

A New Experience for Your Clients

Digital Informational Screen Proposal · **Exclusively for your veterinary hospital**

PRESENTED BY PAWS IN TOWN

Digital Magazine · YouTube · Social Media · Pet-Friendly Events



Why Have a Screen in the Waiting Room?

Every minute a client waits is an opportunity. A well-designed screen turns that time into a positive, educational, and connected experience for your clinic.

Useful Information

Practical pet care tips delivered right while clients wait.

Campaigns & Services

Direct communication about your clinic's updates, promotions, and services.

Less Perceived Waiting

Engaging and educational content makes the wait feel much shorter.

Professional Image

Reinforces the modern, innovative identity of your veterinary hospital with every visit.



Smart Technology & Complete Flexibility

The screen is designed to run independently, adapting to the pace of your clinic without the need for daily supervision from staff.

1

Automatic On and Off

The schedule follows exactly the hours set by your veterinary hospital, with no manual intervention.

2

Fully Autonomous Operation

No daily supervision required. The system runs on its own, simply and efficiently, without disturbing the team.

3

Custom Content on Demand

Your clinic can send content at any time: promotions, new services, campaigns, events, or introductions to new team members.

4

Professional Presentation Guaranteed

Our team integrates your content into the schedule, ensuring an attractive and consistent presentation.

High-Value Educational Content

Paws in Town produces original, high-quality content designed specifically for pet owners in South Florida — aligned with your clinic's real needs and your clients' interests.



Pet Education

Training, behavior, socialization, and essential care for dogs.



Pet Wellness

Nutrition, preventive health, and emotional well-being for indoor and outdoor cats.



Veterinary Tips

Practical recommendations from professionals for everyday life with pets.



Traveling with Pets

Guides for traveling safely and comfortably with dogs and cats.



Responsible Adoption

Information and resources for those considering or who have already adopted a pet.



Holiday Safety

Safety tips for special occasions like July 4th or Christmas.

Seasonal Programming: Always Fresh & Relevant

Content is refreshed every quarter to stay aligned with the seasonal needs of pets and their owners — always updated, with no effort required from your clinic.



Spring

Preventive health, allergies, and outdoor activities.



Summer

Extreme heat, hydration, and travel safety.



Fall

Disease prevention and preparation for holidays.



Winter

Cold weather care, celebrations, and emotional wellness.

Paws in Town Handles Everything

Your veterinary hospital gets all the benefits of a professional digital screen without taking on any operational or financial burden. Our team handles every detail so your clinic can focus on what matters most — caring for pets. Just a one-time **USD \$650 installation fee** (Starting Loyalty Program).

Paws in Town handles everything

 Programming and periodic content updates

 Design and production of Paws in Town content

 Management of sponsors and partners on our side

 Production of educational pet content

 Ongoing scheduling maintenance

Your veterinary hospital receives

 An active screen with fresh, professional content

 Its own space to communicate services and promotions

 Greater client comfort and satisfaction during visits

 An internal communication channel with no extra effort

 Potential shared revenue from advertising

Your Clinic's Prominent Space on Screen

The screen is also a powerful internal communication tool. All clinic content is professionally integrated into the programming.

Meet the Veterinary Team

Humanize the clinic and build trust by introducing your veterinarians and specialists.

Vaccination Campaigns

Share vaccination schedules and preventive campaigns at the most relevant time.

Special Promotions

Communicate offers, packages, and discounts directly to clients while they wait.

Success Stories & Testimonials

Share real patient recovery stories to strengthen credibility and emotional connection.



Shared Revenue Model & Carefully Selected Advertising

50/50 Revenue Split

When your clinic secures an advertiser, revenue is split equally and transparently — turning an existing space into a passive income source.

No risk. Just a one-time Starting loyalty Program USD \$650 installation fee.

What Will Never Appear

- Competing veterinary clinics or hospitals
- Medical services that compete directly
- Any other services offered in the clinic

Accepted Complementary Advertisers

- Pet photography, trainers, daycare, pet sitting
- Pet insurance, accessories, food products
- Pharmaceutical companies



Premium Digital Signage: 12 Dedicated Slots Per Cycle

Each location receives **12 exclusive content slots** within every 30-minute cycle — **15 seconds each**, totaling **3 minutes of airtime** per cycle.



Promotions & Special Offers

Highlight seasonal deals and loyalty programs to drive immediate action.



Pet Health & Wellness Tips

Branded educational content that positions your team as trusted experts.



Events & Announcements

Promote upcoming wellness days and community events year-round.



Staff Introductions

Build trust and familiarity before clients even enter the exam room.



Services & Treatments

Educate clients about the full range of services, from routine to specialty care.



Client Testimonials

Turn your happiest clients into your strongest advocates on-screen.

Full Control. No Extra Cost. Your dedicated content slots can be updated regularly at no additional charge — always reflecting your most current offers and priorities.



Exclusive Bonus & Media Value Comparison

Your Free Ad Bonus

By hosting a screen, you receive **free advertising packages** in 12 locations of your choosing:

- **70,080** Total Ad Plays (16 plays × 365 days x 12 screens)
- **17,520** Minutes of Airtime
- **\$8,400** Equivalent Value

Equivalent Cost for 70,080 Ad Plays (292 Hrs)

Platform	Equiv. Cost
Meta (Facebook & Instagram)	\$7,008
YouTube Ads	\$5,606



An Invitation to Transform Your Waiting Room

We want to turn your veterinary hospital's waiting room into an educational, informative, and entertaining space — a memorable experience for every client and their pet. A modern, professional, and hassle-free solution with the backing of a consolidated multimedia platform in South Florida.

Digital Magazine

Seasonal publication with articles and guides for pet owners.

Social Media

Active community on Instagram and other platforms with daily content.

YouTube Channel

Educational videos and the Pawsitive Vibes program for the whole community.

Pet-Friendly Events

Coverage and organization of community events across South Florida.

Web: www.pawsintown.com | **Instagram:** @pawsintownofficial | **YouTube:** Paws in Town

Thank you for your time and consideration. We are at your disposal to answer any questions and take the next step together.