



**Communication Solutions for Veterinarians**  
 4 W. Dry Creek Circle, Suite 215 • Littleton, CO 80120  
 Phone (720) 344-2347 • Fax (720) 293-0077  
[www.csvets.com](http://www.csvets.com)

## Marketing Services for Veterinary Hospitals

For examples of marketing materials, visit our website at [www.csvets.com](http://www.csvets.com).

An accurate and complete bid will be provided with each client estimate. Prices do not include printing. A printing estimate will be provided based on the quantity desired by the hospital.

### 1. Brochures for General, Emergency, and Specialty Hospitals



Communication Solutions will provide start-to-finish services, including project management, copywriting, design, and print coordination with a printer.

#### Specifications for each brochure:

- Size: 9 x 12 inches, tri-fold, glossy paper
- Ink: Full-color photos and logo colors of the hospital
- Photos: Communication Solutions will provide professional stock photography and recommend images for the brochure. As an option, the hospital may provide any customized photographs of the hospital if desired.
- Quantity: To be determined (recommend a 1-2 year supply)

**Project management, editorial, and design services include:**

- Develop an outline of brochure content
- Interview practice owners and manager
- Write and edit brochure copy
- Provide design services
- Send brochure copy to hospital for approval before design (one round of approvals)
- Send color design proofs to hospital for approval (one round of approvals)
- Solicit bid from a printer
- Correct copy/design and prepare a CD for a printer
- Deliver electronic files to printer
- Deliver electronic files to hospital for its archives upon project completion
- The hospital will maintain all copyrights and trademarks.

F E E

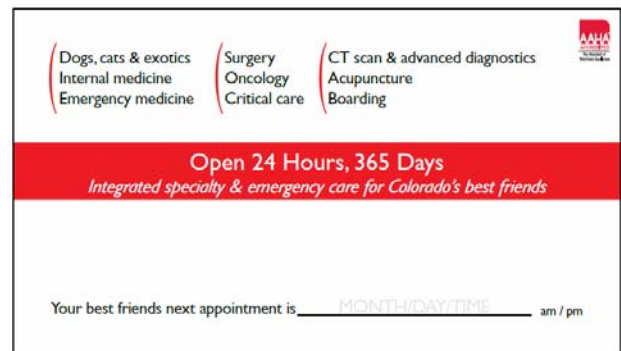
\$2,500.00

## 2. Business Cards

Front



Back



### Project Description:

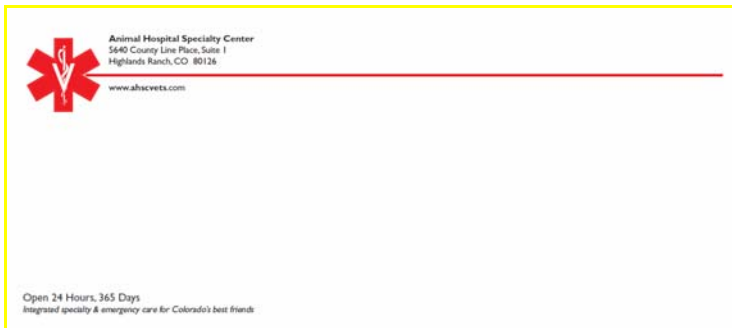
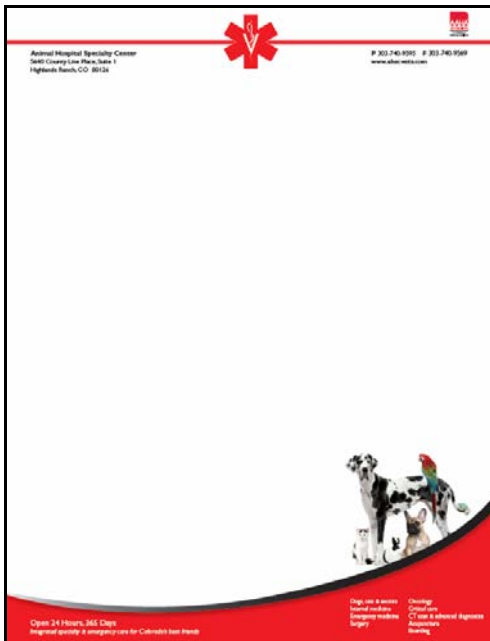
Communication Solutions will create business cards for the hospital. The business card will be double-sided and use the existing logo. You will choose content options for the back of business cards such as hours, appointment reminder, mission statement, tagline, or map.

