

Fetch

Magazine

Print Ads | Canine Marketplace Listings | Online Ads | Design Services

2012 Advertising Guide



About Fetch

Thank you for your interest in Advertising in Fetch!

Fetch is a quarterly magazine devoted to topics and advertising of interest to dog lovers. Fetch has been produced since 2003 and has developed quite a fan base.

This guide will provide you with information about advertising with Fetch. We'd love to discuss your advertising needs with you and determine how Fetch can help you reach out to new customers and retain the customers you already have.

We currently distribute around 20,000 to 24,000 copies of Fetch on a quarterly basis. Many of the copies are placed at over 300 distribution points throughout southeast Wisconsin. The other portion goes to pet events... fairs, expos, that sort of thing. We tweet on Twitter (fetchmag is our user id), we have a blog (fetchmag.wordpress.com), a Facebook presence (facebook.com/fetchmag) and a monthly e-mail newsletter sent to over 1500 readers.

We offer advertising options that start at \$25. An important thing to note is that new advertisers receive 25% off our standard advertising prices for the first issue.

There are two ways to advertise in our printed magazine. You can have a print ad and there are a variety of sizes and choices. There is also our Canine Marketplace, which is the yellow pages type of listing within the magazine. There are various options for that, too. You can do one of these options, or combine them. We're pretty flexible.

Ownership

Marie Tubbin produces and distributes Fetch with the help of many talented folks.

We are dog-lovers, pure and simple. Along with the dog love comes a respect and appreciation for the humans behind the dogs. The entire Fetch team is made of down-home folks who live and work in the southeast Wisconsin community. We are devoted to the canines in our own households as well as to the dogs who are our friends and neighbors.

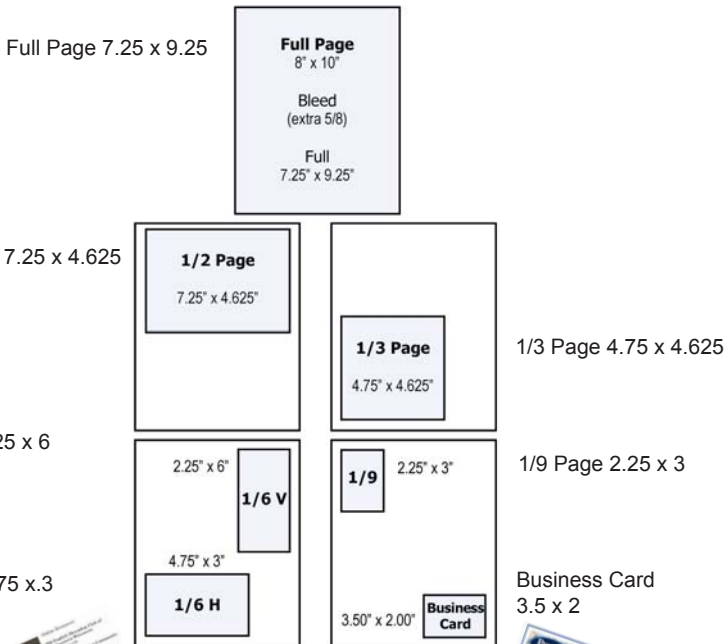
Our interests in writing and design are perfect compliments to our passion for dogs. Our love for dogs and their well-being is the fuel behind Fetch.

We love to get out and about, meeting our readers and advertisers at pet events and at advertiser locations. For us, our location in SE Wisconsin allows us to be personally connected to the business and everyone that it serves.

Print Ads

Fetch offers a variety of print ad sizes as well as options for full color or black and white.

The ad sizes are shown below and give you an idea of how the size of the ad relates to the size of the page. The next page discusses pricing and describes some of the details you'll want to know when deciding on the right print ad for your business.



Submit your event information for free promotion on fetchmag.com, Twitter and Facebook.

Pricing:

Ad Type and Size	Size in Inches (width x height)	Color/BW	Price per Issue	
1/9 Page Print Ad	2.25 x 3	BW	\$197	
1/9 Page Print Ad	2.25 x 3	Color	\$215	
Business Card Print Ad	3.5 x 2	BW	\$221	
Business Card Print Ad	3.5 x 2	Color	\$242	
1/6 Horizontal Page Print Ad	4.75 x 3	BW	\$390	Includes a free BASIC Listing
1/6 Horizontal Page Print Ad	4.75 x 3	Color	\$428	Includes a free BASIC Listing
1/6 Vertical Page Print Ad	2.25 x 6	BW	\$390	Includes a free BASIC Listing
1/6 Vertical Page Print Ad	2.25 x 6	Color	\$428	Includes a free BASIC Listing
1/3 Page Print Ad	4.75 x 4.625	BW	\$586	Includes a free PREMIUM Listing
1/3 Page Print Ad	4.75 x 4.625	Color	\$643	Includes a free PREMIUM Listing
1/2 Page Print Ad	7.25 x 4.625	BW	\$886	Includes a free PREMIUM + AD BLOCK Listing
1/2 Page Print Ad	7.25 x 4.625	Color	\$974	Includes a free PREMIUM + AD BLOCK Listing
Full Page Print Ad	7.25 x 9.25	Color	\$1,378	Includes a free PREMIUM + AD BLOCK Listing
Back Cover Print Ad	7.25 x 7.25	Color	\$1,624	Includes a free PREMIUM + AD BLOCK Listing
Ad Block for Canine Marketplace	2.25 x 1	Color	Call us to discuss	
Fetchmag.com Banner Ad	475 x 60 pixels	Color	Call us to discuss	
Monthly e-Mail Newsletter Ad	200 x 200 pixels	Color	Call us to discuss	

