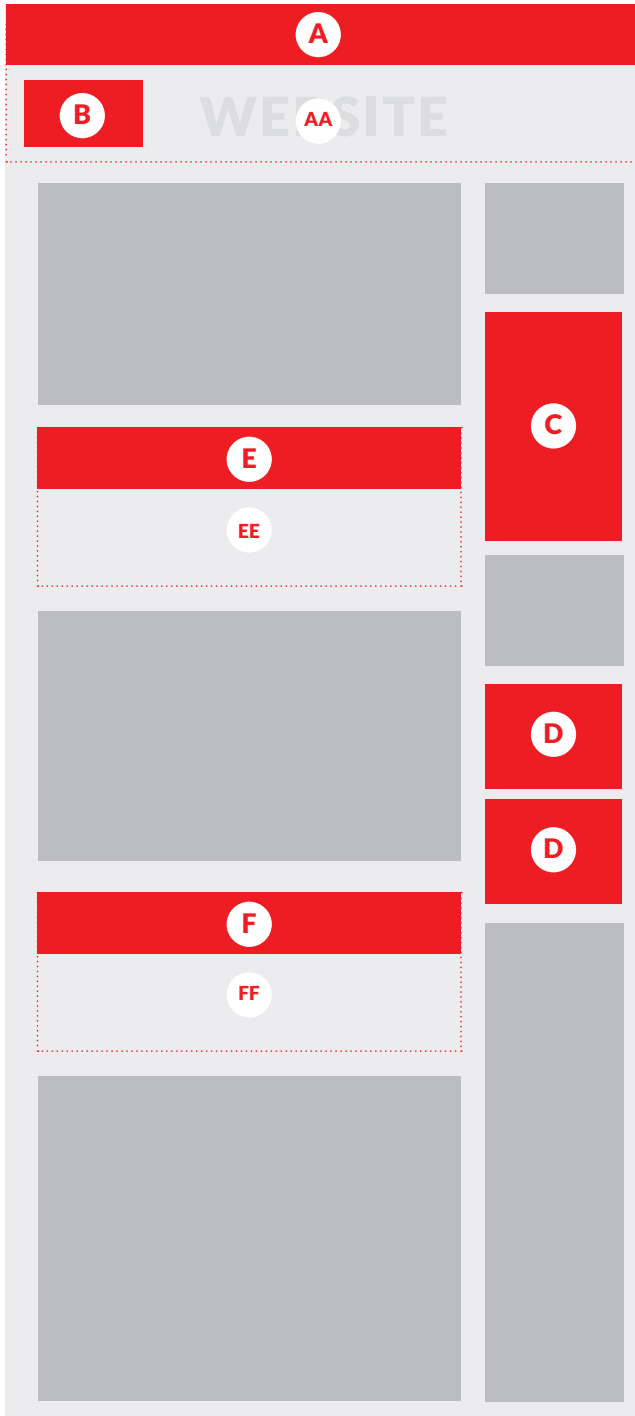


# Website Banners

Our website promises best-in-class visibility for your advertisements.



**A Billboard**  
 Make your mark with a responsive banner stretching across every page of our site.  
 Monthly \$1,590  
 Weekly \$480  
 EXPOSURE: Run of site  
 SIZE: 1400 x 120 pixels

**B Masthead Button**  
 Small but powerful, this is the perfect spot for an animated banner.  
 Monthly \$1,270  
 Weekly \$380  
 EXPOSURE: Run of site  
 SIZE: 230 x 110 pixels

**C Side Skyscraper Banner**  
 A towering banner that makes a serious impression.  
 WEBSITE ONLY  
 Monthly \$1,340  
 Weekly \$420  
 WEBSITE AND BULLETINS  
 Monthly \$2,010  
 Weekly \$630  
 EXPOSURE: Run of site or targeted content categories  
 SIZE: 300 x 600 pixels

**D Side Standard Banner**  
 This classic format is a banner advertising workhorse.  
 Monthly \$950  
 Weekly \$290  
 EXPOSURE: Run of site or targeted content categories  
 SIZE: 300 x 300 pixels

**E Headline Top Banner Package**  
 \* INCLUDES EMAIL BULLETINS  
 A special three-for-one deal that puts your brand all over the day's biggest news.  
 Monthly \$2,880  
 Weekly \$800  
 EXPOSURE: Run of site plus email bulletins  
 Home page banner: 728 x 90 pixels  
 Headline banner: 728 x 90 pixels  
 Bulletin banner: 560 x 120 pixels

