



PetMediaPR
An Oehler Media Company

DELIVERING **ROI** THROUGH **STRATEGIC MEDIA** MARKETING...

Client Services & Rate Information

Dedicated E-Blast (1- Ad Client) to 20k-40k Pet Owners Nationwide - Starting at \$1000

Pet Consumer E-Blast (Multiple Ad Clients) to 20k Pet Owners Nationwide - \$700-\$800

The Details: Send information for your company's product(s) or service(s) to our massive PMPR consumer email list and increase your sales. Create your own HTML 1-Page DEDICATED Pet Consumer E-Blast, or receive (1) Image + 35 Words when included w/ other pet companies.

Dedicated E-Blast (1-Ad Client) to 5,000 Retail & Boutiques US & Canada -\$700

Pet Retail E-Blast (Multiple Ad Clients) to 5,000 Retail Stores & Boutiques US & Canada - \$400-\$600

The Details: Need help getting your product(s) into Stores? Have us send a dedicated email for one product or more, directly to Retail Pet Store & Boutique Owners. Create your own HTML 1-Page DEDICATED Pet Consumer E-Blast, or receive (1) Image + 35 Words when included w/ other pet companies.

- Need Graphic Design help? Design Fee: \$295 includes HTML and creative.

PR Wire

The Details: Backed by over 25 years of Pet Industry Experience, let PMPR guide you in getting the most attention for your new product and brand. We have over *800 Media Contacts* to send your release to.

- Need a Press Release? Company Press Release & Profile Write Up's - \$500

The NY Pet Fashion Show (Formerly The Pre-Westminster Fashion Show) at The Historic Hotel Pennsylvania-NYC

"Gold Paw" Sponsorship = \$750 *Contact your PMPR Rep. for Higher Tier Sponsorship Rates & Details

The Details: Be a part of the event that kicks off Westminster Kennel Club Dog Show Weekend in NYC! Whether you want to showcase or sell your products(s) to some of most affluent pet consumers in the country as one of our "Gold Paw" Sponsors or even have your product shown up on the runway the PWFS is for you! This amazing event had over 150 National & International Media Affiliates at the show in 2012. Part of the proceeds of the show will go to benefit a local animal shelter.

Learn more at www.pre-westminsterfashionshow.com.

VIP Gift & Swag Bag Sampling Opportunities - \$500/Per Event

The Details: PMPR is proud to be affiliated with some of the prominent pet charity events in the country, including The New York Pet Fashion Show. Have your Small Product Samples, Brochures or Postcards distributed to attendees at these events throughout the year.

Banner Ad's & YouTube Video Postings on NY Pet Fashion Show/ (Formerly Pre-Westminster Fashion Show) Canine Health & Wellness Website \$200-\$500

The Details: Select From (3) Different Banner Sizes (300x250, 300x168, 900x100) to run in rotation on the PWFS Website! Also, have your Product Demonstration or Company Video Posted in one of our (9) Canine Health & Wellness Category Channels! Canine Health & Wellness channels include; Home Décor, Health & Wellness, Grooming, Rescue, Training, Travel, Food & Treats, Fashion, and Misc. (Max. Banner Ad File Size 40K)!

Social Media Management: Facebook, Twitter, YouTube - \$500/Mo.

The Details: Have no Time to up-keep your companies Social Media Pages? Don't let your customers read outdated information. Let PMPR manage your social media updates, current news and events on NEW Products or services and much more!

Company Profiles/Product Mentions/Articles & Press Releases Posted on NY Pet Fashion Show (Formerly Pre-Westminster Fashion Show)/Canine Health & Wellness Website \$300-\$500

The Details: Trouble having your products or services seen by a targeted national pet audience? No worries, we have you covered. Have a Product Image + 25 Words w/URL for your product or service posted in one of nine Canine Health & Wellness Channels. We can also post a company articles/co. profiles and press releases.

OTHER PMPR SERVICES

Please contact your PMPR representative directly, pertaining to the services listed below.

Rates vary based on size of Ad campaign or services needed.

Print Advertising – “Cesar’s Way” Magazine (TV’s Dog Whisperer)

The Details: Be a part of the Hottest Brand in the Pet Industry; Cesar Millan! With a paid circulation of 150,000 and a pass-along readership of over 250,000 there is no hotter Pet Consumer Publication on the market today. Receive Special Discounts to advertise and take advantage of the Best Value Added Program in the Country! FREE Value Added can include Web Banners on CesarsWay.com, Editorial Mentions, Social Media, and much more!

Print & Web Production/Design Services

The Details: PMPR works with some of the most talented and affordable design people who have extensive experience working with companies in the pet industry. Whether you need a Web Banner Ad, Print Ad, Company Logo, Business Card, or even your entire website re-done or created from scratch, we can help!

PetMedia PR’s ROI Circle

