

PET INDUSTRY BRIEFS

REACH 14,000

PET INDUSTRY PROFESSIONALS

EVERY WEEK

MEDIA KIT



A



### Cultivate existing customers

**Bloomberg Businessweek** Share When you cultivate relationships with your most valued customers, you enhance the value of those relationships. The customers will buy more product — and buy more frequently. Most importantly, they will recommend your products and services to friends and family via traditional “word of mouth” or “word of mouse” and spread the word through social media and other forms of digital communications. **MORE**

**Aziiris** The original holistic choice for... **Holistic Animal Care** • Natural Foods • Herbs • Homeopathy • Supplements • Organic Topicals • Call 800-472-8888 to become a partner in a pet's life or visit [www.aziiris.com](http://www.aziiris.com)

**CURRENT PROMOTIONS**  
**acturus** 30% OFF Direct Marketing Services Sponsor: Acturus **cambridge** FREE Payment Account Setup Sponsor: Cambridge Commerce

### Which promotion is right for your small business?

**American Express OPEN Forum** Share The last year saw an explosion of new, do-it-yourself social and mobile marketing tools. These tools are generally affordable and easy to use for the typical small business owner. But does ease and affordability translate into exciting, consistent marketing that drives customers back to your front door? That's not always the case. **MORE**

### 10 tips on using Quora for business

**Inc.** Share Quora, the easy to navigate question-and-answer service built on a social media backbone, has soared in popularity since launching in 2009. Founded by a Facebook CTO, the site has already attracted high-level executives, journalists, industry insiders, and entrepreneurs, all eager to answer a vast array of questions for free. But on a site whose range of topics stretches from “Do Silicon Valley VCs invest in European early-stage startups?” to “Given our current technology and with the proper training, would it be possible for someone to become Batman?” how can you maximize its potential for your business? **MORE**

**Boyd Enterprises announces New Mini Chemi-Pure Elite for Nano Tanks!**  
Good thing now come in small packages. All-in-one filter media is now available for your nano tank! Same quality and formula as our larger containers. Treats up to 10 gallons. **MORE**

**National PUPS Act seeks to regulate 'high volume retail breeders'**  
**Veterinary Practice News** Share Members of Congress have introduced a measure that seeks to amend federal animal welfare laws so as to regulate “high-volume” breeders who sell directly to the public. The bill, House Resolution 835, would also institute additional animal care standards. H.R. 835, referred to as the Puppy Uniform Protection and Safety Act or PUPS Act, would amend the federal Animal Welfare Act to require “high volume retail breeders” to be federally licensed and inspected regularly. **MORE**

**Pet industry spending tops \$48 billion in 2010**  
**Pet Product News** Share The pet industry continues to perform as recession resistant, according to the American Pet Products Association, which released its 2010 Pet Industry Spending Figures today. Overall spending in the pet industry grew by 6.2 percent from \$45.53 billion in 2009 to \$48.35 billion in 2010. The APPA forecasts continued growth through 2011 with a total spending to exceed \$50 billion, a 5.1 percent increase. **MORE**

**PRODUCT SHOWCASE**  
**KAYTEE® Introduces NATURE'S BENEFITS®**  
100% Natural with no Preservatives, Additives, or Flavorings. Made with unique ingredients chosen for their nutritional benefits to species. Each variety contains ingredients specially selected to appeal to the natural desires of the bird or small animal. Each ingredient provides specific nutritional benefits, too.

**Maryland House Committee adopts breeder licensing bill**  
**PIZAC** Share Maryland House Bill 840, which would require licensure for persons who own 15 intact female dogs over 6 months of age, has been adopted by the House Committee on Agriculture and sent to the floor for a final vote by the full House of Delegates. Meanwhile, a Senate version of that bill with the same provisions is in the Committee on Education, Health & Environmental Affairs. Action by that committee could quickly result in final passage of this legislation. **MORE**

The Rip Report: One's stock market trader... For up to the minute stock crucial to your industry...

**Petition calls on Canadian city council to ban selling of companion pets**  
**Calgary Herald** Share Some say they are barking up the wrong tree, but a group has launched a petition urging the city council to ban the sale of companion animals in Calgary stores. One of the founders of Actions Speak Louder (Calgary) said the biggest concern is about puppies and kittens and how they are raised before being sold in local pet stores. **MORE**

**Mars Petcare launches Marine Stewardship Council certified products in UK**  
**Petfood International** Share Mars Petcare launched Marine Stewardship Council certified products in U.K. stores as part of the company's commitment to use only sustainably-sourced fish in all products by 2020. Select packs of Mars Petcare's Sheba and Whiskas petfood lines for cats are MSC-certified and available in U.K. stores. **MORE**

**WPA Pet Industry Briefs**  
Colby Horton, Vice President of Publishing, 469.420.2601 Download media kit  
Stephanie Studer, Sr. Content Editor, 469.420.2655 Contribute now  
This edition of the WPA Pet Industry Briefs was sent to #Emailiff. To unsubscribe, [click here](#). Did someone forward this edition to you? Subscribe here — it's free!  
**Recent Issues**  
March 15, 2011  
March 8, 2011  
March 1, 2011  
Feb. 22, 2011

C

G

E

C1

D

B

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.

### G CURRENT PROMOTION

Promote your company's current special offer with this 5-word ad that will entice buyers and increase traffic. Ad includes a unique landing page developed specifically for your company. [View landing page sample.](#)

SEE PRICING NEXT >>>

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

# AD RATES & SPECS

Prices are for participation in 13 emails to 14,000 pet industry professionals (one 90 day cycle)



Leaderboard  
\$3500

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
\$2750/\$2500

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Skyscraper  
\$3000

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Product Showcase  
\$2950

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 nostrud  
 exercitation ullamco  
 laboris 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  
\$2000

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

Traditional Text Ad  
\$1500

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



Lorem ipsum dolor sit amet  
 Lorem ipsum dolor sit amet,

Current Promotion  
\$2250

Text **five word headline**  
Image Dimensions **68x34** File Format **JPEG, GIF**  
Landing Page Text **50 word product description**  
Landing Page Image Dimensions **175x125** File Format **JPEG, GIF**

## CONTACT US

**COLBY HORTON**  
VICE PRESIDENT OF PUBLISHING  
469.420.2601  
chorton@multibriefs.com

**BEN MAITLAND**  
DIRECTOR OF ADVERTISING SALES  
972.402.7025  
bmaitland@multibriefs.com

PET INDUSTRY BRIEFS, POWERED BY MULTIBRIEFS,  
PROVIDES NEWS AND INFORMATION TO LEADERS  
IN THE PET PRODUCTS INDUSTRY.

The news 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 retail businesses, manufacturers, product distributors, breeder/livestock distributors, suppliers, and manufacturers' representatives, Pet Industry Briefs 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 industry.

PET INDUSTRY BRIEFS  
IS A PROFESSIONAL RESOURCE FOR

NEWS  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN PET INDUSTRY BRIEFS:



## CREDIBLE SOURCE

For over 50 years, our members have turned to the association as the informational authority of the industry. Advertising in Pet Industry Briefs solidifies your place among weekly information provided to WPA members.



## TARGETED DISTRIBUTION

Advertising in Pet Industry Briefs 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.



## OPT-IN SUBSCRIBER LIST

Subscribers to Pet Industry Briefs have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

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



## FREQUENCY

Frequency builds awareness. As a weekly publication, Pet Industry Briefs ensures your ad will be seen every week by our 14,000 subscribers.



## AFFORDABLE

Advertising in Pet Industry Briefs is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



## YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of Pet Industry Briefs has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in Pet Industry Briefs.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.