

# PetLink

# Microchipping Kit

All the tools you need, all in one place.

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Welcome to the PetLink family! This Microchipping kit contains tools to help you promote microchipping as part of a pet's balanced wellness plan, to host a microchipping clinic event, and to draw traffic to your facility.

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All the templates in this kit can be edited to include your unique facility name and contact information. That being said, please feel free to use any of the wording in these documents to create your own custom materials.

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## What's included:

It can be simple to spread the word, and there are ways to avoid spending most of your budget. Make sure your customers, and the community, are aware of your facility's microchipping services with these materials:

- ✓ Press Release / Media Advisory
- ✓ Print Ads for Newspapers / Magazines
- ✓ Scripts for PSAs
- ✓ Newsletter & Social Media Copy
- ✓ Web Banners
- ✓ Event Poster
- ✓ Flyers
- ✓ Postcards
- ✓ PetLink Logos

## How to edit PDF templates:

(You will need adobe reader to customize these materials)

- ✓ Go to <http://get.adobe.com/reader/> to download adobe reader if you don't have it already.
- ✓ Save the file to your desktop.
- ✓ Click on the pink bar at the top of the file that says "Please fill out the following form to highlight the customizable fields."
- ✓ Click within the customizable field and replace with your facility's information.
- ✓ You will not be able to change the formatting (no bold, italic, etc.
- ✓ To insert your facility's logo, you will have to insert an image file and move it into the designated area.
- ✓ Save the finished file and print if necessary.

Contact us at  
**1-877-PETLINK (738-5465)**

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