



phil winter's marketing communications

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6"x11" POSTCARD
NEWSLETTER

A Select Your Topics (each article can be modified to meet your practice requirements)

Approximate article size for layout planning

- A= Large
- B= Medium/Large
- C & D = Medium
- E, F, G = Small

Typically with a postcard newsletter you can have one large article, a medium article and one or two small articles. Choose what you would like and we will work with the design to make it all fit and look great.

- Are Your Prepared - Pet 1st Aid Kit (A)
- Fun Facts - Popular Pet Names (F)
- How Often Should My Cat See a Veterinarian (B)
- Anesthesia for My Pet Scares Me (C)
- Benefits of Laser with Surgery (B)
- 7 Summer Safety Tips (B)
- Sugarless Gum - Treat or Poison (G)
- Pets Have Clout in the Marketplace (C)
- Pet Shelters Myths & Facts (G)
- Study Examines the Benefits of Pet Ownership (G)
- Pet Portals - Website Resource (C)
- Top 5 Human Drugs Dangerous to Pets (C)
- FDA Online Pet Owner Pharmacy Warning (C)
- Xylitol Poisoning (B)
- Canine Ehrlichiosis(D)
- Insects Bites & Stings (C)
- Children and Pet Loss (C)
- Feline Heartworm Disease (D)
- Ultrasound (B)
- What's A Reverse Sneeze in Dogs (C)
- Heat Stroke (B)
- Lick Granuloma (C)
- The Most Common Poisons in Dogs (A)
- The Most Common Poisons in Cats (A)
- Feline Calicivirus (D)
- Flea Prevention & Control (D)
- Pet Obesity/Weight Loss – Your Fat Pet (A)
- Pet Obesity with Body Score Chart – (A)
- Canine Influenza (D)
- Breed Profile - Golden Retrievers (B)
- Breed Profile – Siamese Cat (B)
- Your Pet's Worst Enemies - Parasites (A)
- Your Pet's Bad Breath Is A Sign of Disease (A)
- Internet Pharmacies – what you need to know (A)
- Second Hand Smoke – Is Your Pet At Risk? (D)
- What You Should Know About Pet "Treats" (A)
- Why Professional Dental Cleaning Requires Anesthesia (A)
- Preparing & Caring For Your Pet's Senior Years (A)
- Looking For Your Pet's Best Behavior? (D)
- AACHO... Feline Upper Respiratory Infection (D)
- Ear Disorders and Your Pet (D)
- One Bite Is All It Takes ... Heartworm Disease (D)
- Proper Nutrition & Your Pet's Health (A)
- Feline Dental Health (D)
- One Of The Most Contagious Diseases Your (D)
Dog Will Be Exposed To (Kennel Cough)
- Peeewwww What's That Smell? (C)
- Is Your Dog At Risk For Lyme Disease? (D)
- Exercising Fido (B)
- Vacationing with Your Pet (B)
- Zoonotic Parasites – Giardia (B)
- Health Insurance For Your Pet (C)
- Chocolate Can Kill Your Pet (E)
- Heartworms... One bite is all it take. (D)
- Aspirin Is Not For Your Pet (E)
- Cat Litter- What's the Scoop? (D)
- Cat Trivia (E)
- The Lighter Side - Dog Rules (C)
- Hospital Humor - The Art of Pilling Your Cat (B)
- Hospital Humor - A Dog's Dictionary (C)
- Q & A - What Is A Pet I.D. Microchip? (G)
- Why Bathe Your Pet? (D)
- Laser Surgery – A Big Hit (B)
- Doggie Day Care - A Growing Trend (C)
- Pain Manage. – Pet's Don't Always Say Ouch (D)
- One Night Out – The Indoor/Outdoor Choice (D)
- Why The Cost of Keeping Fido & Felix Is So High? (D)
- Important Information On Your Pet's Blood Work (D)
- Feline Cystitis (D)
- Cat Bite Infections (D)
- Anal Sac Disease (C)
- Raising a Happy, Socialized Puppy (C)
- Don't Let Your Pet Suffer - K-9 Osteoarthritis (A)
- CareCredit – How It Can Help You (G)
- Pets May Protect Children from Allergies (D)
- Why Does My Pet Need A Specialist? (D)
- Hip Dysplasia (D)
- Nutritional Tips For Joint Health (D)
- Yikes - My Pet Just Got Skunked! (D)
- Antifreeze Poison Alert (D)
- What You Should Know About Cat Scratch Fever (D)
- Diabetes Mellitus (B)
- Lepto, an old disease, a new threat (D)
- Lick Granulomas (B)
- Vaccine Failure - What you need to know (D)
- Ringworm in Cats (B)
- What the Nose "Knows" (B)
- Winter Health Hazards (F)
- Diseases Transmitted to Humans from Pets (D)
- Kidney Disease - Early Detection is Critical (D)
- Checking Your Pet's Urine Makes Good Sense (C)
- Signs Your Pet Has Allergies (D)
- What is Dog Arthritis? (D)
- Trimming your pet's toenails (G)
- Glaucoma – the major cause of blindness in pets (A)

