

POWER PROFILE



INFORMATION EXCLUSIVITY

The ONLY industry journal focused exclusively on the unique communication issues facing the entire hospital team



SUPERIOR CIRCULATION¹ AND ADVERTISING EXPOSURE²

Dramatically surpasses its only competition in circulation among small-animal team members



TARGETS MOST DESIRABLE INFLUENCERS

Reaching the clinic's most influential and experienced voices among veterinary technicians, assistants, receptionists, and hospital managers



1. Source: June 2007 BPA Worldwide Publisher's Statements, categories 1-3 and NAVTA Members among the following journals: *Firstline*® 38,247, *Veterinary Technician*® 11,094.

2. Source: Readex Research, August 2007.



Firstline—
because now
more than
ever before,
it pays to talk
to the **entire
veterinary
team.**



How to **BU**

You're no punching bag,
so don't let anyone treat
you like one. Use these
bully-busting strategies to
reclaim your practice.

BY MICHELLE O'NEAL

ILLUSTRATION BY JENNIFER TAYLOR



Firstline was honored in 2006 with a gold award for contents page design and a bronze award for new publication by the American Society of Business Publication Editors (ASBPE). In 2007, ASBPE honored *Firstline* with a bronze award for overall headline writing.



beat a LLLY

It might start with a snicker every time you walk past the reception desk. Or maybe it's that snippy comment you've learned to dread every day: "Something smells," she says, wrinkling her nose as you enter the room. These small offenses may look trivial alone, but they accumulate over time to eat away at your confidence, sap team morale, and turn the job you love into a daily nightmare.

If you've ever been bullied, you know how much it hurts. And you're not alone. Studies conducted in 2005 by researchers at the University of New Mexico and at Arizona State University show that 25 percent to 30 percent of U.S. employees are bullied and emotionally abused sometime in their work histories.

It's not always easy to spot a bully. Some stealthily sabotage from the shadows and frighten

innocence when cornered, while others call the shots with show-stopping swagger. As a victim, you may be overloaded with tasks or cruelly stripped of qualifying ones. Once-friendly team members may avoid you, fearing the bully's wrath if they align themselves with you.

If this sounds like grade-school drama, you're not too far off. Playground tyrants grow up, but they don't often outgrow their tactic of intimidation. The irony is that beneath the bully's sinister exterior lies deep-seated insecurity, and often times, inadequacy. As Tim Field, author of *Bully in Sight: How to Predict, Avoid, Challenge, and Combat Workplace Bullying* (Success Unlimited, 1999), says, "Those who can't, bully." Let's take a look at five common bully breeds and how to best manage their assaults. ➔



WEB EXCLUSIVE:
Are you a bully magnet? Read "Why Me?" at firstlinevet.com.



Firstline fills a tremendous training need: Practicing small-animal veterinarians rate employee management as one of their top 10 non-clinical concerns.¹

It's a fact: The veterinary team is the first—and often the last—point of contact when a pet owner visits the clinic. A high percentage of team members meet with pet owners 10 or more times every day:

- 93% of receptionists¹
- 78% of credentialed technicians¹
- 76% of veterinary assistants¹
- 68% of practice managers¹

Pet owners trust the team's knowledge, and team members significantly influence clients' purchasing decisions. These influential team members turn to *Firstline* for the information they need and want.

Firstline reaches 39,797² team members by title and by name. This provides you the opportunity to target your message to those with important influence over pet owners.

1. Source: 2005 AVHC Veterinary Healthcare Team Study, data on file.

2. Source: June 2007 BPA Worldwide Publisher's Statement—paragraph 3c.



Firstline is a tool that team members—who recommend¹ your products every day—can't live without.

INFORMATION EXCLUSIVITY

Firstline is one of the only industry publications that speak directly and exclusively to the *entire* veterinary team.

Firstline understands and addresses the needs of every team member—practice managers, veterinary assistants, credentialed technicians, and receptionists. These team members become devoted readers because they depend on the content: **90% report *Firstline* is extremely valuable** in providing communication tools for the team!¹



Listen to the praise readers give *Firstline*:

"Congratulations on an excellent publication. I read the January/February 2007 edition from cover to cover . . . I wish all technicians would read this, it's very helpful."
Denise Mikita, MS, CVT; Denver, Colo.

