

Coming in December 2006...

Veterinary Medicine[®]

Digital Radiography

It's a targeted marketing opportunity you can't afford to miss! *Veterinary Medicine's* Digital Radiography supplement debuts in December. Your ad will reach more than 53,000 veterinarians—plus, online and conference exposure! You'll receive:

Cutting edge exposure. In addition to the polybagged supplement, your ad will be included in the **first ever, fully digital version** of a *Veterinary Medicine* supplement. A link will be e-mailed to **29,000** small animal doctors and key hospital team member names, extending the reach and impact of your message and your exposure opportunity. Your digital ad will feature a **live link** and provide prospects with the ability to contact you directly at a key buying time for equipment purchasing decisions.

Bonus distribution. The supplement will be distributed at the North American Veterinary Conference in January 2007 and the Western Veterinary Conference in February 2007.

Radiology articles written by leading authorities. Topics include:

1. An introduction to digital radiography: How do CR, DR, and CCD differ?
2. The benefits of digital radiography
3. A brief description of DICOM
4. A PACS overview: Necessary features, purchasing checklist, service contracts
5. Image quality evaluation: What to look for when purchasing a system
6. Images as medical records: Off-site archiving and RAID servers
7. Teleradiology requirements

Ad closing date: November 7
Material deadline: November 14

(Material extensions available, call Kim Johnson at 800-346-0085, ext. 442)

To reserve space, please call your Advanstar VHC Advertising Representative:

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