

2007 Ad Planning Calendar

Effective January 1, 2007

NEW PRODUCT REVIEW

Issue Date	Ad Closing	Materials Due
JANUARY	11/21/06	11/30/06
APRIL	2/20/07	2/27/07
JULY	5/21/07	5/26/07
OCTOBER	8/21/07	8/28/07

DVM IN FOCUS

Issue Date	Ad Closing	Materials Due
MAY	3/19/07	3/24/07
SEPTEMBER	7/20/07	7/27/07
NOVEMBER	9/20/07	9/27/07

YOUR DVM CAREER

Issue Date	Ad Closing	Materials Due
FEBRUARY	12/19/06	12/28/06
APRIL	2/20/07	2/27/07
SEPTEMBER	7/20/07	7/27/07
NOVEMBER	9/21/07	9/28/07

2008 CALENDAR

Issue Date	Ad Closing	Materials Due
DECEMBER	10/19/06	10/26/06



		EDITORIAL*			SUPPLEMENTS & VALUE-ADDED*
JANUARY	Ad Closing 11/28/06 Materials Due 12/5/06	News, Business, Medicine	Small Animal Dermatology Pediatric/Geriatric Protocol Emergency medicine	Diagnose Radiology ACVIM Abstracts	Equine, Food Animal <i>New Product Review</i> Bonus circulation: North American Veterinary Conference (NAVC), Orlando
FEBRUARY	Ad Closing 12/27/06 Materials Due 1/4/07	News, Business, Medicine, Products	Small Animal Dentistry Pediatric/Geriatric Protocol Oncology	Diagnose Surgery ACVIM Abstracts Physical therapy	<i>Your DVM Career</i> Bonus circulation: Western Veterinary Conference (WVC), Las Vegas
MARCH	Ad Closing 1/29/07 Materials Due 2/3/07	News, Business, Medicine, Products	Small animal Dermatology Pediatric/Geriatric Protocol Avian Medicine	Diagnose Infectious Disease ACVIM Abstracts Radiography	
APRIL	Ad Closing 2/27/07 Materials Due 3/6/07	News, Business, Medicine	Small animal Dentistry Pediatric/Geriatric Protocol Cardiology	Diagnose Nutrition ACVIM Abstracts Exotics	<i>Your DVM Career</i> <i>New Product Review</i> Bonus circulation: CVC East, Baltimore
MAY	Ad Closing 3/29/07 Materials Due 4/5/07	News, Business, Medicine, Products	Small animal Dermatology Pediatric/Geriatric Protocol Surgery	Diagnose Oncology ACVIM Abstracts Radiology	<i>InFocus - Parasitology</i>
JUNE	Ad Closing 4/30/07 Materials Due 5/5/07	News, Business, Medicine, Products	Small animal Dentistry Pediatric/Geriatric Protocol Cardiology	Diagnose Emergency Medicine ACVIM Abstracts Avian	
JULY	Ad Closing 5/29/07 Materials Due 6/5/07	News, Business, Medicine	Small animal EDermatology Pediatric/Geriatric Protocol Diagnostics	Diagnose Arthritis ACVIM Abstracts Behavior	<i>New Product Review</i> Bonus circulation: American Veterinary Medical Association (AVMA) Conference, Washington, D.C.
AUGUST	Ad Closing 6/28/07 Materials Due 7/5/07	News, Business, Medicine, Products	Small Animal Dentistry Pediatric/Geriatric Protocol Parasitology	Diagnose Oncology ACVIM Abstracts Infectious Disease	<i>Free Readex On Target</i> Readership Study for qualified advertisers
SEPTEMBER	Ad Closing 7/30/07 Materials Due 8/4/07	News, Business, Medicine, Products	Small animal Dermatology Pediatric/Geriatric Protocol Diagnostics	Diagnose Neurology ACVIM Abstracts Behavior	<i>Your DVM Career</i> <i>InFocus - Wellness</i> Bonus circulation: CVC Central, Kansas City
OCTOBER	Ad Closing 8/29/07 Materials Due 9/5/07	News, Business, Medicine	Small animal Dentistry Pediatric/Geriatric Protocol Infectious Disease	Diagnose Exotics ACVIM Abstracts Pain management	<i>New Product Review</i> Bonus circulation: CVC West, San Diego
NOVEMBER	Ad Closing 9/27/07 Materials Due 10/4/07	News, Business, Medicine, Products	Small animal Dermatology Pediatric/Geriatric Protocol Oncology	Diagnose Surgery ACVIM Abstracts	<i>Your DVM Career</i> <i>InFocus - Equine</i>
DECEMBER	Ad Closing 10/30/07 Materials Due 11/6/07	News, Business, Medicine, Products	Small animal Dentistry Pediatric/Geriatric Protocol Nutrition	Diagnose Behavior ACVIM Abstracts	<i>2008 Calendar</i> <i>of Meetings and Events</i>

