# 2008 Ad Planning Calendar

Effective January 1, 2008

### NEW PRODUCT REVIEW

| Issue Date | Ad Closing | Materials Due |
|---|---|---|
| JANUARY | 11/26/07 | 12/6/07 |
| APRIL | 2/22/08 | 3/6/08 |
| JULY | 5/23/08 | 6/4/08 |
| OCTOBER | 8/25/08 | 9/5/08 |

### DVM IN FOCUS

| Issue Date | Ad Closing | Materials Due |
|---|---|---|
| MAY | 3/21/08 | 4/2/08 |
| SEPTEMBER | 7/24/08 | 8/3/08 |
| NOVEMBER | 9/22/08 | 10/3/08 |

### YOUR DVM CAREER

| Issue Date | Ad Closing | Materials Due |
|---|---|---|
| FEBRUARY | 1/4/08 | 1/16/08 |
| APRIL | 3/7/08 | 3/19/08 |
| SEPTEMBER | 8/7/08 | 8/17/08 |
| NOVEMBER | 10/6/08 | 10/17/08 |

### 2008 EQUINE CALENDAR

| Issue Date | Ad Closing | Materials Due |
|---|---|---|
| NOVEMBER | 9/22/08 | 10/3/08 |

### 2008 COMPANION ANIMAL CALENDAR

| Issue Date | Ad Closing | Materials Due |
|---|---|---|
| DECEMBER | 10/24/08 | 11/5/08 |

**Editorial, Supplements & Value-Added are tentative and subject to change.*

dvm® Newsmagazine

| | | EDITORIAL* | | | | SUPPLEMENTS & VALUE-ADDED* |
|---|---|---|---|---|---|---|
| JANUARY | Ad Closing 11/30/07 Materials Due 12/12/07 | **News, Business, Medicine** | **Small animal:** Dentistry, Pediatric/Geriatric protocol, Emergency medicine | Diagnote, Radiology, ACVIM Abstracts | **Equine:** Reproduction **Food Animal** | *New Product Review* **Bonus circulation:** North American Veterinary Conference (NAVC), Orlando |
| FEBRUARY | Ad Closing 12/28/07 Materials Due 1/11/08 | **News, Business, Medicine, Products** | **Small animal:** Surgery, Dentistry, Pediatric/Geriatric protocol | Oncology, Diagnote, Physical rehabilitation, ACVIM Abstracts | **Equine:** Lameness **Food Animal:** Biosecurity | *Your DVM Career* **Bonus circulation:** Western Veterinary Conference (WVC), Las Vegas |
| MARCH | Ad Closing 1/30/08 Materials Due 2/11/08 | **News, Business, Medicine, Products** | **Small animal:** Parasitology, Emergency medicine, Dentistry, Dermatology | Pediatric/Geriatric protocol, Diagnote, ACVIM Abstracts | **Equine:** Emergencies | |
| APRIL | Ad Closing 2/29/08 Materials Due 3/12/08 | **News, Business, Medicine** | **Small animal:** Nutrition, Dentistry, Pediatric/Geriatric protocol | Avian medicine, Diagnote, Dermatology, ACVIM Abstracts | **Equine:** Dentistry **Food Animal** | *Your DVM Career* *New Product Review* **Bonus circulation:** CVC East, Baltimore |
| MAY | Ad Closing 3/28/08 Materials Due 4/9/08 | **News, Business, Medicine, Products** | **Small animal:** Radiology, Dermatology, Pediatric/Geriatric protocol | Surgery, Diagnote, Oncology, ACVIM Abstracts, Physical rehabilitation | **Equine:** Surgery, Business analysis **Food Animal** | *InFocus – Dermatology/Parasitology* |
| JUNE | Ad Closing 4/30/08 Materials Due 5/12/08 | **News, Business, Medicine, Products** | **Small animal:** Cardiology, Dentistry, Pediatric/Geriatric protocol | Emergency medicine, Diagnote, Avian medicine, ACVIM Abstracts, Ophthalmology | **Equine** **Food Animal** | |
| JULY | Ad Closing 5/30/08 Materials Due 6/11/08 | **News, Business, Medicine** | **Small animal:** Diagnostics, Dermatology, Pediatric/Geriatric protocol | Arthritis, Diagnote, Dentistry, ACVIM Abstracts, Behavior | **Equine:** Colic, Business analysis **Food Animal** | *New Product Review* **Bonus circulation:** American Veterinary Medical Association (AVMA) Conference, New Orleans |
| AUGUST | Ad Closing 6/27/08 Materials Due 7/11/08 | **News, Business, Medicine, Products** | **Small animal:** Pain management, Dentistry, Pediatric/Geriatric protocol | Oncology, Diagnote, Neurology, Physical rehabilitation, ACVIM Abstracts | **Equine** **Food Animal** | Free *Readex On Target!®* Ad Readership Study for qualified advertisers **Bonus circulation:** CVC Central, Kansas City |
| SEPTEMBER | Ad Closing 7/31/08 Materials Due 8/12/08 | **News, Business, Medicine, Products** | **Small animal:** Wellness, Nutrition, Diagnostics, Dentistry | Pediatric/Geriatric protocol, Diagnote, Behavior, ACVIM Abstracts | **Equine:** Gastroenterology, Business analysis **Food Animal** | *InFocus – Dentistry* *Your DVM Career* |
| OCTOBER | Ad Closing 8/29/08 Materials Due 9/11/08 | **News, Business, Medicine** | **Small animal:** Pain management, Pediatric/Geriatric protocol, Infectious disease | Diagnote, Exotics, ACVIM Abstracts, Dentistry | **Equine** **Food Animal** | *New Product Review* **Bonus circulation:** CVC West, San Diego |
| NOVEMBER | Ad Closing 9/29/08 Materials Due 10/9/08 | **News, Business, Medicine, Products** | **Small animal:** Radiology, Oncology, Pediatric/Geriatric protocol | Surgery, Diagnote, Physical rehabilitation, ACVIM Abstracts, Dermatology | **Equine:** *AAEP package* **Food Animal** | *InFocus – Equine* 2008 Equine Calendar of Meetings & Events **Bonus circulation:** *AAEP* *Your DVM Career* |
| DECEMBER | Ad Closing 10/31/08 Materials Due 11/12/08 | **News, Business, Medicine, Products** | **Small animal:** Dentistry, Pediatric/Geriatric protocol, Diagnote | Behavior, ACVIM Abstracts, Anesthesia | **Equine:** Reproduction, Business analysis **Food Animal** | 2008 Companion Animal Calendar of Meetings & Events |

