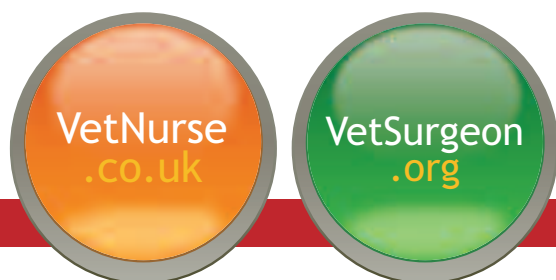


VETNURSE.CO.UK & VETSURGEON.ORG

2010 Ratecard and Marketing Opportunities

PUT YOUR COMPANY AT THE HEART OF THE VETERINARY COMMUNITY

www.vetnurse.co.uk & www.vetsurgeon.org,
the online communities for veterinary surgeons and
nurses that offer proven opportunities to increase
brand awareness, generate a direct response,
and engage with the veterinary profession.



VetNurse.co.uk & VetSurgeon.org are *the* community websites for the veterinary profession:

- Free job and events advertising for you and the profession
- Lively and interactive forums
- Veterinary newsfeeds
- Photo and video sharing galleries
- Home to an increasing number of veterinary associations

Why use VetNurse.co.uk & VetSurgeon.org?

- Instant communication with your target audience
- Precise targeting of veterinary surgeons and nurses, practice managers and subgroups
- A wide choice of message presentation
- Uniquely measurable response; recipient views, timings and actions are monitored

Join **VetNurse.co.uk & VetSurgeon.org** and keep up to date with the veterinary industry.

“VetSurgeon.co.uk produced a remarkable e mail campaign for a new product launch. We received great exposure and interest with the impressive 25% click through rate the campaign drove. I highly recommend it to target a good vet audience and create product awareness!”

Annelies O. Hall DVM,
Pfizer Product Manager

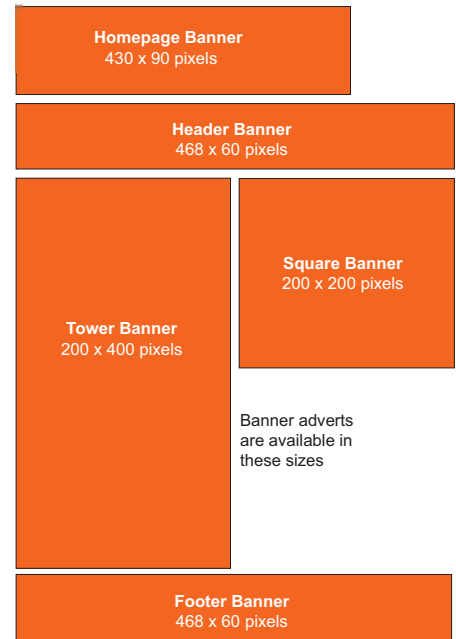
VETNURSE.CO.UK & VETSURGEON.ORG

Banner Advertising

Banner advertising online significantly increases brand awareness. In addition, by using the latest innovative design techniques, your banner ad will get your company, your brand and your product noticed!

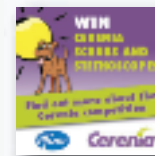
Discounts are available for booking banners for more than one month or for booking on both websites.

BANNER POSITIONS	COST	SIZE
HOMEPAGE BANNER	£800 pcm	430 x 90 pixels
HEADER BANNER	£600 pcm	468 x 60 pixels
TOWER BANNER	£550 pcm	400 x 200 pixels
SQUARE BANNER	£450 pcm	200 x 200 pixels



Banner Example

An animated sequence of a header banner



Square Banner Example

A static square banner

E-Newsletter Advert

The monthly *In Digestion* e-newsletter is sent to every member of VetSurgeon.org. and VetNurse.co.uk.

A logo and short text can be placed in a prominent position. A chance to reach the entire database with spaces from as little as £150.

“We've worked with JCA Media Group on numerous projects, including a recent email campaign for which the outcomes have been very positive. The team there is really helpful and resourceful and we really value our relationship with them.”

Maria Zakoula,
Purina Product Manager



For advertising call Jennie on 01449 720881 or email jennie@jcagroup.com



MARKETING OPPORTUNITIES

Email Campaigns

Great for a direct response and sending out an interesting message, e.g. product launch or promotion, competition, special offers, educational info etc.

Our emails have been used by the majority companies across the veterinary sector throughout 2009, and have achieved excellent results.

We also provide you with a full report, so you can measure the response to your campaign accurately.

We have over 10,000 opt-in emails and charge on a cost per thousand basis of £350 and can split our database into the following categories:

- Vets
- Qualified VNs
- Students
- Assistants
- Practice Managers

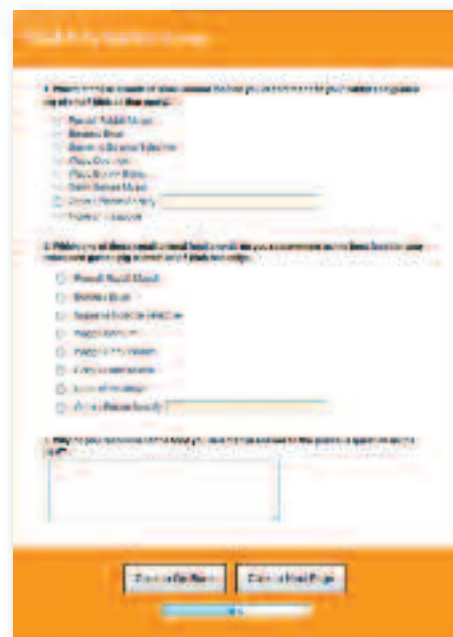
Contact us for past campaign examples and the latest figures for our database breakdown.



Online Surveys

- Want to find out more about your target audience?
- What they like and don't like about your products?
- Where your products sit in the market?
- How best to launch a new product?

Let us carry out an online survey for you! (all text and images to be supplied). Cost is £500 for up to 10 questions.



For advertising call Jennie on 01449 720881 or email jennie@jcagroup.com

Microsites

Give in depth info about promotions/products.

£500 for a standard three-page microsite (all text and images to be supplied).

Call or email for examples or a tailored quote for something more complex.



Company Discussion Forums

Used to gather feedback or information on items such as new product launches, CPD and events, or how well a product promotion was received. Cost: £500 to run for one month.



For advertising call Jennie on 01449 720881 or e-mail jennie@jcagroup.com