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VETERINARY MEDICINE SUPPLEMENTS

Issue Date	Ad Closing	Materials Due
MARCH Parasitology	2/6/07	2/13/07
OCTOBER Dentistry	9/7/07	9/14/07

VETERINARY MEDICINE®

EDITORIAL*

SUPPLEMENTS & VALUE-ADDED*

JANUARY	Ad Closing 12/11/06 Materials Due 12/18/06	Dermatologic manifestations and nutritional management of food allergies Primary hypoparathyroidism in dogs and cats: Physiology, diagnosis, and treatment Endoscopy Brief: Acute cough in a toy poodle <i>Focus: Nutrition, Dermatology, Diagnostics</i>	Bonus circulation: Western Veterinary Conference (WVC), Las Vegas
FEBRUARY	Ad Closing 1/10/07 Materials Due 1/17/07	Pediatric dentistry Behavior problems in rabbits A challenging case: Protothecosis in a dog Clinical Exposures: Cytologic examination of mast cell tumors <i>Focus: Dentistry, Imaging, Diagnostics</i>	Free <i>Readex On Target</i> Readership Study for qualified advertisers
MARCH	Ad Closing 2/9/07 Materials Due 2/16/07	Approach to hypercalcemia Five new dermatologic therapies A challenging case: Vertebral phylitis in a young English bulldog Rabbit behavior problems <i>Focus: Dermatology, Nutrition, Pain</i>	<i>Parasitology</i>
APRIL	Ad Closing 3/10/07 Materials Due 3/16/07	Atrial fibrillation: Advanced therapeutic options Food-related aggression Housesoiling problems <i>Focus: Diagnostics</i>	Bonus circulation: CVC East, Baltimore
MAY	Ad Closing 4/10/07 Materials Due 4/17/07	Local analgesic delivery: Perfusion pumps and drug protocols Canine histiocytic disease <i>Focus: Diagnostics</i>	
JUNE	Ad Closing 5/11/07 Materials Due 5/18/07	Feline squamous cell carcinoma Immune-mediated thrombocytopenia Immune-mediated neutropenia Dental Corner <i>Focus: Dentistry, Diagnostics</i>	Bonus circulation: American Veterinary Medical Association (AVMA) Conference, Washington, D.C.
JULY	Ad Closing 6/11/07 Materials Due 6/18/07	Bacteria and infectious diarrhea: A role in IBD? Screening and management of feline renal transplant candidates Canine and feline histoplasmosis <i>Focus: Diagnostics, Nutrition</i>	
AUGUST	Ad Closing 7/11/07 Materials Due 7/18/07	Canine cutaneous T-cell lymphoma New methods for treating feline diabetes mellitus, including glargine <i>Focus: Diagnostics, Nutrition</i>	Bonus circulation: CVC Central, Kansas City
SEPTEMBER	Ad Closing 8/10/07 Materials Due 8/17/07	Immunocompromised people and pets <i>Focus: Parasites</i>	
OCTOBER	Ad Closing 9/11/07 Materials Due 9/18/07	Obtaining a urine sample: Cystocentesis and urinary catheterization Excretory urography, contrast urothrocystogram, double-contrast cystography, vaginography in dogs and cats <i>Focus: Diagnostics, Imaging</i>	<i>Dental Technology</i> Bonus circulation: CVC West, San Diego
NOVEMBER	Ad Closing 10/12/07 Materials Due 10/19/07	Selected papers and highlights from the 2007 CVCs	
DECEMBER	Ad Closing 11/9/07 Materials Due 11/16/07	TBA	Bonus circulation: North American Veterinary Conference (NAVC) 2008, Orlando