"Thank you! Wow, what a practical and essential addition to my veterinary practice."
Krystal Forse, RVT, Practice Manager; Porter, Texas

"I've been receiving *Firstline* since it was introduced. Wonderful publicatin! It's very valuable in the practice management course I teach."
Dawn Christensen, RVT; East Lansing, Michigan

72% of subscribers say they've suggested changes to their practice as a result of reading *Firstline*.²



1. Source: 2005 AVHC Veterinary Healthcare Team Study, data on file.
2. Source: Advanstar May 2007 Reader Assessment Survey.

SUPERIOR CIRCULATION¹ AND ADVERTISING EXPOSURE⁴

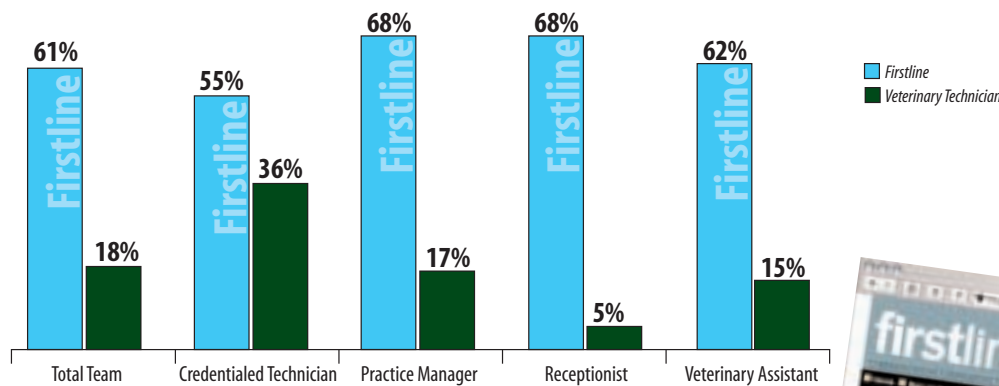
Firstline reaches an unbelievable 245% more small-animal team members than any other industry journal serving this important market.¹

But that's not all . . . 99%² of our subscribers are qualified team members in practice (many for more than 10 years²), and **each issue of *Firstline* reaches 99.9 % of our subscribers by name.**³

Firstline readers are loyal—**41% read each issue cover to cover.**⁴ These dedicated readers could be your dedicated customers.

Firstline offers more ad exposures than *Veterinary Technician* in every team category.⁴

**Average Issue Ad Exposures
Small-Animal Hospital Team⁴**



Firstlinemag.com offers more tools for team members to enhance their contributions to a veterinary practice and maximize every patient's well-being. Readers log 9,000 page views on average each month and spend an average of seven minutes per visit.⁵



Team members spend an average of 48 minutes reading time per issue of *Firstline*⁴—that's plenty of time to consider and internalize your advertising message.

1. Source: June 2007 BPA Worldwide Publisher's Statements, categories 1-3 and NAVTA members among the following journals: *Firstline*[®] 38,247, *Veterinary Technician*[®] 11,094.
 2. Source: June 2007 BPA Worldwide Publisher's Statements—paragraph 3a.
 3. Source: June 2007 BPA Worldwide Publisher's Statements—paragraph 3c.
 4. Source: Readex Research, August 2007.
 5. Source: 2006/2007 Advanstar Online Monthly Traffic Reports, data on file.



Firstline is your best way to connect with key influencers:

- credentialed technicians
- practice managers
- veterinary assistants
- receptionists

TARGETS MOST DESIRABLE INFLUENCERS¹

The veterinary team is made up of four highly influential voices who recommend products and services, and *Firstline* is the only industry publication that reaches every one of them. Check out the percentage of team members during an average week who recommend products to clients:

	Practice Managers ¹	Receptionists ¹	Credentialed Technicians ¹	Veterinary Assistants ¹
Flea and Tick Products	88%	97%	87%	94%
Heartworm Preventatives	87%	94%	83%	93%
Premium Pet Foods	80%	96%	87%	92%
Dermatological Products	75%	90%	79%	87%
Vaccines	86%	84%	85%	94%
Nutritional Supplements	68%	80%	73%	72%
Pet Treats	76%	92%	79%	88%
Dental Care Products	80%	93%	84%	90%
Pain Relief Drugs	74%	82%	85%	82%

These same team members are making product purchasing recommendations and/or final buying decisions. See the percentage of team members who have a say in buying the following products:

	Practice Managers ¹	Receptionists ¹	Credentialed Technicians ¹	Veterinary Assistants ¹
Flea and Tick Products	49%	32%	34%	32%
Heartworm Preventatives	47%	30%	30%	29%
Premium Pet Foods	45%	31%	32%	30%
Office Equipment	77%	56%	35%	48%



