

Centaur Services Media Pack 2018

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New services for 2018

Promotional Leaflet Distribution

Leaflet distribution is a highly effective method of getting your promotional message out to a high number of current and prospective Centaur Services customers. We provide several distribution methods that can be tailored to your needs.

Distribution methods;

- Blanket distribution to all customers in tote boxes over one week.
- Targeted distribution via tote boxes – a bespoke service that provides distribution to a segment of customers.

Prices for tote inserts start from £375.

Please note: Centaur Services must approve all artwork prior to printing. 1,400 leaflets will be required for distribution.

Direct Mailing & Sample Drops

Direct mailing or sample drops can be organised and sent from Centaur Services on your behalf either via tote boxes or using Royal Mail services. This service can be tailored to compliment your marketing campaign.

Price per 100 samples £500.

Email Marketing

We offer an email marketing element, this can be as a stand alone activity or part of an integrated campaign. eShots can be sent to a general or target audience, ensuring your campaign reach is maximised.

We are happy to discuss discounts for campaigns using multiple eShots.

£325 per mailing

Sales Reports

In order to measure the effectiveness of any of your marketing activities, Centaur Services are able to provide reports detailing the sales results of any products that you choose to promote. Sales reports can be supplied on a monthly basis from one calendar month after your promotional period for a minimum of 3 months and are charged at 1% of the sales value for the reported period.

Minimum charge of £50 applies

Telesales Support

Centaur Services can support your business by using our dedicated team of Customer Service team members who can:

- call to promote your product promotions
- follow up on a new product launch or collect sample drop feedback
- provide bespoke customer service follow up solutions to align with your business objectives
- provide feedback reported on completion of project

£450 per day

Social Channel Promotion

We have a growing presence through our social media channels. Through supporting an offer with a social tile, linked to our website, customers are able to click on a product promotion and add this to their basket. Increasing the potential for conversion. We will work with you to understand your target audience and objectives of promotion.

Social posts - POA

Spirit Magazine

The Centaur Services magazine, 'Spirit', is a proactive way to engage, inform and entertain customers. Centaur Services is dedicated to producing a digital magazine that can accelerate market penetration, maximise the success of the products and services that are promoted within it and increase brand loyalty.

'Spirit' is a digital only publication which is sent on a monthly basis to vet surgeons, vet nurses and practice managers and boasts extremely competitive advertising rates.

Advertising Rates

Advertising Positions

Full page
£350

Half Page
£200

We are always open to discussing tailored sponsorship or promotional ideas.

*Please note we require artwork to be submitted at least a week prior to distribution. When booking this promotional activity, dates and timescales will be discussed.

Series Discounts

Reduced rates are available for advanced bookings in two or more issues of the magazine as below:

- 2 advanced bookings = 10% discount
- 3 advanced bookings = 15% discount
- 4 advanced bookings = 20% discount

Artwork Requirements

All artwork to be provided as PDFs at 100%, full CMYK, 300DPI with all images and fonts embedded.

Send all copy and adverts via email to:

**AmerisourceBergen Animal Health UK
Marketing Team**

Email: marketing@cvws.co.uk

Telephone: 01936 52258

All copy and artwork must be received by the deadlines quoted when the activity is booked to ensure entry into your chosen issue of the magazine.

Please note that any prices quoted are excluding VAT, which will be added at the point of invoice.