7,310
1/4 Page	5 x 7 in.	\$2,210	\$4,010
1/8 Page	3-1/2 x 5 in.	\$1,380	\$2,250
Front Page Banner	10-1/4 x 2 in.	See Premiums	See Premiums
Ear Ad	2-1/2 x 2-1/2 x 3-1/2 in.	See Premiums	See Premiums
Bellyband	26 x 2-1/2 in.	See Premiums	See Premiums



ADDITIONAL ADVERTISING OPTIONS FROM TRISTAR PUBLISHING

WVC HOTEL ROOM KEY CARDS

Hotel room key cards feature the sponsor’s advertisement and are given to Conference attendees on check-in. Each hotel attendee guest receives up to two key cards per room.

Deadlines:

Ad Space/Payment Deadline: December 16, 2011
 Ad Materials Due: December 30, 2011

Quantity: 3,400

Distribution Dates: Throughout the Conference

Advertising Rate: \$26,000

Advertising Dimensions: Specifications provided on space commitment

WVC IN-ROOM DELIVERY SERVICE

In-room delivery service is designed to deliver material from the participating sponsor, which is placed on guest pillows or a bedside table (i.e., snack, brochure or postcard). This opportunity allows your company to pamper and get the attention of WVC attendees while providing elite exposure for your products and services.

Deadlines:

Ad Space/Payment Deadline: December 9, 2011
 Finished Product Samples to TriStar: February 9, 2012
 Finished Product Due to Hotels: February 16, 2012

Distribution Dates: Evenings of February 20 and 21, 2012

Quantity: 5,000

Advertising Rate: \$30,000/Night

SPECIAL NOTES:

- All advertisements and featured products are subject to WVC approval, including portion and serving sizes of food items.
- Sponsor must supply all advertising material.
- Fee is subject to change, pending sponsor’s selection of collateral to be placed on guest pillows and/or bedside table.
- Shipping instructions will be given on commitment.
- Gift bags are limited to three items. Any additional items shall be subject to additional fees per item.
- All shipments must be sent directly to hotels.
- 20 samples of finished, approved product must be sent to TriStar by February 9, 2012.

WVC DOOR DROP BAG – EXCLUSIVE SPONSORSHIP OPPORTUNITY

The official sponsor receives company logo and booth number printed on the Exclusive Door Drop Bag along with two promotional inserts.

Deadlines:

Sponsorship Space/Payment: December 2, 2011
 Bag Sponsorship Logo Material: December 9, 2011
 Insert Prototype: January 13, 2012
 Final Printed Inserts: January 20, 2012

Bag Sponsorship Fee:

February 20, 2012 \$20,000
 February 21, 2012 \$20,000

Quantity: 5,000

Bag Sponsorship Logo Requirements:

Company logo for bag sponsorship may contain up to three Pantone colors to include black. Logo art not to exceed 9”x6” image area.



TRISTAR PUBLISHING ADVERTISING SPECIFICATIONS & ORDER FORM

- Art files, layout files and all fonts need to be provided on a CD or DVD along with a color proof. Files smaller than 10MB can be emailed to ads@tristarpub.com with the subject line listing the publication name and advertiser name. A printed proof will still need to be mailed to TriStar Publishing. Files larger than 10MB need to be submitted on disc.
- Layouts should be in QuarkXPress or Adobe InDesign.
- Fonts within Adobe Illustrator must be outlined.
- Adobe Photoshop elements need to be at least 300 dpi at the desired print size.
- All color must be converted to CMYK. (Spot colors are only accepted when purchased individually.)
- Proofs must be supplied for all ad materials. Without an accurate color proof, the publisher cannot be held responsible for reproduction quality.
- Publisher cannot be held responsible for problems on press caused by improperly distilled PDF files.
- Deviation from these guidelines may require additional time and costs and/or sacrifice reproduction predictability.

Place your advertising now for best positioning!

I am ready to reserve space in:

- | | |
|--|--|
| <input type="checkbox"/> WVC Scientific Program & Exhibit Hall Guide | <input type="checkbox"/> WVC In-room Delivery Service |
| <input type="checkbox"/> WVC Best Bets | <input type="checkbox"/> WVC Exclusive Door Drop Bag |
| <input type="checkbox"/> WVC Conference Call Daily Newspaper | <input type="checkbox"/> I have questions, please call me. Tel.: _____ |
| <input type="checkbox"/> WVC Conference Call Rack Sponsorship | |
| <input type="checkbox"/> WVC Hotel Room Key Cards | |

Indicate ad size, color, publication space and/or service: _____

See previous pages for ad sizes, insert and other service information.

Contact Name: _____ Company Name: _____

Address: _____

Phone: _____ Fax: _____

Email: _____ Signature: _____

For Reservations Contact:

Nan Blunk – nblunk@tristarpub.com
 Melanie DeHoff – mdehoff@tristarpub.com
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 TriStar Publishing, Inc.
 Tel: 913.491.4200 Fax: 913.491.4202

Send Payments to:

Accounts Payable
 TriStar Publishing, Inc.
 7285 West 132nd Street
 Suite 300
 Overland Park, KS 66213

Send Advertising Materials to:

Paige Allton – pallton@tristarpub.com
 TriStar Publishing, Inc.
 7285 West 132nd Street
 Suite 300
 Overland Park, KS 66213

TriStar will be diligent in providing the highest quality publications possible. It is understood the print quality of the daily newspapers is subject to the availability of the printer(s) in the event city. TriStar Publishing, Inc. will not provide any refunds or discounts on advertisements in the daily due to clarity, ink saturation, or any other issues beyond the publishers control, when in a city with limited print options. TriStar reserves the right to cancel any publication or service in the event of revenue shortfalls. TriStar shall refund all monies paid for participation in the publication or service. TriStar is not obligated to offer or replace the canceled publication or service with any other advertising vehicle.