**F Headline Lower Banner Package**  
 \* INCLUDES EMAIL BULLETINS  
 A special three-for-one deal that puts your brand all over the day's biggest news.  
 Monthly \$1,720  
 Weekly \$520  
 EXPOSURE: Banners on home page, individual stories and email bulletins  
 Homepage banner: 728 x 90 pixels  
 Headline banner: 728 x 90 pixels  
 Bulletin banner: 560 x 120 pixels

**Super Sized Banner Options**  
 These advertising formats can be super-sized for an even greater promotional impact.

**AA SUPER BILLBOARD**  
 Monthly \$2,385  
 Weekly \$720  
 EXPOSURE: Run of site  
 SIZE: 1400 x 400 pixels

**EE SUPER UPPER BANNER PACKAGE**  
 Monthly \$4,320  
 Weekly \$1,200  
 EXPOSURE: Run of site  
 Home page banner: 728 x 180 pixels  
 Headline banner: 728 x 180 pixels  
 Bulletin banner: 560 x 240 pixels

**FF SUPER LOWER BANNER PACKAGE**  
 Monthly \$2,580  
 Weekly \$780  
 EXPOSURE: Run of site  
 Home page banner: 728 x 180 pixels  
 Headline banner: 728 x 180 pixels  
 Bulletin banner: 560 x 240 pixels

**NOT PICTURED Video Spotlight Unit**

Your brand or informational video runs at full width, run of site. Ultra-powerful video marketing!  
 \$500 set-up +  
 Cost Per View of \$3\*  
 \*One view equals 80% or more of video

**DIGITAL WRAPPER**

Sponsor PETS+'s digital edition with your wrapper ad opposite our cover and prime position on the email announcing the issue to our readers.

**\$1,540 WRAPPER PER MONTH**

# 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.

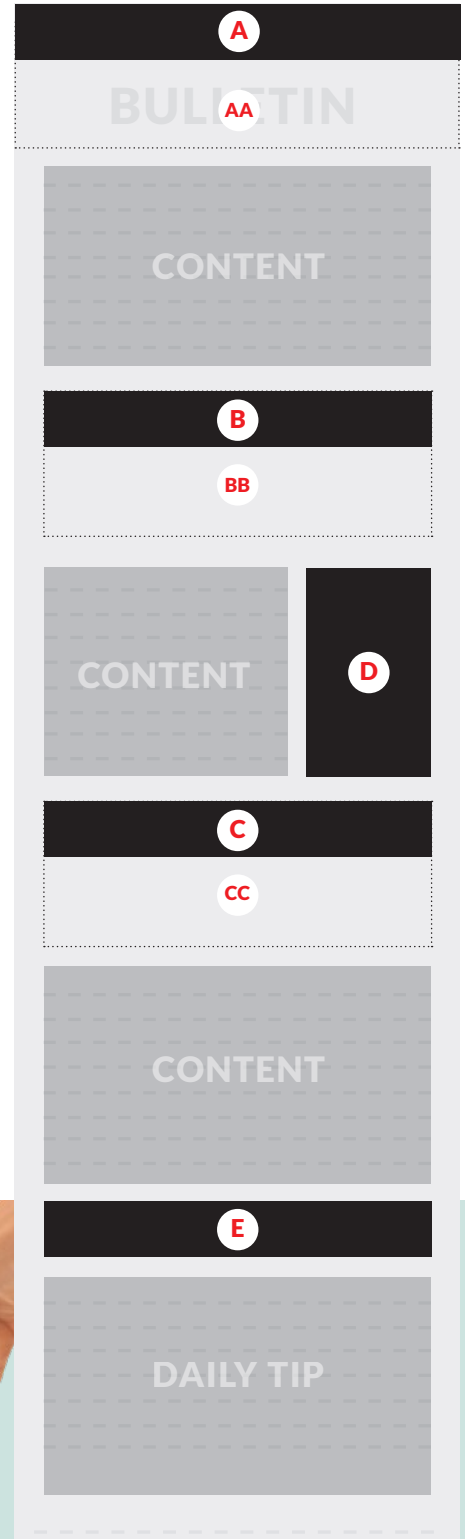
**BULLETIN ONLY**

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





## Storytellers For Vertical Markets

In an information age, telling your story is vital to market success. So is the quality of your material. Let SmartWork Media work with you to create the targeted, entertaining content that captures attention, reinforces your brand and builds your business — one well-told story at a time.



## Our Market Knowledge Is Your Creative Edge

Our team of experienced writers, designers, videographers, web developers and project managers stand ready to take your project from inception to lead generation quickly and creatively. And with our print, online and e-distribution products, your integrated, creative campaign is guaranteed to be seen in all the right places.

### PRODUCTS WE OFFER:



ADVERTORIALS



CUSTOM  
E-MARKETING



CUSTOM  
PUBLICATIONS



TRAINING  
MATERIALS



VIDEOS



WEBINARS