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# VETERINARY ECONOMICS®

| | | EDITORIAL* | SUPPLEMENTS & VALUE-ADDED* |
|---|---|---|---|
| **JANUARY** | Ad Closing 12/3/07 Materials Due 12/13/07 | Growth Center: Boosting pet food sales<br>Practice Tips: Talking to clients about your vaccine protocols<br>Client Communication: Delivering bad news (obesity, long-term health issues, euthanasia) | **Bonus circulation:** North American Veterinary Conference (NAVC), Orlando |
| **FEBRUARY** | Ad Closing 1/4/08 Materials Due 1/16/08 | Growth Center: Using your software to boost efficiency<br>Click & Copy: Pet weight loss<br>Practice Tips: Encouraging dental visits all year | **Bonus circulation:** Western Veterinary Conference (WVC), Las Vegas |
| **MARCH** | Ad Closing 2/4/08 Materials Due 2/14/08 | *Hospital Design:* The 2008 Hospital of the Year<br>Practice Efficiency: Moving to paperless practice<br>Practice Finances: Reminders for parasite control, blood testing, and pain control products | *Spring Vetguide 2008* |
| **APRIL** | Ad Closing 3/3/08 Materials Due 3/13/08 | Growth Center: Pet insurance<br>Click & Copy: Educating clients about feline heartworm disease<br>Practice Tips: Talking to clients about separation anxiety | **Bonus circulation:** CVC East, Baltimore |
| **MAY** | Ad Closing 4/3/08 Materials Due 4/15/08 | Growth Center: Building a strategic deworming program<br>Click & Copy: Making sure new equipment pays off<br>Law & Ethics: "I've been sued. Now what?!" | |
| **JUNE** | Ad Closing 5/2/08 Materials Due 5/14/08 | Growth Center: Targeting dental compliance<br>"I Survived!": An outbreak of virulent calicivirus<br>Click & Copy: Streamline prescription renewal requests | *Hospital Design*<br>Free *Readex On Target!®* Ad Readership Study for qualified advertisers |
| **JULY** | Ad Closing 6/3/08 Materials Due 6/13/08 | Practice Tips: Talking to clients about preanasthetic testing<br>Click & Copy: What to buy for a new practice | *CVC Central Guide 2008*<br>**Bonus circulation:** American Veterinary Medical Association (AVMA) Conference, New Orleans |
| **AUGUST** | Ad Closing 7/8/08 Materials Due 7/18/08 | Annual "State of the Industry" Report | **Bonus circulation:** CVC Central, Kansas City<br>Free capital equipment leads for qualified advertisers |
| **SEPTEMBER** | Ad Closing 8/4/08 Materials Due 8/14/08 | Benchmarks Study: Exclusive industry data: Measuring compliance<br>Practice Tips: Tailor your team's communication for older pets<br>Click & Copy: Educating clients about nutritional supplements | *Fall Vetguide 2008* |
| **OCTOBER** | Ad Closing 9/3/08 Materials Due 9/15/08 | Benchmarks Study: Exclusive industry data: Developing strong service recommendations<br>Practice Tips: Prepare your team to talk about behavior | **Bonus circulation:** CVC West, San Diego |
| **NOVEMBER** | Ad Closing 10/3/08 Materials Due 10/15/08 | Benchmarks Study: Exclusive industry data: Strategies that improve client compliance<br>Click & Copy: Client education form on arthritis pain | **Bonus circulation:** AAEP, San Diego |
| **DECEMBER** | Ad Closing 11/3/08 Materials Due 11/13/08 | Click & Copy: Medical record evaluation form<br>Managing Smart: How to make the most of time with sales reps | |

