

Email Advertising Products

With state-of-the-art visuals and compelling content from our magazine and online writers, PETS+ emails are designed to generate open and click rates higher than the industry average. Here's how to book your ad program. Control the message by sending your own sponsored email to our fast-growing bulletin list. Exposure available in units of 1,000 or more. Creative services available for design and content of your email

A BULLETIN LEADERBOARD

Make your advertisement the first thing pet industry readers see when they open our emails.

Monthly \$3,250
Weekly \$940

AA SUPERSIZED OPTION

Monthly \$4,875
Weekly \$1,410

SIZE: 560 x 120 pixels

C HEADLINE LOWER BANNER PACKAGE

* INCLUDES WEBSITE BANNER ADVERTISING

Your brand is prominently placed amidst more news and headlines.

Monthly \$1,720
Weekly \$520

SIZE: 560 x 120 pixels

CC SUPERSIZED OPTION

Monthly \$2,580
Weekly \$1,200

E DAILY TIPS BANNER

Show your fellow pet business pros you care about their success by becoming the sole PETS+ Daily Tips sponsor.

Monthly \$1,760
Weekly \$480

SIZE: 560 x 120 pixels

B HEADLINE TOP BANNER PACKAGE

* INCLUDES WEBSITE BANNER ADVERTISING

Put your brand all over the day's biggest stories and headlines.

Monthly \$2,880
Weekly \$800

SIZE: 560 x 120 pixels

BB SUPERSIZED OPTION

Monthly \$4,320
Weekly \$1,200

D BULLETIN SIDE SKYSCRAPER

Brand recognition in the center news section.

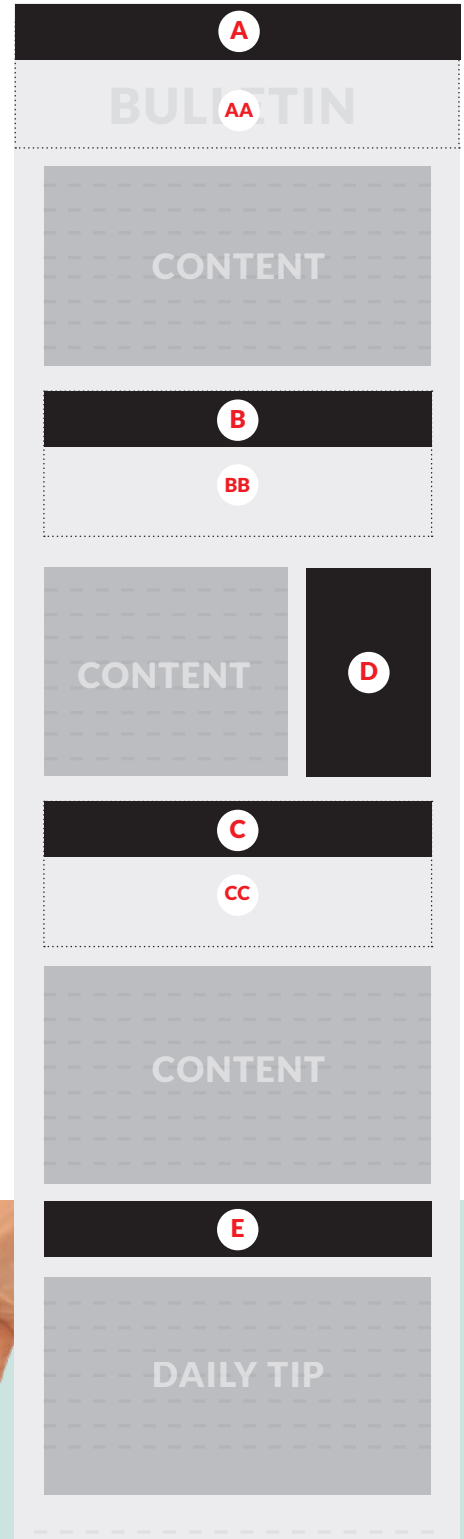
BULLETIN ONLY

Monthly \$670
Weekly \$210

BULLETIN AND WEBSITE

Monthly \$2,010
Weekly \$630

SIZE: 250 x 500 pixels



MORE EMAIL OPTIONS

CUSTOM E-BLASTS

Reach readers with your company's customized message.

Control the message by sending your own sponsored email to the PETS+ fast-growing bulletin list. Exposure available in units of 1,000 or more. Creative services available for design and content of your email.

PRICES START AT **\$350** CPM

