

Animal Magazine OF SAN DIEGO



Animal Magazine of San Diego - Promote your pet related businesses with our top quality magazine

- ✓ Tired of running all over the County trying to get your name out to pet owners.
- ✓ Can't afford or don't have the time to get to all the animal booth events around the County.

Then let us do all the work for you for just the price of an ad.

The Animal Magazine of San Diego is a quarterly magazine distributed throughout the **ENTIRE COUNTY of San Diego**.

How would you like your business name to be seen by everyone who adopts an animal at one of the 12 shelters throughout our County!

Most businesses cannot get their information into the shelters but we can. In addition our magazine will be at almost every animal event happening throughout the **ENTIRE COUNTY of San Diego**.

20,000 Issues Printed

These are just some of the locations your business will be seen:



Distribution Locations



Shelters

Central County Animal Shelter
North County Animal Shelter
South County Animal Shelter
City of Chula Vista Animal Shelter
City of El Cajon Shelter
Escondido Humane Society
San Diego Humane Society & SPCA
North County Humane Society
Rancho Coastal Humane Society
Helen Woodward Animal Center
National Cat Protection Society
Friends of Cats

Animal Events

American West Cat Show
Bahia Sur Kennel Club
Bunnyfest
Cabrillo/HVOC Dog Show
CFA Cat Show
Chula Vista Pet Fest
Daily Pet Annual Pet Parade
Del Mar Fair Animal Care
Del Sur Kennel Club Show
Dog Day Afternoon

Doggie Cafe

Doggie Dash

Fallbrook Tails on Trails Walk

Helen Woodward Walk

Home for the Holidays

Mt. Palomar Kennel Club Dog Show

Mutt Strut

Nat Cat Annual Open House

Pug Party

San Diego Humane Society Telethon

San Diego Walk for Animals

Shot Clinics

Silver Bay Kennel Show

Toy Dog Fanciers of N. Co.

Ugly Dog Contest

Wags for Wishes

Woofstock

Select Commercial Locations

Coffee houses

Grooming salons

Kennels

Pet supply stores

Veterinary hospitals

So stop spending all your time, money and gas trying to advertise your business to the pet owners of San Diego County. We can do it all for you for just one low price.

Please contact us today to get your ad in the next issue!

Please mail/email or FAX to:
Animal Magazine of San Diego
3089-C Clairemont Dr., Ste. 254
San Diego, CA 92117
Fax: 858-499-0349

Email: PetSitCo@san.rr.com

Web Site: www.AnimalMagazineofSanDiego.com

Animal Magazine of San Diego

Media Kit 2007



PAGE 1

Display Ad Size, Location & Rate	Times run		
	1x	2-3x	4x
Back Cover (see Full Page Bleed below)	\$3,300.00	\$2,645.00	\$2,240.00
Page 2 & 3 (7.25" w x 9.5" h)	\$2,425.00	\$1,940.00	\$1,650.00
Full Page (7.25" w x 9.5" h)	\$1,540.00	\$1,155.00	\$980.00
2/3 Page (4.75" w x 9.5" h)	\$1,245.00	\$933.00	\$790.00
1/2 Page (7.25" w x 4.62" h)	\$915.00	\$686.00	\$580.00
1/3 Page [1/3 pg Vertical-(2.25" w x 9.5" h) 1/3 pg Square-(4.75" w x 4.62" h)]	\$699.00	\$524.00	\$440.00
1/4 Page(3.62" w x 4.81" h)	\$375.00	\$325.00	\$225.00
1/6 Page (3.62" w x 3.25" h)	275.00	250.00	175.00
1/8 page (3.62" w x 2.25" h)	\$200.00	\$175.00	\$150.00
1/12th (2.25" w x 3.18" h)	\$150.00	\$125.00	\$100.00

FULL PAGE BLEEDS

Must allow for trim. Bleed size is 8.62" w x 11.0" h Trim size is 8.125" w x 10.5" h Text area is only 7.375" w x 9.75" h

Classified Listings - text line listings only per issue \$55.00

(must pay 2 issues in advance 2 x \$55.00 per = \$1110.00)

Check category you want your line listing under:

- Dog Trainer
 Grooming
 Pet Boarding Facility
 Pet In Home Boarding
 Pet Sitters by Area
 Pet Sitters Overnight
 Pet Products & Services
 Vets & Hospitals
 Workshops, Classes

Animal Organizations & Dog Clubs – text line listing **per year** just \$35.00

Check category you want your line listing under:

- Animal Adoption Org.
 Animal Welfare Org.
 Dog Club
 Spay & Neuter

FREE BONUS - For all full color display advertisers

- 1 Free **Classified Listing** in category of your choice, in magazine.
- 1 Free **Pet Resource Listing** in category of your choice, on web site.
- 3 Months free display ad & classified ad on our web site for each paid display ad.
- Full Year subscription of the magazine mailed to your door.