1. Source: Data on file: 2005 AVHC Veterinary Healthcare Team Study.

2008 Ad Planning Calendar

Effective January 1, 2008

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		EDITORIAL*	VALUE-ADDED*
JANUARY FEBRUARY	Ad Closing 1/18/08 Materials Due 1/30/08	Client Relations: Serving clients with disabilities Q&A: Dental estimates 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 Marketing Strategies: Build better puppy and kitten kits Q&A: Dental compensation	Free <i>Readex On Target!</i> ® Readership Study for qualified advertisers
APRIL	Ad Closing 3/17/08 Materials Due 3/28/08	Client Education: Do you know your stuff? • Parasites • Weight and exercise recommendations • Client payment options • Dental care	Bonus distribution: CVC East, Baltimore
MAY	Ad Closing 4/17/08 Materials Due 4/28/08	Client Relations: When clients lie Efficiency Rules: Tips for large and small practices Sample Script: Discussing pain management	
JUNE	Ad Closing 5/16/08 Materials Due 5/28/08	Client Relations: Tips to tailor your message • Parasite control • Wellness care • Nutrition and obesity • Vaccinations • Dental care • Preanesthetic testing	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 Marketing Strategies: Advertise smart 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 Sample Script: Answering clients' questions about microchips 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 Working Environment: Smooth out your hospital workflow 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.

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

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www.AdvanstarVHC.com

2008 Rates

Effective January 1, 2008

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RATES

Frequency	Full Page	$\frac{2}{3}$ Page	$\frac{1}{2}$ Page	$\frac{1}{3}$ Page	$\frac{1}{4}$ Page	$\frac{1}{6}$ Page
1x	\$6,390	\$5,440	\$4,165	\$3,655	\$2,580	\$2,060
6x	6,275	5,335	4,080	3,585	2,520	2,035
12x	6,075	5,175	3,960	3,470	2,450	1,965
18x	5,890	5,015	3,830	3,365	2,365	1,905
24x	5,695	4,840	3,700	3,250	2,290	1,845
36x	5,445	4,630	3,540	3,105	2,180	1,760
48x	5,190	4,400	3,380	2,955	2,085	1,675
60x	5,005	4,225	3,250	2,850	2,005	1,610
72x	4,870	4,145	3,175	2,795	1,965	1,570
96x	4,690	3,990	3,005	2,680	1,885	1,510
120x	4,590	3,905	2,995	2,620	1,845	1,475

POSITION RATES	Cover 2	+20%	Cover 4	+25%
	Cover 3	+10%	Other special positions	+15%

COLOR RATES

Standard Second Color (yellow, red, blue)	
Page	\$605
Spread	\$1,065
Matched Color	
Page	\$930
Spread	\$1,380
Process Color	
Page	\$1,595
Spread	\$2,270
Metallic Color	
Page	\$1,040
Spread	\$1,895

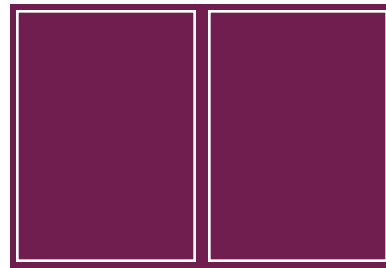
PRODUCT PREVIEW RATES

Frequency	Full Page	$\frac{2}{3}$ Page	$\frac{1}{2}$ Page	$\frac{1}{3}$ Page	$\frac{1}{4}$ Page	$\frac{1}{6}$ Page	Standard Second Color (yellow, red, blue)
1x	\$4,320	\$3,455	\$2,585	\$1,955	\$1,650	\$1,110	\$515
6x	4,200	3,360	2,515	1,880	1,545	1,080	\$785
12x	4,025	3,220	2,395	1,805	1,530	1,030	\$1,590
18x	3,815	3,050	2,275	1,710	1,440	990	\$995
24x	3,720	2,980	2,225	1,670	1,420	955	
36x	3,630	2,915	2,170	1,630	1,385	935	

Advertising Unit Sizes

Bleed dimensions include allowance for loss of $\frac{1}{8}$ " at head, foot, gutter, and face during binding. Leave at least $\frac{3}{8}$ " between gutter and live matter and all trim edges.

