

Pick Your Size



PICK YOUR SIZE	2-PAGE SPREAD GO FOR MAXIMUM IMPACT	FULL PAGE THE CLASSIC FORMAT	2/3 PAGE A NEARLY FULL FEELING	1/2 PAGE GET ATTENTION	1/3 PAGE STAND TALL!	1/4 PAGE SMART VALUES
12x	\$10,660	\$5,970	\$4,910	\$3,950	\$3,310	\$2,770
6x	\$11,230	\$6,290	\$5,160	\$4,150	\$3,480	\$2,920
3x	\$11,820	\$6,620	\$5,440	\$4,370	\$3,660	\$3,070
1x	\$12,440	\$6,970	\$5,720	\$4,600	\$3,860	\$3,230
TRIM SIZE	18 x 10 $\frac{7}{8}$	9 x 10 $\frac{7}{8}$	5 $\frac{3}{4}$ x 10 $\frac{7}{8}$ (vertical) 9 x 7 (horizontal)	4 $\frac{1}{4}$ x 10 $\frac{7}{8}$ (vertical) 9 x 5 $\frac{1}{4}$ (horizontal)	2 $\frac{3}{4}$ x 10 $\frac{7}{8}$ (vertical) 9 x 3 $\frac{3}{4}$ (horizontal)	3 $\frac{7}{8}$ x 4 $\frac{3}{4}$ (vertical) 8 x 2 $\frac{3}{8}$ (horizontal)
BLEED	18 $\frac{1}{4}$ x 11 $\frac{1}{8}$	9 $\frac{1}{4}$ x 11 $\frac{1}{8}$	6 x 11 $\frac{1}{8}$ (vertical) 9 $\frac{1}{4}$ x 7 $\frac{1}{4}$ (horizontal)	4 $\frac{1}{2}$ x 11 $\frac{1}{8}$ (vertical) 9 $\frac{1}{4}$ x 5 $\frac{1}{2}$ (horizontal)	3 x 11 $\frac{1}{8}$ (vertical) 9 $\frac{1}{4}$ x 4 (horizontal)	—
NON BLEED	17 x 9 $\frac{7}{8}$	8 x 9 $\frac{7}{8}$	5 $\frac{1}{2}$ x 9 $\frac{7}{8}$ (vertical) 8 x 6 $\frac{5}{8}$ (horizontal)	3 $\frac{7}{8}$ x 9 $\frac{7}{8}$ (vertical) 8 x 4 $\frac{3}{4}$ (horizontal)	2 $\frac{1}{2}$ x 9 $\frac{7}{8}$ (vertical) 8 x 3 $\frac{3}{8}$ (horizontal)	—