CALENDAR OF EVENTS Submission Requirements:

For each event you want listed we will need to know the following: Date: Time: Location: Cost: Brief Description: Contact person, phone, email and/or web site for more information: **Animal Events will be listed FREE as space allows**

ARTICLE Submission Requirements:

If you would like to submit an article for consideration of publication you will need to adhere to the following requirements.

- Must be type written 1,500 words or less sent by email.
- Include all contact information for author such as, full name, mailing address, phone, fax, email, web site, business or organizations name.
- Include pictures - by email best (digital photos must be 300dpi) or include photograph

Articles are published on a subject, timely and space available basis. Submission of article does not guarantee publication.

Please mail/email or FAX to:

Animal Magazine of San Diego

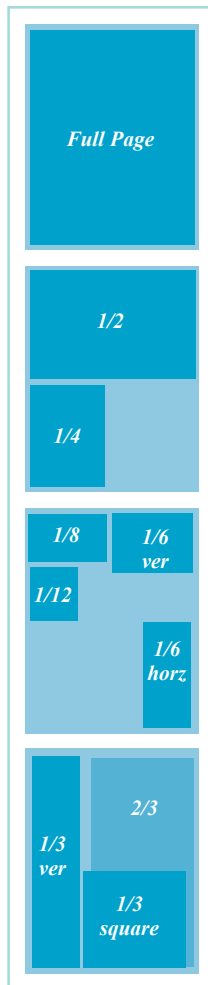
3089-C Clairemont Dr., Ste. 254

San Diego, CA 92117

Fax: 858-499-0349

Email: PetSitCo@san.r.com

Web Site: www.SanDiegoPetsMagazine.com



Ad location on web site	Rates
Top banner (468px x 90px)	\$75.00 per month, 2 months minimum
Second to top banner (468px x 90px)	\$65.00 per month, 2 months minimum
Right side square (160px x 160px)	\$50.00 per month, 2 months minimum
Bottom banner (468px x 90px)	\$35.00 per month, 4 months minimum

FREE WEB SITE AD with 4 issue sign up of 1/3 page or larger ad.
(Does NOT include ads smaller than 1/3 page)

All web site ads must be pre-paid in full for entire time they will run.

Check Page you want your ad on

- Home Page
- Calendar Page
- Pet Resources Page
- Animal Shelter Page
- Adoption Groups Page
- Dog Clubs Page
- Emergency Hospitals Page
- Submit Event Page
- Submit Article Page
- Ad Deadlines Page
- Distribution Page
- Contact Us Page

Ad We Create For You

We can create the ad for you if needed for a one-time added fee of \$20.00

Ad You Supply

If you can supply us with an ad with the exact dimensions above and format below there is no added cost.

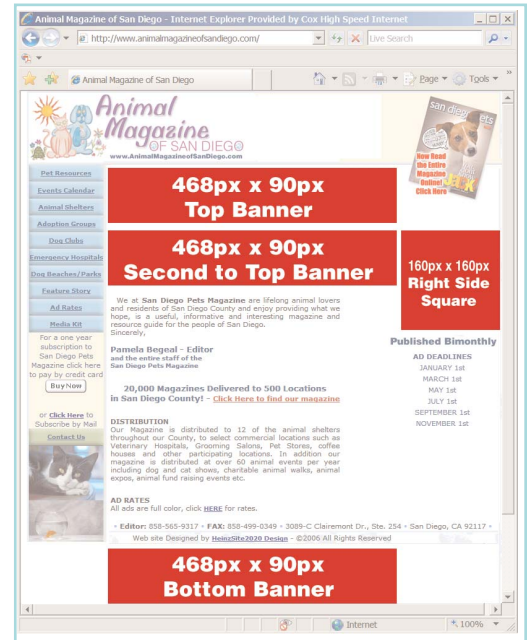
Supported Formats for Web Site Ads

Jpeg, Gif and PDF files are acceptable up to 1MB. We currently do not accept flash files. Animated .gif's that loop are ok, but must be tested for older browsers. No strobe effects please. Some alternative file formats and Java scripts are acceptable on approval. All creative elements such as company logos need to be provided by advertisers. All ads will click through to your site.

To Place AD Order

Please fill out this page and Advertisement Order Form and check the appropriate box under, Web Site Ad Size and the appropriate box under Issue(s) for the dates/issues it will run for. All web site ads must be pre-paid **IN FULL** for entire time they will run.

Mail in your Advertisement Order Form with full payment then email us your ad or email us your logo and we will create the ad for you.



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Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ FAX _____

Email _____ Web Site _____

Authorized Signature _____

I hereby authorize **The Animal Magazine of San Diego** to print my display advertisement in The Animal Magazine of San Diego for the cost shown below. I accept full responsibility for any errors in the copy provided to **The Animal Magazine of San Diego**. Your ad includes one free "Pet Resource" listing on our web site in the category of your choice.