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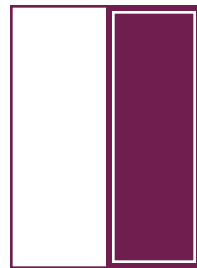
TWO-PAGE SPREAD

Trim
15½" x 10½"
Bleed
15¾" x 10¾"
Nonbleed
14½" x 9½"



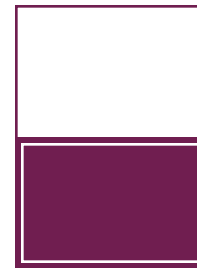
FULL PAGE

Trim
7¾" x 10½"
Bleed
8" x 10¾"
Nonbleed
6¾" x 9½"



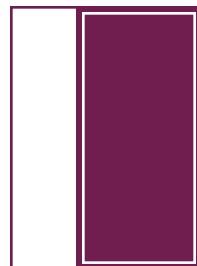
½ PAGE VERTICAL

Bleed
4½" x 10¾"
Nonbleed
3¾" x 9½"



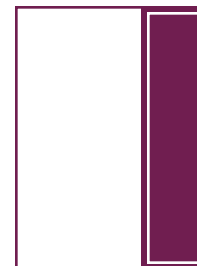
½ PAGE HORIZONTAL

Bleed
8" x 5¾"
Nonbleed
6¾" x 4½"



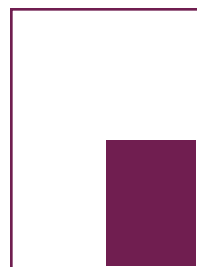
⅔ PAGE

Bleed
5¼" x 10¾"
Nonbleed
4½" x 9½"



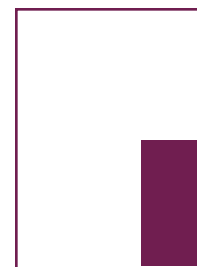
⅓ PAGE VERTICAL

Bleed
2¾" x 10¾"
Nonbleed
2½" x 9½"



¼ PAGE

Nonbleed
3¾" x 4½"



⅙ PAGE

Nonbleed
2½" x 4½"

Magazine Specifications

Stock: Text pages: 45# stock
Cover: 80# stock

Binding: Saddle stitch binding

Printing Process: Web offset

Line Screen: 150-line screen recommended.
(Allow for 24% dot gain.)

Reproduction Requirements

1. Digital data is required for all ad submissions. Preferred format is **PDF/X-1a**. Acceptable format is PDF which must contain high resolution images, CMYK image and color mode only (exception: unless additional PMS color is purchased), all fonts embedded, all transparency attributes flattened, maximum total ink density 320%, 1/8" bleed for bleed ads, all trim marks offset minimum of 1/8", icc profile is "U.S. Web Coated (SWOP) v2", or none should be applied. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than our preferred or acceptable formats. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. All files should be built to exact ad space dimensions purchased. For detailed instructions on preparing and submitting ad files to the correct size, download digital ad specifications from www.AdsAtAdvanstar.com or contact the production manager.

2. Publisher will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser's file before publication.

3. Accepted Method of Delivery: The preferred method of delivering ad files to Advanstar is via a web based ad uploader, www.AdsAtAdvanstar.com. Files can also be submitted on CD-R or DVD-R disc format.

4. Ad Proofs: To insure that Advertiser's ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must also be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof. Please send SWOP proofs to:

Advanstar Communications
ATTN: René Fall
131 West First Street
Duluth, MN 55802

Issuance:

- 9x
- Mailed at periodical rate, 15th day of month

Closing Dates:

- Reservations and copy: 30 days preceding month of issue
- Cancellations: 30 days preceding month of issue

Rate Protection:

2008 rates are protected through December 31, 2008.

Commission

Accredited advertising agencies receive a 15% commission provided invoices are paid within 30 days.

Production charges are not subject to agency commission.

Publisher's Note

All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising not in keeping with the publication's standards. *Firstline* is a registered trademark used herein under license.

Insert Specifications

Two-page insert 7 1/2" x 10 3/4" • Trim size 7 1/4" x 10 1/2"
(Position ad to allow for 1/8" trim at head, foot, gutter, and face. Leave at least 3/8" between live matter and all trim edges. Bleed 1/8" on all sides of ad.)

Four-page insert 14 3/4" x 10 3/4" • Trim size 7 1/4" x 10 1/2"
All inserts should be delivered folded and ready for binding. (Position ad to allow for 1/8" trim at head, foot, gutter, and face. Leave at least 3/8" between live matter and all trim edges. Bleed 1/8" on all sides of ad.)