***SPRING* AND *FALL VETGUIDE***

| Issue Date | Ad Closing | Materials Due |
|---|---|---|
| **MARCH** | 1/28/08 | 2/7/08 |
| **SEPTEMBER** | 7/28/08 | 8/8/08 |

***HOSPITAL DESIGN***

| Issue Date | Ad Closing | Materials Due |
|---|---|---|
| **JUNE** | 4/25/08 | 5/7/08 |

***CVC CENTRAL GUIDE 2008***

| Issue Date | Ad Closing | Materials Due |
|---|---|---|
| **JULY** | 5/27/08 | 6/6/08 |

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## *VETERINARY MEDICINE* SUPPLEMENTS

| Issue Date | Ad Closing | Materials Due |
|---|---|---|
| **MARCH** Parasitology | 2/1/08 | 2/13/08 |
| **JUNE** 10 Things | 5/2/08 | 5/14/08 |

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# VETERINARY MEDICINE®

| | | EDITORIAL* | SUPPLEMENTS & VALUE-ADDED* |
|---|---|---|---|
| **JANUARY** | Ad Closing 12/10/07 Materials Due 12/20/07 | An overview of the azoles<br>Case report & review: Glucagonoma-associated superficial necrolytic dermatitis in dogs<br>Holter monitoring in dogs: Indications, technique & interpretation<br>Parasite Q&A<br>*Focus: Parasites, Dermatology, Diagnostics* | **Bonus circulation:** Western Veterinary Conference (WVC), Las Vegas |
| **FEBRUARY** | Ad Closing 1/10/08 Materials Due 1/22/08 | New treatment and imaging modalities for lung cancer<br>A challenging case: Palpebral reconstruction after entropion surgery<br>Screening and management of feline renal transplant candidates<br>Dental Corner<br>*Focus: Dentistry, Diagnostics, Imaging* | Free *Readex On-Target!*® Ad Readership Study for qualified advertisers |
| **MARCH** | Ad Closing 2/8/08 Materials Due 2/21/08 | Canine hypoadrenocorticism<br>Cyclosporine<br>Emergency medicine: Hit by a car<br>*Focus: Parasitology* | *Also in March:* A supplement to *Veterinary Medicine*: Commonly used parasiticides |
| **APRIL** | Ad Closing 3/7/08 Materials Due 3/19/08 | Owners who encourage aggression in their dogs<br>Using fluid therapy for short-term, low-risk procedures<br>Canine anaplasmosis: An emerging tick-borne disease<br>*Focus: Behavior, Parasites, Diagnostics* | **Bonus circulation:** CVC East, Baltimore |
| **MAY** | Ad Closing 4/10/08 Materials Due 4/22/08 | Canine oral tumors with an emphasis on melanoma<br>Chronic object licking<br>Dental Corner<br>*Focus: Behavior, Dentistry, Dermatology* | |
| **JUNE** | Ad Closing 5/9/08 Materials Due 5/21/08 | Urolithiasis in dogs and cats<br>Diagnosing and treating the causes of hematuria<br>Parasite Q&A<br>*Focus: Parasites, Nutrition, Diagnostics* | *Also in June:* A supplement to *Veterinary Medicine*: The 10 things every veterinarian should be doing |
| **JULY** | Ad Closing 6/10/08 Materials Due 6/20/08 | Dermatologic emergencies<br>Feline hypercalcemia<br>*Focus: Diagnostics, Dermatology* | |
| **AUGUST** | Ad Closing 7/10/08 Materials Due 7/22/08 | Chronic renal failure<br>Soft tissue or orthopedic surgical procedures<br>*Focus: Nutrition, Diagnostics* | **Bonus circulation:** CVC Central, Kansas City |
| **SEPTEMBER** | Ad Closing 8/8/08 Materials Due 8/20/08 | Local and regional analgesia<br>Apocrine gland anal sac adenocarcinomas in dogs<br>*Focus: Pain* | |
| **OCTOBER** | Ad Closing 9/10/08 Materials Due 9/22/08 | 10 behavior myths<br>IBD in dogs and cats<br>Dental Corner<br>*Focus: Behavior, Diagnostics, Dentistry* | **Bonus circulation:** CVC West, San Diego |
| **NOVEMBER** | Ad Closing 10/10/08 Materials Due 10/22/08 | FLUTD<br>*Focus: Diagnostics* | |
| **DECEMBER** | Ad Closing 11/7/08 Materials Due 11/19/08 | Selected papers and highlights from the 2008 CVCs<br>*Focus: Behavior, Dermatology, Diagnostics, Imaging, Nutrition, Pain, Parasites* | **Bonus circulation:** North American Veterinary Conference (NAVC) 2009, Orlando |