**Business card services include:**

- Write and edit copy for business cards
- Provide design services
- Send color design proofs to the hospital for approval (two rounds of approvals)
- Solicit printer bid
- Correct copy/design and prepare a CD for the printer of your choice
- Deliver electronic files to printer
- Deliver electronic files to the hospital for its archives upon project completion
- The hospital will maintain all copyrights and trademarks.

**FEE for initial business card setup \$410.00**  
**FEE per card for name personalization \$ 55.00**

**3. Letterhead & Envelope**



**Project Description:**

To help the hospital project a confident, professional image, Communication Solutions will design letterhead and a #10 envelope using the existing logo. The letterhead will list general, emergency, and/or specialty services, contact information, and a tagline. The letterhead will not list doctors' names.

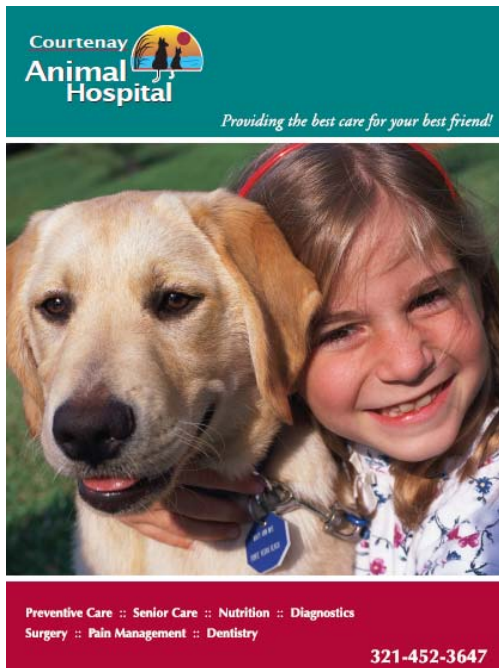
**Project management, editorial, and design services include:**

- Write and edit copy for stationery and envelope, including a tagline
- Provide design services
- Send color design proofs to the hospital for approval (two rounds of approvals)
- Solicit printer bid
- Correct copy/design and prepare a CD for the printer of your choice
- Deliver electronic files to printer
- Deliver electronic files to the hospital for its archives upon project completion
- The hospital will maintain all copyrights and trademarks.

**F E E**

**\$740.00**

**4. Pocketed Folder**



**Project Description:**

This pocketed folder can be used for discharge instructions and new client welcome kits. The 9 x 12 glossy folder has two interior pockets, and the back pocket features a business card slot. Information can be printed on the front and back of the folder and interior pockets.

**Project management, editorial, and design services include:**

- Write and edit copy for folder
- Provide design services
- Send color design proof to the hospital for approval (two rounds of approvals)
- Correct copy/design and prepare a CD for a printer
- Deliver electronic files to printer
- Deliver electronic files to the hospital for its archives upon project completion
- The hospital will maintain all copyrights and trademarks.

**F E E**

**\$615.00**

## 5. Logo Development



### Project Description:

- Communication Solutions will create a new logo for your hospital. The logo will reflect your hospital's compassionate care, philosophy and services. The logo will be created in two signature colors that Communication Solutions will help the practice owner/partners select, and the logo also will be adapted to black and white.

### Logo development services include:

- A conference call to discuss the hospital's philosophy of care, color preferences, local community and any images that should be reflected in the logo design
- Provide 3 logo versions to the hospital for the selection of one preferred logo
- Make revisions to preferred logo (two rounds of approvals)
- Correct logo design and prepare a CD of color and black-and-white versions of the logo in various file formats for printer use as well as daily practice use (PC friendly formats)
- Deliver electronic files to the hospital on CD for its archives along with instructions on how to use the logo
- The hospital will maintain all copyrights and trademarks. We strongly recommend that you trademark your original logo, which costs about \$335 in federal filing and attorney fees. Your attorney can file your trademark, or Communication Solutions will provide self-filing instructions.