Stock: Not to exceed the following limitations:

	Single Leaf/ 2 Pages	4 Pages	6 Pages	8 Pages or More
Coated	100# Text	100# Text	80# Text	70# Text

Submit samples to production manager for approval. Samples of insert stock should be submitted four weeks in advance of insert delivery date and prior to printing of insert.

Quantity: Verify before each insertion.

Shipping: Inserts only should be shipped to:

Firstline
RR Donnelley
100 Banta Road
Long Prairie, MN 56347-1903

Insert Rates: Contact your AVHC account manager for a specific quote based on insert size and desired circulation.

Product Preview

Product Preview is designed for companies that purchase fractional or full-page advertising space in black and white or color. Ads appear in the journal's Product Preview department and are surrounded by new-product information.

Circulation

BPA Worldwide audits *Firstline's* circulation. Go to BPA's searchable Web site at www.bpaww.com to utilize the following resources—and much more:

- View and print *Firstline's* current and archived BPA Circulation Statements.
- View and print other BPA-audited publications' Circulation Statements within this industry and many other industries Advertiser might be interested in.
- Sign up to receive automatic e-mail notifications when newly updated Circulation Statements or Audit Reports are available in BPA's on-line Reports Library.
- View the rigorous bylaws and rules that must be adhered to in order to become a BPA member and to pass a BPA audit.
- Use the invaluable search engine to perform keyword searches through dozens of media and publishing Web sites.

If you haven't already done so, you will need to create your username and password to access BPA's library of circulation data. Go to www.bpaww.com, click on the appropriate boxes in the "Circulation Data Search" link, and follow the succeeding instructions to create your username and password. You only have to create the username and password once, and then you will have unlimited free access to BPA's Reports Library.

Questions?

Contact the publisher for contracts, insertion orders, proofs, instructions, shipping information, and all reproduction materials.

Standard Terms and Conditions for Advertising

Effective January 1, 2008

The following terms and conditions (the "Standard terms") shall be incorporated by reference into all Insertion orders submitted to *Advanstar Communications Inc.* ("Publisher") by Advertiser or its advertising agency.

A – Invoices are rendered at date of publication.

B – Publisher holds the Advertiser and its advertising agency jointly responsible for paying all duly authorized advertising inserted or attached to *Firstline* magazine. All past due payments may be invoiced directly to the Advertiser, who will be held fully responsible for payment.

C – Terms: Invoices are rendered on the publication date of each issue and are due upon receipt. Agency commission will be disallowed on all past due invoices. In the event Advertiser's account is placed for collection, Advertiser and agency agree to pay Publisher for all reasonable collection costs and/or attorney's fees incurred. Advertiser and agency also agree to pay finance charges on unpaid account balance at the rate of 1½% per month or the maximum permitted by law.

D – Publisher will not be bound by any terms, conditions, or provisions appearing on insertion orders or copy instructions which conflict with provisions of these Standard terms, including, without limitation, sequential liability statements from advertising agencies. In the event of any inconsistency between an insertion order and/or copy instructions and these Standard terms, the Standard terms shall control.

E – All advertisements are accepted and published by the Publisher on the representation that the agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof.

F – Advertiser hereby grants Publisher the right and license to use, reproduce, transmit, and distribute all creative materials supplied by or on behalf of Advertiser, including, without limitation, all text, graphics, illustrations, and photographs (the "Creative"). Advertiser represents and warrants that: (i) it has all the necessary rights in the Creative; (ii) the Creative does not violate any applicable law or regulation; (iii) the Creative does not violate or infringe upon any third party right in any manner or contain any material or information that is defamatory, libelous, slanderous, that violates any person's right of publicity, privacy or personality, or may otherwise result in any tort, injury, damage, or harm to any person. Advertiser acknowledges that Publisher is relying on the foregoing representations and warranties. Advertiser agrees to indemnify, defend, and hold Publisher and its affiliates, and their respective officers, directors, and employees, harmless from and against any and all expenses and losses of any kind (including reasonable attorney's fees and costs) incurred based upon a breach of any of the foregoing representations and warranties or in connection with any claim arising from or related to any advertisement supplied by Advertiser or its agents and run by Publisher.

G – Publisher reserves the right to reject any advertising that Publisher feels is not in keeping with the publication's standards or for any other reason, even if the advertising has been published previously by Publisher.

H – Publisher shall not be liable for any omitted, misplaced, or mis-positioned advertisements.