Email your hospital provided articles, logo or photos to: phil@philwinter.com

B Select Newsletter Quantity

6" x 11" POSTCARD NEWSLETTER

design fee is \$189 and includes two proofs

- Print 500 - \$289
- Print 1,000 - \$359
- Print 2,000 - \$559
- Print 4,000 - \$759

C Optional Mailing Services

- Inkjet Address \$39 + 8.5¢ ea.**
- US Postage discount rate (32¢ ea.)

**Email your address list in Excel or comma delimited text format to: phil@philwinter.com

comments/requests: _____

Practice Name: _____

Veterinarian: _____

Circle Credit Card Type: VISA M/C AMX DISCOVER

C.C. #: _____

Exp. Date: _____ CVC# _____

Address: _____

City: _____

State/Zip: _____

Phone #: _____

FAX #: _____

Contact Person: _____

Signature: _____

PLEASE NOTE: Each project includes 2 proofs.
Additional revision proofs are \$49 each.

Include AAHA logo in project YES NO

Include practice logo in project YES NO

Include social network icons YES NO

circle your choice

PROOF APPROVAL NOTICE

You will be sent a proof and approval form via email or USPS prior to job being sent to the printer.

Postcard Practice Newsletters

A Powerful Practice Growth Tool

"An exceptional opportunity to enhance client communications & practice growth"

Our Postcard Practice Newsletter is an effective communication tool to reach your client. It is easy to read, and contains a variety of interesting and credible articles on seasonal concerns important to pet health. Most important, the **CLIENT WILL READ IT.**

Your newsletter is personalized for your practice to include a number of customized elements to engage the client reader. You can include your own photos and edit any elements to meet your unique practice requirements.



BRICKELL BAY ANIMAL HOSPITAL

Four Paws and Furr
Pet Health Newsletter
FALL 2013

20% SAVINGS
Professional Dental Cleaning or Regular Office Exam Visit
call for an appointment and additional details, please present this card • expires 12/31/13
ph: 786-231-1111

Top-Selling Human Drugs Dangerous to Pets

Lipitor® (atorvastatin)
Used to reduce cholesterol levels. Generally when pets get into Lipitor only mild side effects are seen, such as vomiting and diarrhea. Therefore, Lipitor is not considered to have high toxicity levels for pets. While some human drugs are utilized in veterinary medicine, Lipitor is not.

Nasium® (esomeprazole)
This is an anti-ulcer medication and proton-pump inhibitor that results in decreased gastric acid secretion. While it is utilized in veterinary medicine for some pets, mild side effects can include vomiting and diarrhea. Pet owners of dogs or cats that get into this drug should watch their pet closely, but not be alarmed since symptoms will generally subside on their own.

Advair Diskus® (fluticasone propionate and salmeterol)
Often used for treating asthma and administered through an inhaler. Advair Diskus contains beta-agonist drugs that expand the lungs and steroids that decrease inflammation in the lungs. Because inhalers contain many doses, dogs that chew into them are exposed to massive amounts of the drug all at once. This often results in heart arrhythmias, an elevated heart rate, agitation, vomiting and even acute collapse. Severe electrolyte abnormalities, such as very low potassium levels, are likely and can be life-threatening without immediate veterinary treatment.

Abilify® (aripiprazole)
Abilify contains aripiprazole, an atypical antipsychotic agent that is used to treat schizophrenia, bipolar disorder and clinical depression. It is important to keep this drug out of the reach of pets, as ingestion can result in profound lethargy, vomiting, hyperthermia, significant changes in heart rate and blood pressure, and seizures. If a pet ingests this drug, immediate veterinary attention is needed.

A Dog's Dictionary

BUMP—REGULAR: The best way to get human attention while the human is drinking a fresh cup of coffee or tea. To execute, maneuver your snout under the arm holding the liquid beverage. When your snout is properly positioned, bounce the human's arm upward with one smooth, flowing action.

BUMP—GOOSE: A more involved maneuver than the bump—regular, requiring that you wrap your forepaws and legs around the human's legs and begin climbing up the leg. This is a last resort when the bump—regular doesn't get the desired attention. Please note: This advanced bump will almost certainly cause an immediate, unintended response, and caution is advised.


Pet Health Insurance

Petite—Don't put it off!
The #1 reason people cite for not purchasing a pet insurance policy is they "didn't get around to it." Oftentimes, pet owners will wait until their pet is already injured or ailing before looking into pet insurance. The truth is, the best time to protect your pet is NOW!

