

2004 Ad Planning Calendar



	Ad Closing	Materials Due	Bonus Distribution*
JANUARY	12/4	12/9	North American Veterinary Conference (NAVC)
FEBRUARY	1/6	1/9	Western Veterinary Conference (WVC)
MARCH	1/29	2/3	American Animal Hospital Association Annual Meeting
APRIL	2/27	3/4	
MAY	3/30	4/2	
JUNE	4/29	5/4	American College of Veterinary Internal Medicine (ACVIM)
JULY	5/28	6/4	American Veterinary Medical Association (AVMA) Convention
AUGUST	6/29	7/2	Central Veterinary Conference
SEPTEMBER	7/29	8/3	American Association of Bovine Practitioners (AABP) Conference
OCTOBER	8/30	9/2	Wild West Veterinary Conference (WWVC)
NOVEMBER	9/28	10/1	
DECEMBER	10/28	11/2	American Association of Equine Practitioners (AAEP) Convention

* Bonus distribution is tentative & subject to change.



	Ad Closing	Materials Due	Bonus Distribution*
JANUARY	12/1	12/8	NAVC, WVC and AAHA Conferences
APRIL	2/20	2/26	ACVIM Conference
JULY	5/21	5/27	AVMA and AABP Conferences
OCTOBER	8/20	8/26	WWVC and AAEP Conferences

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rev. 11/03