The Extras:

- The inclusions above for 1/6 page or larger ads refer to Canine Marketplace listings. See the next pages for information on these listings.
- New advertisers receive a 25% discount on their first issue.
- Rescues always receive a 25% discount.
- Other advertising options include a banner ad on fetchmag.com or an ad in our monthly email newsletter.

Deadlines for Print Ad Orders

2012 Winter Issue: **November 11, 2011** (December, January, February)
 2012 Spring Issue: **January 13, 2012** (March, April, May)
 2012 Summer Issue: **April 20, 2012** (June, July, August)
 2012 Fall Issue: **July 20, 2012** (September, October, November)

Design Services

We offer design services if you need assistance creating your print ad or updating a print ad. We will work with you to understand your needs, provide you with an honest estimate of the work and deliver design options for you to choose from.

Design services are priced at \$35/hour.


Canine Marketplace Listings

The Canine Marketplace is a great pairing for a print ad, but can also be an effective advertising tool on its own.

The Canine Marketplace is broken down by the type of service, into three geographical areas, Metro Milwaukee, Madison and Racine/Kenosha.

Listings are categorized so they can be found in the expected places, Doggie Day Care, Veterinary & Emergency Services, Pet Sitters, etc. There is a wide variety of categories and if your business doesn't fit perfectly into one of them, we'll create a category for you.

The examples below show how the Canine Marketplace listing options look.

Category Heading			
Business Name Address	City	Phone Number	} Starter Listing \$25/Issue
Business Name Address	City	Phone Number	
Business Name Address Website	City	Phone Number Email	} Basic Listing Adds Web site and Email addresses, bolded Business Name, and increased font size \$38/issue
Business Name Address Website	City	Phone Number Email	
ABC Business helps pamper your pooch with homemade treats, squeaky toys, and cakes.			} Premium Listing Adds color and increased font size to Business Name plus brief description \$58/issue
Business Name Address Website	City	Phone Number Email	
ABC Business helps pamper your pooch with homemade treats, squeaky toys, and cakes.			} Premium Listing + Ad Block Adds Ad Block for greater attention \$110/issue Includes FREE Premium Listing on www.fetchmag.com An Ad Block is a great place for a COUPON.
Business Name Address Website	City	Phone Number Email	
			

Prices are indicated for a listing in a single geographical area and category. However, you may place your ad in multiple categories or geographical areas for an additional fee.

Ad Type	Fee per additional Category
Starter	\$ 5.00
Basic	\$15.00
Premium	\$20.00
Premium + Ad Block	\$35.00

The Extras

New advertisers receive a 25% discount on their first issue.

Rescues always receive a 25% discount.

Sample Canine Marketplace Page:

Canine Marketplace

ANIMAL ARTISTRY

HAPPY DOG ART STUDIO

262-707-8148
www.happydogartstudio.com

Fun and Unique Portraits, Paintings, Drawings, Indoor/Outdoor Metal Sculptures



BLADE SHARPENING

Neu N Sharp 414-353-8213
Factory edge sharpening for pet groomers

BOARDING & KENNELS

Milwaukee

7 Mile Pet Boarding and Grooming
8181 W. 7 Mile Road
www.7milepets.com
net

Animal Motel 262-781-5200
13175 W. Silver Spring Rd. Butler
www.animalmotel.net animalmotel@aol.com

Just Like Home Doggie Motel 414-640-0885
justlikehomedm@aol.com
Watertown

Madison

Camp K-9 Pet Care Center
4934 Felland Rd
www.campk9petcare.com
Madison

Just Like Home Doggie Motel 414-640-0885
justlikehomedm@aol.com

Ruffin' It Resort 608-310-4299
635 Struck St. Madison
www.ruffinitorso.com
simba@ruffinitorso.com

Sullivan Veterinary Service 262-593-8021
103 Main St. Sullivan

Verona Boarding Service 608-848-3647
65 Half Mile Rd. Verona

Racine/Kenosha

7 Mile Pet Boarding and Grooming
262-835-4005 8181 W. 7 Mile Rd. Franksville
www.7milepets.com 7milekennels@sbcglobal.net

Orphaned Kinines 262-681-1415
1922 Kremer Avenue Racine
Windy Knoll Kennels 262-835-4858
6004 Raynor Avenue Franksville

DENTISTRY SPECIALISTS

Animal Dental Center 888-598-6684
Glendale/Oshkosh www.mypetsdentist.com

DOG CAMPS

Camp Dogwood 312-458-9549
www.campdogwood.com
Fall Camp - October 8-11!