Learn more—read customer comments and testimonials about the plans available.
www.PetInsuranceReview.com

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BRICKELL BAY ANIMAL HOSPITAL

Four Paws & Furr Newsletter

Anesthesia at Brickell Bay Animal Hospital

Anesthesia can bring anxiety to both you and your pet. At Brickell Bay Animal Hospital we strive to make your pet's anesthesia the most comfortable and safe experience possible.

You pet's safety is a priority with us. We recommend all pets have a pre-anesthetic blood panel done prior to anesthesia (this is required for all senior pets). The pre-panel checks the health of the liver and kidneys. Additionally the panel identifies any pre-existing conditions such as diabetes and anemia. All pets are also carefully examined to ensure no problems exist with the pet's heart, lungs or other body systems. Some pets are on IV fluids during anesthesia to keep their organs functioning properly and to maintain good blood pressure.

It is true that anesthesia cannot be 100% risk free for people or pets, but it is possible to make it a very controlled, very low risk event. We utilize the best available anesthetic agents and sophisticated monitoring equipment. In addition, assistants monitor each patient to create the safest procedure possible for our anesthetized patients.

Does Your Dog Suffer from Anxiety?

Anxiety is something most people have experienced, but it often remains unrecognized in dogs. Owners may unjustifiably label their pets "bad dogs" when they urinate, defecate, cry or destroy things when the owners are gone. The dogs, however, are not mad. They are anxious. Many dogs are euthanized or given away because people think they are being vindictive or unruly. What most of these dogs need is understanding, training and sometimes medications. Anxiety in a dog can be very serious, so serious that many behavior specialists treat it as a disease.

How do you know if your dog has anxiety? There are many signs of anxiety. Usually it is seen when pets are left alone (separation anxiety), but it can occur any time. Dogs often tremble, vocalize, urinate and/or defecate inappropriately or destroy things. Most commonly these activities are done in the owner's absence; however, they can occur during other high-stress situations like thunderstorms, large parties or fireworks.

So your dog has anxiety—now what? Many cases of anxiety can be treated simply with behavior modification. We work on decreasing anxiety by desensitizing the pet to what is triggering the episodes. For example, many people have anxiety with public speaking. With practice in small groups, people can overcome their anxiety and speak to large groups. Occasionally behavior modification isn't quite enough and medication may be needed. Many dogs that suffer from anxiety can live normal lives if they benefit from a little understanding and guidance.

If you have concerns that your dog may be suffering from anxiety, your dog should be brought in for a physical exam. We will check his or her health and will work with you on a behavior modification plan.

Behavior Modification Tips

- Plan your goodbyes. Don't over-dramatize your impending departure. Keep it low-key, without elaborate hugs, kisses or fanfare. Calling attention to your departure only increases insecurity and anxiety in your dog.
- Plan for your pet's boredom. Your pet does not have the same resources that you do to entertain yourself. Provide plenty of toys or chew bones to keep him occupied. Be certain the toys are not harmful if ingested. Consider leaving a radio on. The sound of voices may give your dog the impression he is not alone.
- Don't dramatize your return. A wild "welcome home cheer" should be avoided, since your dog will become even more anxious for your return. When you arrive home, ignore your dog until he is quiet and relaxed, then interact with your dog on your own initiative. Do not reprimand your dog for destructive behavior while you were away. Remember that he could not control himself in your absence, and punishment will only increase his anxiety.
- Exercise your dog frequently. An exercise regime first thing in the morning, or anytime, can be helpful in reducing anxiety. Some dogs are social animals, taking them out of the home for some exercise and new sights can be a special time for them. It can also enhance socialization and be a time to grow and learn what behavior is acceptable in or out of the home.

The 6"x11" Postcard Newsletter

Conventional thinking says a newsletter is a great way to keep your name in front of clients and potential clients. But if you're going to grab attention in the chaos of the digital marketplace, you've got to think unconventional. How? By re-inventing big business ideas in small business terms – smart, practical and cost-conscious.

Need a QUICK increase in revenue?
Postcards are the proven "Superheroes" –

Their simple format – with no envelope – postcards do not need to scream "Open Me!" Postcards get your message out because they are an easy read and highly visible on BOTH sides. **A well-designed postcard can mean a great boost to your business and bottom line.**

Emails are **COOL**, but postcards are **Tried and True** –

Emails to clients typically have an open rate of 20% – 45%. So the majority of your clients are missing your message. **There is NO spam filter on a USPS mailbox!** Unlike with email marketing, with postcards you can reach and educate the majority of your clients on important pet health topics, sell products and drive new clients to your website.

Increased awareness equals increased business —

Postcards raise awareness of your business, products and services. **98%** of all consumers bring in their mail the day it is delivered, and **72%** of people surveyed said they read direct mail.

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