

You're invited to submit your new product releases to

DVM Newsmagazine[®], *Veterinary Economics*[®], *Veterinary Medicine*[®], and *Firstline*[®]

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The business of client and patient care

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NEW
PRODUCT
RELEASES

Submitting your release to *Veterinary Economics*, *Veterinary Medicine* and *Firstline*:

The preferred method of submission for *Veterinary Economics*, *Veterinary Medicine* and *Firstline* is e-mail. E-mail product releases to products@advanstar.com. Releases will be reviewed for possible publication in the next available issue, and there is a minimum 60-day lead time.

Submitting your release to *DVM Newsmagazine* and *New Product Review*:

To submit releases for *DVM Newsmagazine* and *New Product Review*, send an e-mail to dvmproducts@advanstar.com. In the subject of your e-mail, please indicate the section in which the product should appear: All Species, Small-Animal, Food-Animal, Equine, or Media/Software. Deadline for submission to *DVM Newsmagazine* is the 15th of the month, two months before the issue date. The submission deadlines for the January, April, July, and October issues of *DVM's New Product Review* is the 10th of the month, two months before the issue date. Please indicate that the release is for *New Product Review*.

Product Release Specifications:

- Release should be a one- or two-page description of the new product or service, emphasizing its application in the veterinary market.
- Please provide a company name, address, phone number including an "800" number, and fax number for editorial-related questions and Reader Service inquiries. Web and e-mail addresses are optional.
- When submitting more than one release, please indicate the expiration date of each release and your order of preference for their use.
- Electronic photos are encouraged. Color prints are also accepted.
 - Each electronic photo should be sent as a separate file, not included within the press release.
 - Acceptable electronic photo formats include eps, jpeg and tiff with a resolution of 300dpi or higher.
 - If color prints are unavailable, black-and-white glossy prints will be accepted.

Space is limited, so don't wait.
Submit your new product release today!