**F E E**

**\$995.00**

## 6. Postcard Mailer & Magnet



**Did you know...**

...that one in three pets will get lost during their lifetime? At Veterinary Medical Center of Spring, we offer a free microchip and pet ID tag when your pet receives a comprehensive physical exam. A microchip is a rice-sized chip that provides permanent identification throughout your pet's lifetime. All veterinary hospitals and animal shelters have microchip scanners so they can trace your pet back to your family. Your pet's microchip is injected between the shoulder blades during your appointment. We'll show you how to register your contact information in a national database. The pet ID tag lists your pet's name, address and phone number.

**Free Microchip & Pet ID Tag**

Present this card during your pet's veterinary appointment to redeem your free microchip and pet ID tag, a value of \$60.

**\$60 value!**

Veterinary Medical Center of Spring

**281.353.5700** | 17740 Kuykendahl | Spring, TX 77379 | [www.vetmedicalcenter.com](http://www.vetmedicalcenter.com)




Removable magnet

Veterinary Medical Center of Spring

17740 Kuykendahl | Spring, Texas 77379  
[www.vetmedicalcenter.com](http://www.vetmedicalcenter.com)

**281.353.5700**

Open 6 Days a Week!  
**281.353.5700**  
Quality healthcare with a gentle touch.

Map showing location at the intersection of Lovens Rd, Cypresswood Dr, and Kuykendahl Rd, near the Northstar Country Club.

Veterinary Medical Center of Spring  
17740 Kuykendahl  
Spring, TX 77379  
[www.vetmedicalcenter.com](http://www.vetmedicalcenter.com)

**Removable magnet**

### Project Description:

Communication Solutions will create a magnet mailer for new resident mailings. The magnet mailer will be a full-color, double-sided postcard with a removable magnet and use the existing magnet design. The magnet measures 3 ½ by 4 inches and the double-sided postcard is 8 ½ by 5 ¼ inches.

### Project management, editorial, and design services include:

- Write and edit copy for postcard and magnet
- Provide design services, including a map of your hospital location
- Send color design proofs to the hospital for approval (two rounds of approvals)
- Solicit printer bid
- Correct copy/design and prepare a CD for the printer
- Deliver electronic files to printer
- Deliver electronic files to the hospital for its archives upon project completion
- The hospital will maintain all copyrights and trademarks.

FEE

\$ 670.00

## 7. Magnet



### Project Description:

Your hospital will use this magnet for new clients. The 3 ½ by 4-inch magnet will include the hospital's logo, map, phone number, address, and a bulleted list of services. Magnets will be displayed on the reception counter, inserted in new client welcome kits, given to people who take a hospital tour, and other marketing opportunities. Communication Solutions will provide start-to-finish services, including project management, copywriting, design, and print coordination.

### Project management, editorial, and design services include:

- Write and edit magnet copy
- Provide design services
- Send color design proofs to the hospital for approval (one round of approvals, PDF file sent via e-mail)
- Solicit bid from preferred magnet vendor
- Correct copy/design and prepare a CD for magnet vendor
- Deliver electronic files to magnet vendor
- Deliver electronic files to the hospital for its archives upon project completion
- The hospital will maintain all copyrights and trademarks.

**FEE**

**\$ 355.00**

## 8. Reminder Postcard



**Tear-off appointment reminder card on left, reminder postcard on right**

### **Project Description:**

Your hospital can use this reminder postcard to print personalized reminder messages for veterinary services. The reminder postcard will be formatted to print on a laser printer with 3 cards per 8 ½ by 11 sheet. Each reminder card will have your hospital logo, tagline, address, and phone number on the front, and the back will be blank for printing personalized reminder messages on a laser printer. The left-hand side of the reminder cards will feature a tear-off appointment reminder card.

### **Specifications:**

- Size: 8 ½ x 11 inches (3 cards per sheet)
- Ink: Full color
- Finishing: Score and perforate
- Quantity: To be determined (recommend a 1-year supply)

### **Project management, editorial, and design services include:**

- Provide copywriting and design services
- Send color design proof to your hospital for approval via e-mail (two rounds of approvals)
- Solicit bids from a printer
- Correct text/design and prepare a CD for a printer
- Deliver electronic files to printer
- Deliver electronic files to your hospital for its archives upon project completion
- Your hospital will maintain all copyrights and trademarks.

**F E E**

**\$ 500.00**

**Have a special marketing need? Contact us for a custom quote!**