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# firstline®

| | | EDITORIAL* | VALUE-ADDED* |
|---|---|---|---|
| **JANUARY FEBRUARY** | Ad Closing 1/18/08 Materials Due 1/30/08 | Client Relations: Serving clients with disabilities<br>Q&A: Dental estimates<br>Sample Script: Explaining the risks of zoonosis | **Bonus distribution:** Western Veterinary Conference (WVC), Las Vegas |
| **MARCH** | Ad Closing 2/15/08 Materials Due 2/27/08 | Client Relations: Handling bad behavior from pets and clients<br>Marketing Strategies: Build better puppy and kitten kits<br>Q&A: Dental compensation | Free *Readex On Target!*® Readership Study for qualified advertisers |
| **APRIL** | Ad Closing 3/17/08 Materials Due 3/28/08 | Client Education: Do you know your stuff?<br>• Parasites<br>• Weight and exercise recommendations<br>• Client payment options<br>• Dental care | **Bonus distribution:** CVC East, Baltimore |
| **MAY** | Ad Closing 4/17/08 Materials Due 4/28/08 | Client Relations: When clients lie<br>Efficiency Rules: Tips for large and small practices<br>Sample Script: Discussing pain management | |
| **JUNE** | Ad Closing 5/16/08 Materials Due 5/28/08 | Client Relations: Tips to tailor your message<br>• Parasite control<br>• Nutrition and obesity<br>• Dental care<br>• Preanesthetic testing<br>• Wellness care<br>• Vaccinations | **Bonus distribution:** American Veterinary Medical Association (AVMA) Conference, New Orleans |
| **JULY** | Ad Closing 6/16/08 Materials Due 6/27/08 | Skill Builder: The ABCs of inventory<br>Marketing Strategies: Advertise smart<br>Sample Script: Talking to a price shopper | |
| **AUGUST** | Ad Closing 7/17/08 Materials Due 7/28/08 | Annual "State of the Industry" report | **Bonus distribution:** CVC Central, Kansas City |
| **SEPTEMBER OCTOBER** | Ad Closing 9/18/08 Materials Due 9/28/08 | Money Matters: Cool benefits and how to ask for them<br>Sample Script: Answering clients' questions about microchips<br>Sample Form: Calorie and exercise form | **Bonus distribution:** CVC West, San Diego |
| **NOVEMBER DECEMBER** | Ad Closing 11/14/08 Materials Due 11/28/08 | Client Relations: Overcoming client excuses to encourage better care<br>Working Environment: Smooth out your hospital workflow<br>Sample Script: Discussing behavior training | **Bonus distribution:** North American Veterinary Conference (NAVC) 2009, Orlando |

*Firstline* will have a total of nine issues with January & February, September & October, and November & December as combined issues.

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