I – All orders are accepted by Publisher subject to change in rate upon notice from Publisher.

J – Orders may be cancelled within ten (10) business days of the effective date of a change of rates without incurring a shortrate adjustment, provided the Advertiser's contract rate has been earned as of the date of cancellation.

K – An order may be cancelled without liability up to thirty (30) days prior to the issue's ad close date. Publisher reserves the right to demand payment for orders cancelled less than thirty (30) days prior to ad close, regardless of the date of ad placement.

L – A ¼ page ad is the minimum rate holder.

M – Advertiser will be shortrated if, within a 12-month period from the date of the first insertion, Advertiser does not use the amount of space upon which its billings has been based. Advertiser will be rebated if, within a 12-month period from the date of the first insertion, Advertiser has used sufficient additional space to warrant a lower rate than that at which it has been billed.

N – Costs incurred by Publisher for production work on advertisements will be charged to the Advertiser regardless of whether or not the ad runs. Advertiser will be charged for any artwork, separations, halftone, shipping, or typography provided by Publisher.

O – In the event a change of copy is not received by Publisher by the publication's ad closing date, the copy run in the previous issue of the publication will be inserted.

P – Publisher will hold Advertiser's materials for a maximum of one year from last issue date. It is the responsibility of the Advertiser to arrange for the disposition of artwork, proofs, or digital materials prior to that time, otherwise materials will be destroyed. All requests must be submitted in writing.

Q – Publisher will not be held responsible for consequential costs or other damages due to loss or damage of digital ad materials, art, proofs, or transparencies.

R – Under no circumstances shall Publisher be liable for any indirect, incidental, special, or consequential damages (including, without limitation, loss of profit or impairment of goodwill) of any Advertiser. Under no circumstances shall Publisher's direct or indirect liability to any advertising agency or Advertiser exceed the invoiced cost of the advertisement. Notwithstanding the foregoing, Publisher shall have no liability for (i) any failure or delay resulting from conditions beyond Publisher's control; or (ii) errors in content or omissions in any creative or advertising materials provided by Advertiser.

S – These Standard Terms, together with insertion orders submitted by Advertiser, (i) shall be governed by and construed in accordance with the laws of the State of New York and the United States, without giving effect to principles of conflicts law; (ii) may be amended only by written agreement executed by an authorized representative of each party; and (iii) constitute the complete and entire expression of the agreement between parties, and shall supercede any and all other agreements regarding the subject matter hereof, whether written or oral, between the parties. Failure by either party to enforce any provision of these Standard Terms shall not be deemed a waiver of future enforcement of that or any other provision. Advertiser may not resell, assign, or transfer any of its rights hereunder.

Rates Effective – October 22, 2007

Total Qualified Circulation: 40,000
Source: BPA Statement June 2007

Firstline serves the veterinary field.

Recipients are registered technicians, receptionists, hospital managers, and assistants.

MARKETPLACE AD

Per Column Inch (1 Column = 2-1/4")

Frequency	Black & White	2-Color	4-Color
12X	\$84	\$126	\$144
9X	\$87	\$129	\$147
6X	\$91	\$133	\$151
3X	\$95	\$137	\$155
1X	\$99	\$141	\$159
The Below Per Word Rates Apply to Practice for Sale Only			
Minimum Charge (First 25 words)	\$105	Blind Box	\$43
Per Word (Each add'l word)	\$2.00		

Actual ad cost determined by number of columns multiplied by number of inches at applicable frequency rate and color choice. For the best rate, frequency schedules must start with first insertion. Prepayment is required for all contracts under \$1,000 and must be paid by the issue closing date. We accept check or VISA, MC & AMEX. Terms and conditions on advertising contract apply.

<u>MAIL DATE</u>	<u>CLOSING DATE*</u>	<u>MAIL DATE</u>	<u>CLOSING DATE*</u>
Jan/Feb	01/14	July	06/11
March	02/11	August	07/14
April	03/12	Sept/Oct	09/10
May	04/14	Nov/Dec	11/10
June	05/12		

*Tentative Dates

DIGITAL AD SPECS: For Specifications and File Instructions please go to: <http://www.advanstar.com/adspec/> (If you don't have access to the Internet, please ask your Account Rep to send/fax the specifications and File Instructions.)