Issue(s) Check appropriate boxes:
 WINTER (November 1st Deadline) SPRING (February 1st Deadline)

 SUMMER (May 1st Deadline) FALL (August 1st Deadline)

Ad Size Web:
 Top Banner Second Banner Bottom Banner Right Side

Ad Size Magazine:
 Back Cover Page 2 & 3 Full Page 2/3 Page 1/2 Page 1/3 Page 1/6 Page

 1/8 page 1/12 page Classified listing

COST	
Price Per Ad:	\$ _____
Resource Listing: on Web Site:	\$ FREE
Total Contract Amount:	\$ _____

Web Site- Pet Resource/Category _____

Include a typed or written description of your business for your "Pet Resource" listing on our web site (50 words or less) below or on a separate sheet of paper.

Example:
PET SUPPLIES & STORES

 Point Loma Pet Pantry
 3704 Voltaire St.
 San Diego, CA 92107
 (619) 222-1986
 www.pointlomapetpantry.com
 info@pointlomapetpantry.com
 We offer a wide variety of whole, natural
 pet food, treats and vitamin supplements.

Payment Method circle one: Check Money Order Visa Mastercard

Name on Credit Card _____ Expiration Date _____

Credit Card # _____ Last 3 digits on back _____

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Animal Event & Articles Submissions:

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- a) Must be type written and emailed 1,500 words or less.
- b) Include all contact information for author such as, full name, mailing address, phone, fax, email, web site, business or organizations name.
- c) Include pictures - by email best (digital photos must be 300dpi) or include photograph

Articles are published on a subject, timely and space available basis. Submission of article does not guarantee publication.

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3089-C Clairemont Drive, Suite 254, San Diego, CA 92117
Fax: 858-499-0349
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Mechanical Requirements for Ads:

The Animal Magazine of San Diego accepts digital files in the following formats only:

- .tiff - 300 dpi
- .pdf - saved "High Quality Print" resolution with fonts included
- .eps - all fonts must be converted to outline

Camera-ready ads must be exact in size, your business card will be scanned and printed as is. Fonts smaller than 8 point will not be guaranteed. *Animal Magazine of San Diego* will not accept jpeg's or gif's. Please Include the name, address and phone number of the creator of the file in the event of any problems. A color print must be included with the file.

Email: Attach digital files to an email, send to:
HeinzSite2020Design@cox.net

Mail: Mail CD to:

Animal Magazine of San Diego
3089-C Clairemont Drive, Suite 254
San Diego, CA 92117

Ad Artwork:

Rates quoted are for camera-ready artwork or electronic files as mentioned in the "Mechanical Requirements" above. Design work required for layout will be billed at \$35.00 per hr. in addition to the advertising rates. Design work requires a 75% deposit to begin work and 25% upon completion. Proofs of artwork created by the *Animal Magazine of San Diego* will be sent out and will need to be signed prior to insertion. Advertiser is responsible for informing *Animal Magazine of San Diego* of any corrections. Artwork provided by advertisers will be considered complete and will not require signed proofs prior to insertion.

Advertising Policy:

This publication reserves the right to pre-approve all advertising and article submissions. Rates are subject to change without notice.

Payment Policy:

First time advertisers - payment in full for initial ad due at the time of contact signing. If advertiser chooses to run ad more than once, each consecutive ad payment is due in full by **deadline dates of Feb. 1st, May 1st, Aug. 1st, and Nov. 1st.** All payments after the deadline dates above subject to a 5% service fee per month. We accept checks, money orders, Visa or Mastercard.

Cancellation Policy:

If advertiser wishes to cancel advertising and receive a full refund, advertiser must give written notice 30 days prior to each deadline above. Notification of cancellations of less than 30 days prior to deadlines above subject to a 40% charge, notifications of less than 15 days prior to deadline will receive no refund.

The Animal Magazine of San Diego (Publishers) and the (Advertiser) agree to the following:

The advertisers or an agent for the Advertiser agrees to protect and indemnify the Publishers against any and all liability, claim, and demand related to or arising from the publication of the ad or editorial. Advertiser agrees to pay all costs of collection incurred by the Publisher. Agencies accept sole financial responsibility for advertising they submit on behalf of other parties. Position preferences may be indicated, however, final placement is at the Publishers discretion. Publisher shall be held harmless from copyright, liability, or any suit whatsoever in conjunction with ad or any part thereof. Advertiser further agrees that a signed, faxed copy of this document is a legal contract. Publisher is not bound by any conditions added to this contract by the advertiser or representative unless acknowledged by the Publisher in writing.

Editor: Animal Magazine of San Diego - Pamela Begeal

Date: _____

Advertiser: _____

Date: _____

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