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SPRING AND FALL VETGUIDE

Issue Date	Ad Closing	Materials Due
MARCH	1/26/07	2/2/07
SEPTEMBER	8/3/07	8/10/07

HOSPITAL DESIGN

Issue Date	Ad Closing	Materials Due
JUNE	4/27/07	5/4/07

CVC INSIDER'S GUIDE

Issue Date	Ad Closing	Materials Due
JULY	5/28/07	6/2/07

COMPASS

Issue Date	Ad Closing	Materials Due
NOVEMBER	9/28/07	10/5/07

VETERINARY ECONOMICS[®]

EDITORIAL*

SUPPLEMENTS & VALUE-ADDED*

JANUARY	Ad Closing 12/2/06 Materials Due 12/8/06	Growth Center: Preparing for Dental Health Month Click & Copy: Adding a new service Professional Growth: 12 resolutions for the next 12 months, by Ernest Ward Jr., DVM	Bonus circulation: North American Veterinary Conference (NAVC), Orlando
FEBRUARY	Ad Closing 1/3/07 Materials Due 1/10/07	Growth Center: Pain management Practice Finances: Overcoming stalled growth Sidebar: Top services to add, by Gary Glassman, CPA Hot Button: Don't use "recommend," use "need," by Dennis Cloud, DVM	Bonus circulation: Western Veterinary Conference (WVC), Las Vegas
MARCH	Ad Closing 1/30/07 Materials Due 2/6/07	Growth Center: Lyme disease prevention Click & Copy: Should you buy that piece of equipment? Hospital Design: Hospital of the year I Survived: Growing my practice from \$600,000 to \$1.9 million	<i>Spring Vetguide 2007</i> <i>Hospital of the Year</i>
APRIL	Ad Closing 3/2/07 Materials Due 3/9/07	Practice Tip: Prepare for Dog Bite Prevention Week Click & Copy: Long-term drug monitoring Industry Issues: Animal abuse and your role, by Diane Balkin	Bonus circulation: CVC East, Baltimore
MAY	Ad Closing 4/4/07 Materials Due 4/11/07	Vetcetera: Celebrating National Pet Week Practice Finances: Before you add that new service or product Sidebar: Top five services to consider adding Roundtable: How to keep technicians in the profession	
JUNE	Ad Closing 5/2/07 Materials Due 5/9/07	Practice Tip: Get cat owners through the door Practice Tip: Remembering lost pets Click & Copy: Educating clients about behavior issues	<i>Hospital Design</i> Free <i>Readex On Target</i> Readership Study for qualified advertisers
JULY	Ad Closing 6/1/07 Materials Due 6/8/07	Click & Copy: The value of ID chips Client Relations: Delivering bad news about obesity, euthanasia, long-term health issues Associate Know-How: Buying into a practice	<i>CVC Insider's Guide</i> Bonus circulation: American Veterinary Medical Association (AVMA) Conference, Washington, D.C.
AUGUST	Ad Closing 7/6/07 Materials Due 7/13/07	"State of the Industry" Report	Bonus circulation: CVC Central, Kansas City
SEPTEMBER	Ad Closing 8/7/07 Materials Due 8/14/07	Practice Tip: Preparing for National Pet Wellness Month Growth Center: Pre-adoption counseling Click & Copy: Communicating your vaccine protocol to clients Benchmarks 2007: Fees, by Denise Tumblin, CPA	<i>Fall Vetguide 2007</i>
OCTOBER	Ad Closing 9/5/07 Materials Due 9/12/07	Practice Tip: Talking to clients about healthy treats Practice Tip: Celebrate your technicians year-round Benchmarks 2007: Earnings, by Denise Tumblin, CPA Technology: How we do paperless—a look at four practices	Bonus circulation: CVC West, San Diego
NOVEMBER	Ad Closing 10/2/07 Materials Due 10/9/07	Growth Center: Senior care Benchmarks 2007: Expenses, by Denise Tumblin, CPA Managing Smart: What these three management decisions mean for associates 1. Changes in vaccine protocols, 2. Changes in product/service offerings 3. Decision to buy equipment	<i>Compass</i>
DECEMBER	Ad Closing 11/2/07 Materials Due 11/9/07	Growth Center: Lasers Click & Copy: Anesthesia Benchmarks 2007: The healing environment, by Denise Tumblin, CPA	