TERMS & CONDITIONS: Special production charges will be charged separately to the advertiser. Rates are effective for current calendar year and are subject to change. **If any insertions carry over into a subsequent year, new rates will be in effect. Cancellations can ONLY be accepted, in writing directed to the account executive listed on the advertising contract. Cancellation requests must be received prior to the issue closing date.** If contract and materials are not received by closing date, we cannot secure advertising placement. Space costs will be adjusted to the appropriate rate if less space is used during calendar year. Advanstar may reject or cancel any advertising at any time. All advertising accepted subject to credit approval. *For complete Terms & Conditions, please call your account representative, see the publications media kit or look to the bottom of your advertising contract.*

Angela Paulovcin

800-225-4569, ext. 2629 or 440-891-2629 ☆ Fax: 888-552-4372 ☆ Email: apaulovcin@advanstar.com
24950 Country Club Blvd, Suite 200, North Olmsted, OH 44070

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007

This issue is equal to the average of the other 4 issues reported in Paragraph two.

BUSINESS/PROFESSIONAL ANALYSIS	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE				
			Credentialed/Registered Veterinary Technician	Veterinary Hospital Manager	Receptionist	Veterinary Assistant	Other
VETERINARY HOSPITAL TEAM MEMBERS BY TYPE OF PRIVATE PRACTICE AND SPECIALTY							
1. Exclusive Small Animal Practice _____	26,934	67.3	6,152	8,545	6,855	3,985	1,397
2. Over 50% Small Animal _____	3,507	8.8	777	1,068	808	614	240
3. Mixed Practice (50%-50%) _____	5,223	13.1	1,345	1,526	1,550	652	150
4. Exclusive Large Animal Practice							
*A. Cattle _____	6	-	2	2	1	1	-
*B. Horse _____	37	0.1	5	16	9	4	3
*C. Swine _____	1	-	1	-	-	-	-
*D. Large Animal Practice (more than one species) _____	14	-	2	3	6	-	3
5. Over 50% Large Animal _____	135	0.3	18	57	32	16	12
6. DVM Type of Practice Unknown _____	1,018	2.6	31	770	60	117	40
SUB-TOTAL	36,875	92.2	8,333	11,987	9,321	5,389	1,845
7. Manufacturers of Veterinary Drugs or Equipment including Marketing and Sales Personnel _____	11	-	5	-	2	-	4
8. Government: Federal, State, Municipal/Armed Forces _____	12	-	4	-	-	5	3
9. NAVTA Member _____	2,583	6.5	2,550	7	1	16	9
10. Students							
A. Veterinary Medical Students _____	2	-	-	-	-	1	1
B. Veterinary Technician Students _____	92	0.2	22	-	6	34	30
11. Academic/Teaching/Libraries/Research _____	103	0.3	74	4	1	3	21
12. Others Allied to the Field _____	213	0.5	30	30	62	74	17
SUB-TOTAL 1-12	39,891	99.7	11,018	12,028	9,393	5,522	1,930
Other Paid Circulation: _____	109	0.3					
TOTAL QUALIFIED CIRCULATION	40,000	100.0					

ADDITIONAL DATA FOR ISSUE OF MAY 2007

This is an analysis of the 31,476 or 78.7% of the total recipients who indicated their years in practice. This data is presented for statistical and marketing purposes only.

Veterinary Hospital Team Members by Years in Practice	TOTAL QUALIFIED	PERCENT OF TOTAL
More than 10 years _____	13,562	34.0
6 - 10 years _____	6,491	16.2
3- 5 years _____	5,706	14.2
Less than 3 years _____	5,717	14.3
TOTAL QUALIFIED CIRCULATION	31,476	78.7

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	20,833	9,847	-			30,680	76.7
a. Written _____	8,459	1,617	-			10,076	25.2
b. Telecommunication _____	8,158	7,068	-			15,226	38.1
c. Electronic _____	4,216	1,162	-			5,378	13.4
II. TOTAL - Request from recipient's company: _____	2,170	2,187	-			4,357	10.9
a. Written _____	380	1,118	-			1,498	3.7
b. Telecommunication _____	852	658	-			1,510	3.8
c. Electronic _____	938	411	-			1,349	3.4
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	319	165	-			484	1.2
a. Written _____	127	84	-			211	0.5
b. Telecommunication _____	136	30	-			166	0.4
c. Electronic _____	56	51	-			107	0.3
V. TOTAL - Sources other than above (listed alphabetically): _____	3,484	995	-			4,479	11.2
*Association rosters and directories _____	2,033	651	-			2,684	6.7
*Business directories _____	928	-	-			928	2.3
Independent field reports _____	-	-	-			-	-
Licenses - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	523	344	-			867	2.2
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	26,806	13,194	-			40,000	100.0
*See Paragraph 11	PERCENT	67.0	33.0	-		100.0	-

