

PSI WEEKLY NEWS BRIEF

REACH

5,900

PROFESSIONAL PET SITTERS

EVERY WEEK

MEDIA KIT



A

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PSI WEEKLY NEWS BRIEF
A news and information resource from Pet Sitters International

PRODUCT SHOWCASE

Pet professionals: Treat customers' pets like your own

Dogs Love Running

Sometimes a job is just a job. You go to work at the same time. You generally do the same thing all day, every day. You come home at about the same time. Then it starts all over. But when you're dealing with other people's pets as a pet professional — like a dog walker, pet sitter or groomer — it's not just a job. What you do "at work" can have a big impact on not only the animal, but also the owner. [MORE](#)

Wishbones for Pets announces changes to website

Pat Si USA

Excitement is in the air with the updated Wishbones for Pets website, and many new features such as webinars and teleconference calls are to come. The aim of the website is to use technology as a platform to reach out to pet sitters and to encourage greater participation in helping the shelters and pets in need. [MORE](#)

Poll: Most American pet owners OK with declawing cats

The Associated Press via The Washington Post

Cats scratch and dogs bark. Is declawing or debarking the answer? Nearly 60 percent of American pet owners, including 55 percent of cat owners, say it is OK to have a cat declawed, but only 8 percent approve of having a dog's vocal cords removed, according to an Associated Press-PetSitters.com poll. Experts say both surgeries are painful and alter the way the animals walk or talk. [MORE](#)

25 common characteristics of successful entrepreneurs

Entrepreneur

Regardless of your definition of success, there are, oddly enough, a great number of common characteristics that are shared by successful businesspeople. You can place a check beside each characteristic that you feel that you possess. This way, you can see how you stack up. Even if you don't have all of these characteristics, don't fret. Most can be learned with practice and by developing a winning attitude, especially if you set goals and apply yourself, through strategic planning, to reach those goals in incremental and measurable stages. [MORE](#)

Winter dog walking safety

PetSide

Oh, the weather outside is frightful! Despite falling temperatures and falling snow, dogs still need their exercise. Although winter walks pose several safety hazards, with a little preparation, you and your dogs will be out enjoying the winter wonderland in no time. [MORE](#)

Flying the furry skies

Have Dog Blog Will Travel

When it comes to traveling with pets, some owners prefer to drive. However, sometimes it is not convenient to drive long distances. In the event you may have to fly your pet, here are some guidelines. [MORE](#)

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Purina

Nutritious and delicious meals for your beloved pet. Let your companion know you care. [MORE](#)

ASPCA reports top 10 pet poisons

Pets Teach Us So Much Blog

Both known and unknown toxins can be found hiding in our houses and yards. In 2010, the ASPCA Animal Poison Control Center in Urbana, Ill., fielded more than 167,000 phone calls about pets exposed to possibly poisonous substances. The ASPCA recently reported the top 10 pet poisons by their poison control center. This scary list is worth a look. [MORE](#)

San Francisco dog walkers could be required to get permits

The San Francisco Chronicle

Professional dog walkers in San Francisco soon may need a permit to take their four-legged clients to city parks. The suggestion, recently unleashed by Supervisor Scott Wiener, comes as federal authorities are looking to significantly expand restrictions on dogs on Golden Gate National Recreation Area property, which city officials fear could dramatically increase the number of pooches visiting San Francisco's public parks. [MORE](#)

PRODUCT SHOWCASES

IAMS® Healthy Naturals™ Puppy with Chicken

The formula behind Greenies dental chews just keeps getting better and better. We've made the teeth-scouring, breath-freshening treat even better for your dog by adding in natural sources of antioxidants and fiber, such as apple, tomato, sweet potato and cranberries. What dog wouldn't love that?

With a large selection of collars, harnesses & leashes, you'll find that PETCO has everything your little companion needs to stay right by your side!

C

C1

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D

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F

MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 5,900 professional pet sitters (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2000/\$1500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$2000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$1500

Lorem ipsum dolor
Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed
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incididunt ut labore et
dolore magna aliqua.
Ut enim ad minimum
veniam, quis nostrud
exercitation ullamco
laboreis nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text Ad
\$1000

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et. [More](#)

Traditional Text Ad
\$500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

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THE PSI WEEKLY NEWS BRIEF, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO PROFESSIONAL PET SITTERS NATIONWIDE.

PSI Weekly News Brief tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of professional pet sitters and other industry professionals, the PSI Weekly News Brief keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power – the top-tier professionals in the retail facilities management industry.

PSI WEEKLY NEWS BRIEF
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN PSI WEEKLY NEWS BRIEF:

1

CREDIBLE SOURCE

For years, our members have turned to the association as the informational authority of the industry. Advertising in PSI Weekly News Brief solidifies your place among weekly information provided to PSI members.

2

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Advertising in PSI Weekly News Brief allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.

3

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4

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Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.

5

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Frequency builds awareness. As a weekly publication, PSI Weekly News Brief ensures your ad will be seen weekly by our 5,900 subscribers.

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