

# Because Your Customers LOVE Them!

Don't take our word for it. Take our infographic\* for it!

**IT'S TRUE.** Infographics are quickly becoming one of the most useful marketing and educational devices around. Why? Because these unique combinations of words, analysis, facts and design cut through the clutter, allowing readers to process your message quickly and easily.

## 10 Reasons Why YOU Need to Use Infographics in Your Materials!

**1 LOVE AT FIRST SIGHT**

**2 COMPELLINGLY COMPELLING**

9 out of 10 Veterinarians AGREE

People love facts, figures & statistics.

**3 THE EYES HAVE IT**

90% of the info processed by your brain is visual

**4 VIRAL (NOT BACTERIAL)**

Infographics aren't just easy to scan. They're easy to scan and post on social media!

**5 I'M THE EXPERT!**

Demonstrate a **FUNDAMENTAL AND INTUITIVE EXPERTISE**, especially if you use **STATS**.

**6 HEY! DID YOU SEE THIS?**

Viral, attractive, compelling: this is what building brand awareness is all about.

**7** They're hot and getting hotter. Infographic use increases by **1% daily.**

+1% DAILY

**8 A PICTURE IS WORTH IT**

One image versus 1000 words—less time reading; more time understanding.

### INFOGRAPHICS ARE "IN"

**9 ONCE UPON A TIME**

Infographics tell a visual story with your information - and the moral is your business.

**10 LET'S GO!**

A high-quality infographic can aid in decision-making and lead to action.

\* Statistics used in this infographic taken from a variety of sources, including [www.marketingtechblog.com](http://www.marketingtechblog.com), [www.visual.ly](http://www.visual.ly), [www.jeffbullas.com](http://www.jeffbullas.com) and [www.infographic.org](http://www.infographic.org).

## Ready to take your next campaign in a new direction?

Use a custom-designed infographic campaign from [dvm360.com](http://dvm360.com). We'll take your information, facts and data and create a memorable and relevant infographic that veterinarians and other members of your target audience will absolutely love!

### Your Infographic Campaign Package includes:

- \* Print Insert – 2-page or 4-page printed insert in *dvm360* magazine (4-page can include ad, legalese and a sponsored message)
- \* Customized Infographic – A photo article on *dvm360.com*
- \* Social Media Support – 10 Tweets/Posts linking to your article
- \* Mobile feature: An interactive ad in the *dvm360* iPad App featuring your infographic art with interactive buttons and image panels.

**Package Pricing:**

2-Page Version: \$39,000

4-Page Version: \$41,500