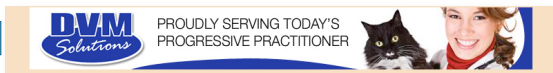


REACH 1,700
AAFP FELINE WEEKLY
FELINE PRACTITIONERS
EACH WEEK MEDIA KIT



A



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AAFP Feline Weekly

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PRODUCT SHOWCASES

- [Vitamin, Inc.](#)
- [Merial, Ltd.](#)
- [Companion Therapy](#)

Could being overweight be beneficial for cats with heart failure?
 Known as the obesity paradox, obesity in people has been shown to have a direct and positive effect on survival time in patients with heart failure. Conversely, weight loss in these patients has a documented negative effect. This has been demonstrated to be true in dogs as well, and maintaining optimal weight and preventing cardiac cachexia in heart failure patients is a key goal of care. But can obesity in cats with heart failure improve survival time?
[MORE](#)

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Vet care spending tops \$13 billion
Veterinary Practice News Share [f](#) [t](#) [d](#) [e](#)
 Spending on veterinary care grew about 8 percent to \$13.01 billion in 2010, showing the greatest growth within the pet industry, according to the American Pet Products Association. Veterinary and health related services are growing at a fast rate because pet owners are treating their pets as they would their children, said Rob Vetere, president of APPA. [MORE](#)

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Report: Feline diabetes is on the rise as cats get fatter
USA Today Share [f](#) [t](#) [d](#) [e](#)
 More cats are eating more, exercising less and gaining weight, factors that are the most likely contributors to the 16 percent rise in feline diabetes diagnoses since 2006, according to a report from Banfield Hospitals. Diabetes in dogs is on the increase as well, although other factors may be at play, and veterinarians urge pet owners to feed their cats and dogs less and make sure the animals move more. [MORE](#)

Featured Companies

MDS, Inc. MDS Incorporated is dedicated to providing our customers with unique and affordable optical, video and lighting equipment for the Veterinary Industry. MORE	Quality Tools for the Professional	ELSEVIER Elsevier is a leading publisher of health science books and journals, helping to advance medicine by delivering superior education, reference information and decision support tools to doctors. MORE
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What Cat Owners Are Reading

10 most dangerous days for pets: Weekends and holidays
Veterinary Pet Insurance via Sacramento Bee Share [f](#) [t](#) [d](#) [e](#)
 Some of the best days for people — weekends, holidays, summer break — turn out to be the worst for pets. Veterinary Pet Insurance, the nation's oldest and largest provider of pet health insurance, recently analyzed its database of more than 485,000 insured pets to find the most dangerous days for pets in 2010. [MORE](#)

Product Showcase

Feline Minerals Feline Minerals provides macro- and micro-mineral supplementation, specifically calcium for cats to help balance home-prepared meals and as a general mineral supplement. The source of the mineral blend in this formula is a 100 percent natural mineral compound.	Merial, Ltd. The commitment of Merial to you and your cat begins with products that bring standard-setting new solutions to pet health problems. Today, Merial offers an extensive line of pharmaceuticals and vaccines designed to help your cat lead a long, healthy, active life.	Companion Therapy Laser The Companion Therapy Laser System is the new leader in advanced high power laser therapy resulting in a greater number of photons, greater depth of penetration and shorter treatment times than other LED and Laser Therapy Devices.
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This premier position provides your company with top exposure and quality traffic.

B/1 TOP/BOTTOM SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E FEATURED COMPANY

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

G CURRENT PROMOTION

Promote your company's current special offer with this 5-word ad that will entice buyers and increase traffic. Ad includes a unique landing page developed specifically for your company. [View landing page sample.](#)

AD RATES & SPECS

Prices are for participation in 13 weeks to the 1,700 veterinary professionals in the field of feline medicine (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper Top/Bottom
\$3000/\$2750

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$2950

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Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Featured Company
\$2500

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Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad
\$1500

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Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**



Current Promotion
\$2250

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Text **five word headline**
Image Dimensions **68x34** File Format **JPEG, GIF**
Landing Page Text **50 word product description**
Landing Page Image Dimensions **175x125** File Format **JPEG, GIF**

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AAFP FELINE WEEKLY, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO VETERINARY PROFESSIONALS IN THE FIELD OF FELINE MEDICINE.

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