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JANUARY FEBRUARY	Ad Closing 12/29/06 Materials Due 1/5/07	Professional Growth: Boost clients' confidence in you Efficiency Rules: Saying goodbye—Simple steps for easy discharges Pearls of Practice: Provide before and after photos after dental procedures	Bonus circulation: Western Veterinary Conference (WVC), Las Vegas
MARCH	Ad Closing 1/26/07 Materials Due 2/2/07	Efficiency Rules: Quit waiting around for no-shows Money Matters: Six surefire ways to make sure clients pay Pearls of Practice: The scoop on fecal exams	Free <i>Readex On Target</i> Readership Study for qualified advertisers
APRIL	Ad Closing 2/26/07 Materials Due 3/3/07	Client Relations: Euthanasia—Helping clients grieve Professional Growth: My doctor sold my practice Marketing Strategies: 6 marketing musts Pearls of Practice: Track heartworm and fecal tests with ID cards	Bonus circulation: CVC East, Baltimore
MAY	Ad Closing 3/26/07 Materials Due 3/31/07	Communication Strategies: Selling your idea to the boss Money Matters: Understanding your salary and benefits Efficiency Rules: Efficiency tips for small and large practices Ask the Experts—Q&A: Heartworm and flea and tick prevention	
JUNE	Ad Closing 4/27/07 Materials Due 5/4/07	Working environment: Smooth out your hospital workflow Skill Builder: What's your role in managing pets' pain? Ask the Experts—Q&A: radiograph equipment	
JULY	Ad Closing 5/28/07 Materials Due 6/5/07	Professional Growth: Dealing with bad bosses Communication Strategies: Seven things you can do to keep pets healthy	Bonus circulation: American Veterinary Medical Association (AVMA) Conference, Washington, D.C.
AUGUST	Ad Closing 6/25/07 Materials Due 6/30/07	Money Matters: When clients can't pay Client Relations: Start pet parents off on the right foot Ask the Experts—Q&A: in-house lab testing	Bonus circulation: CVC Central, Kansas City
SEPTEMBER OCTOBER	Ad Closing 8/27/07 Materials Due 9/1/07	Skill Builder: Six things everyone in your practice needs to know how to do Team Building: The secrets of teams that work Client Relations: Make a great first impression Ask the Experts—Q&A: Dental estimates	Bonus circulation: CVC West, San Diego
NOVEMBER DECEMBER	Ad Closing 10/26/07 Materials Due 11/2/07	Professional Growth: Cool benefits—and how to ask for them Professional Growth: Preparing for your annual review My View: Opinion: Celebrate dental health year-round Ask the Experts—Q&A: Encouraging clients to bring fecal samples	Bonus circulation: North American Veterinary Conference (NAVC) 2008, Orlando

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

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