Paid Source Information can be reported at the option of the publisher.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			39,797	99.5
Individuals by name only _____			136	0.4
Titles or functions only _____			7	-
Company names only _____			56	0.1
Multi-Copy Same Addressee copies _____			4	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			40,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007									
State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____			295		400-427 Kentucky _____			603	
030-038 New Hampshire _____			236		370-385 Tennessee _____			937	
050-059 Vermont _____			124		350-369 Alabama _____			605	
010-027 Massachusetts _____			793		386-397 Mississippi _____			399	
028-029 Rhode Island _____			120		EAST SO. CENTRAL			2,544	6.4
060-069 Connecticut _____			503		716-729 Arkansas _____			428	
NEW ENGLAND			2,071	5.2	700-714 Louisiana _____			429	
100-149 New York _____			1,866		730-749 Oklahoma _____			591	
070-089 New Jersey _____			790		750-799 Texas _____			2,882	
150-196 Pennsylvania _____			1,695		WEST SO. CENTRAL			4,330	10.8
MIDDLE ATLANTIC			4,351	10.9	590-599 Montana _____			175	
430-459 Ohio _____			1,648		832-838 Idaho _____			219	
460-479 Indiana _____			1,065		820-831 Wyoming _____			96	
600-629 Illinois _____			1,425		800-816 Colorado _____			730	
480-499 Michigan _____			1,366		870-884 New Mexico _____			210	
530-549 Wisconsin _____			1,223		850-865 Arizona _____			670	
EAST NO. CENTRAL			6,727	16.8	840-847 Utah _____			200	
550-567 Minnesota _____			996		889-898 Nevada _____			204	
500-528 Iowa _____			650		MOUNTAIN			2,504	6.2
630-658 Missouri _____			1,256		995-999 Alaska _____			53	
580-588 North Dakota _____			111		980-994 Washington _____			945	
570-577 South Dakota _____			163		970-979 Oregon _____			660	
680-693 Nebraska _____			355		900-961 California _____			3,014	
660-679 Kansas _____			706		967-968 Hawaii _____			59	
WEST NO. CENTRAL			4,237	10.6	PACIFIC			4,731	11.8
197-199 Delaware _____			99		UNITED STATES			39,649	99.1
206-219 Maryland _____			704		969 & 004-009				
200-205 Washington, DC _____			21		U.S. Territories _____			35	
220-246 Virginia _____			1,141		Canada _____			231	
247-268 West Virginia _____			207		Mexico _____			3	
270-289 North Carolina _____			1,335		Other International _____			77	
290-299 South Carolina _____			633		APO/FPO _____			5	
300-319 Georgia _____			1,288		TOTAL QUALIFIED CIRCULATION			40,000	100.0
320-349 Florida _____			2,726						
SOUTH ATLANTIC			8,154	20.4					

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Circulation Claim
	2006	*2007
Total Audit Average Qualified: _____	40,005	40,000
Qualified Non-Paid: _____	39,823	39,880
Qualified Paid: _____	182	120
Post Expire Copies included in Paid Circulation: _____	**NC	**NC
Average Annual Order Price: _____	**NC	**NC

***NOTE: 2007 data is unaudited. With each successive year, new data will be added until five years of data is displayed.**

**NC = None Claimed

10. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
9	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA

ISSUES PER YEAR:

As of January 2007, frequency changed from 6 to 9 issues per year.

AVERAGE NON-QUALIFIED CIRCULATION:

Allocated for trade shows and conventions includes:

ISSUE	TRADE SHOW/CONVENTION	COPIES
January/February	Western Vet Conference; Las Vegas, NV	400
April	CVC East, Baltimore, MD	200
June	ACVIM, Seattle, WA	200

PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 167 copies or 0.4% and 2,517 copies or 6.3%.

Business directories include 1 source of circulation for a quantity of 928 copies or 2.3%.

Other sources include 2 sources of circulation for quantities of 362 copies or 0.9% and 505 copies or 1.3%.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.	Date signed	June 19, 2007
Mark Rosen, Circulation Director	State	Minnesota
Lynne Sapp, Circulation Manager	County	St. Louis
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	June 19, 2007
IMPORTANT NOTE:	Type	PD
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	F261P0J7