



# NEWSLETTER

519-837-1212

SPRING 2010

## HEARTWORM AND FLEA SEASON IS BACK

As a pet owner, each year you probably hear about heartworm, lyme disease, and fleas. There is a lot of information out there about these diseases, and different strategies for treatment and prevention. In Ontario we have seen a sharp increase in the number of heartworm positive dogs. Heartworm is creeping further and further north and is stabilizing in our population. The number of pets affected with heartworm disease has increased due to the number of people who travel with their pets

to the south without putting them on preventative treatment, or may not use it long enough when they are away. The other source of infection is from the rescue dogs brought to Ontario due to tragedies in the United States. These dogs are coming to us with heartworm disease, and some people are declining treatment. Once established in a population it is here to stay. The best course of action is to have your pet on preventative heartworm medication to ensure that your pet does not have to en-

dure the costly and painful treatment of heartworm disease. There are several products to choose from. There are topical and oral treatments and medications that treat both heartworm and fleas. Let us know what your concerns are, if you travel with your pet, if your pet goes to parks, interacts with other dogs, goes to the groomer or boards, and we can help you select the most appropriate product for your pet.

### DID YOU KNOW?

**Theobromine and caffeine are the agents in chocolate that are toxic to dogs.**

**Baking chocolate is 10 times more potent than milk chocolate.**

### WELLNESS TESTING

The health of your pet is our priority. Wellness testing involves a blood test that is used to monitor organ growth in younger animals and organ degeneration in older animals. The results can help us with early detection of illness and

disease before any other symptoms show up. The heartworm season is a convenient time to conduct wellness testing, and with just a few simple blood tests we can create a complete picture of your pet's health.

## INSIDE STORY HEADLINE

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a success-

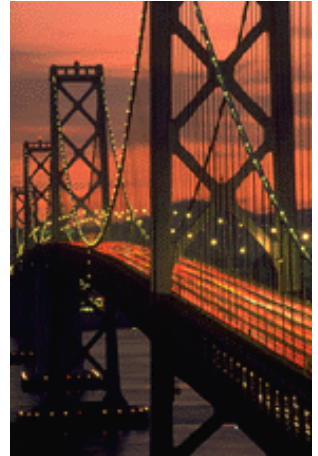
ful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a

variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

## INSIDE STORY HEADLINE

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also

profile new employees or top customers or vendors.

**"To catch the reader's attention, place an interesting sentence or quote from the story here."**

## INSIDE STORY HEADLINE

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images

that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an

image, place it close to the article. Be sure to place the caption of the image near the image.



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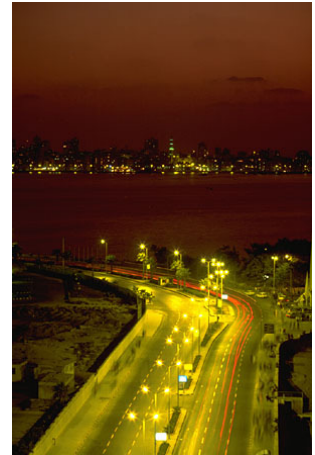
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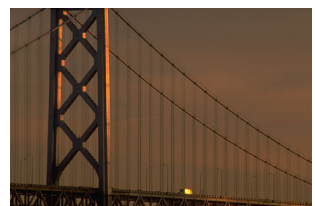
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**We are on the web!**

**example.microsoft.com**

**CAMPUS  
ESTATES  
ANIMAL  
HOSPITAL**

Primary Business Address

Your Address Line 2

Your Address Line 3

Your Address Line 4

Phone: 555-555-5555

Fax: 555-555-5555

E-mail: someone@example.com



**YOUR BUSINESS TAG LINE HERE .**

## **BACK PAGE STORY HEADLINE**

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark

their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.



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