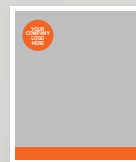
SIZES LISTED IN INCHES

ADVERTISING FORMATS



2-PAGE SPREAD

FULL PAGE



2/3 VERTICAL



2/3 HORIZONTAL



1/3 VERTICAL



1/2 VERTICAL



1/2 HORIZONTAL



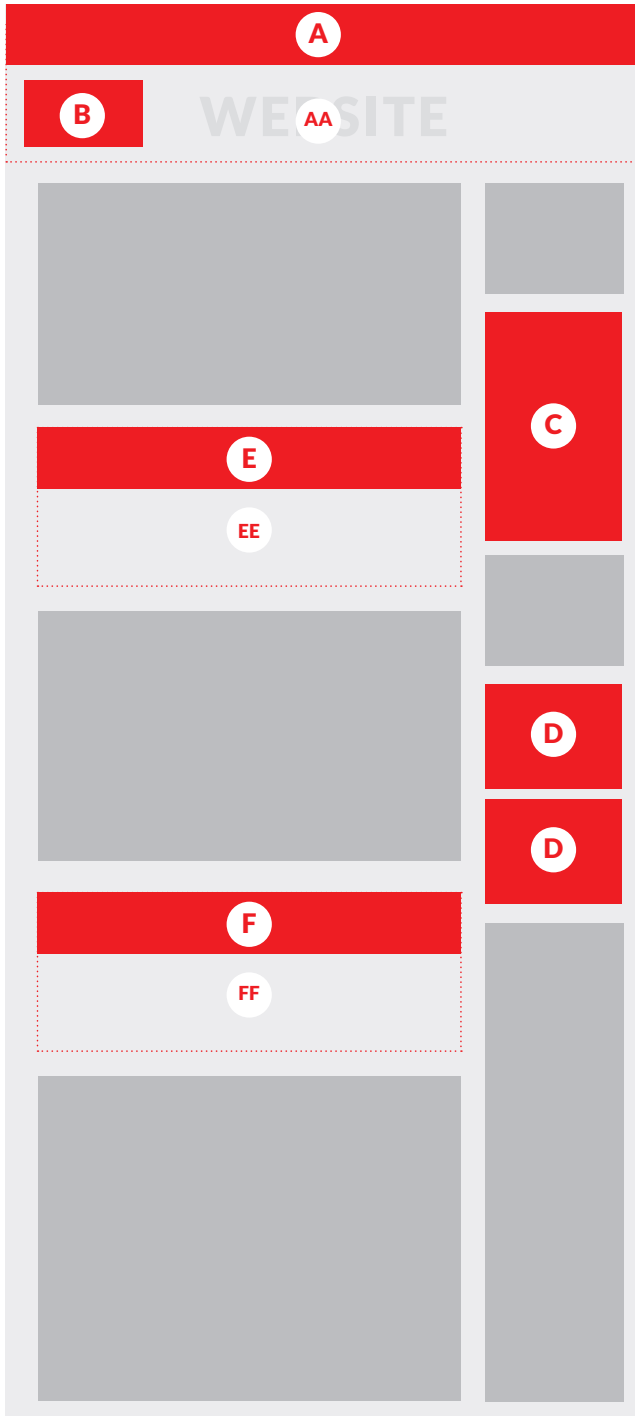
1/4 VERTICAL



For additional information and opportunities, please contact your sales representative.

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.

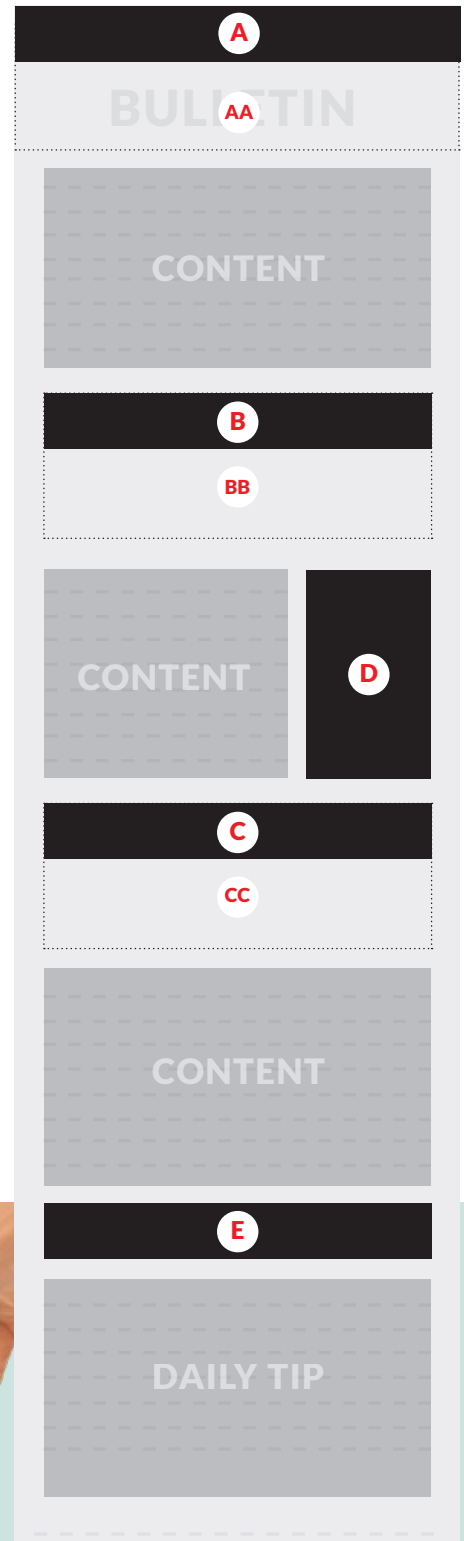
BULLETIN ONLY

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