DOG TRAINING

Milwaukee

4 My Dogz- Professional Pet Training 262-820-0763
N60 W22849 Silver Spring Drive Sussex
www.4mydogz.com info@4mydogz.com

Animal Motel 262-781-5200
13175 W. Silver Spring Rd. Butler
www.animalmotel.net animalmotel@aol.com

Best Paw Forward Dog Training 262-369-3935
Hartland & Pewaukee Locations
www.bestpawforward.net info@bestpawforward.net

Cudahy Kennel Club 414-769-0758
3820 S. Pennsylvania Ave. Saint Francis
www.cudahykennelclub.org

Only \$85 for new training class or only \$70 for continuing classes. Obedience, Agility, Conformation, Puppy Kindergarten, and Manners Training

Dawgs in Motion 262-268-8000
580 N. Dekora Woods Blvd. Saukville
www.dawgsinmotion.com
admin@dawgsinmotion.com

Dog's Best Friend Premier Dog Training 414-476-5511
5952 W. Mitchell St. West Allis

For Pet's Sake 888-581-9070
828 Perkins Dr. #200 Mukwonago

Hound Handlers, LLC 262-894-0235
www.houndhandlers.com West Bend/Kewaskum

Milwaukee Dog Training Club 414-961-6163
4275 North Humboldt Milwaukee

My Awesome Dog LLC 414-690-0304
727 W. Glendale Ave. Glendale
www.myawesomedog.com
info@myawesomedog.com

Paws-itively Behaved K9s 262-488-1982
9823 S. 13th St. Oak Creek
www.pawsitivelyk9s.com
tgutman@wi.rr.com

Rock's Positive K-9 Training 262-662-4160
Specializing in Behavior Problems

Sirius Companion Dog Training
414-698-3223
Classes held at Puppy Playground in Oak Creek & Animal Campus in Franklin.

Take the Lead 414-916-2851
528 S. 108th St. West Allis

The Teacher's Pet Dog Training
414-282-7534
www.theteacherspetdog-training.com

Thank Pawstive Dog Training 262-893-9540
www.thinkpawstivedog.com
info@thinkpawstivedog.com

Wisconsin Humane Society 414-ANIMALS
4500 W. Wisconsin Ave. Milwaukee
www.wisohumane.org

Madison

Rock's Positive K-9 Training 262-662-4160
Specializing in Behavior Problems

Teacher's Pet Dog Training 414-282-7534
www.theteacherspetdog-training.com

Racine/Kenosha

Fido Fitness 262-880-9046
9823 South 13th Street Oak Creek
www.pawsitivelyk9s.com
deepawstive@aol.com

DOGGY DAY CARE

Milwaukee

Central Bark Doggy Day Care

Locations throughout south & southeast Wisconsin.
www.centralbarkusa.com

Brookfield 262-781-5554
3675 N. 124th Street Brookfield

Jackson 262-677-4100
3767 Scenic Rd., Suite. F Slinger

Lake Country 262-966-7637
N77W31144 Hartman Ct., Unit K-9 Hartland

Mequon 262-512-WOOF (9663)
11035 N. Industrial Dr. Mequon

Milwaukee Downtown 414-347-9612
420 S. 1st St. Milwaukee

How Do I Sign up?

Now, that's fabulous! We're so glad you want to advertise in Fetch and are looking forward to working with you.

Once you've reviewed this Guide, determine if you'd like to run a Print Ad or a Canine Marketplace Listing. Complete the printed or online Order Form and submit it via email or fax. We'll then contact you to confirm your choice. You may also contact us by phone to discuss your advertising needs.

info@fetchmag.com | p: 262-544-9927 | f: 866-498-8614

Online Advertising Information: fetchmag.com, then click Advertising Info

Frequently Asked Questions

General Questions

Q: If I'm only placing a Print Ad in two issues, will my complimentary listings in the Canine Marketplace run only in those two issues or for the entire year?

A: Your complimentary listing in the print Canine Marketplace will only run in the same issues that your Print Ad is running.

Q: Can I list my business in multiple categories within the Canine Marketplace?

A: Yes. There is no limit to the number of categories you can place your business listing within. There is a discounted rate for multiple category placements.

Q: What happens if I don't have or don't want certain information (address, email, phone #) shown in my listing?

A: The option of not including information is entirely up to you. The area in question will simply remain blank.

Q: I would like to run a coupon. What are my options?

A: We recommend placing your coupon in the Canine Marketplace as an Ad Block with a Premium Listing.

Q: What happens in the rare case my ad doesn't print well, information is incorrect, or is missing from an issue?

A: We'll work with you to Make it Right.

Q: What is the best way to ask additional questions?

A: The best method is to email your question to info@fetchmag.com. You can also leave a voicemail at 262-544-9927.

Payment Terms & Forms

Q: Invoices are sent out on an issue-by-issue basis after an issue is printed. Payment is due upon receipt and accepted in the form of check, money order, or credit card (Visa, MasterCard, American Express, Discover). We do not invoice existing advertisers until the issue has gone to print. For new advertisers we require payment prior to including your ad in the magazine. After the second issue that you advertise with us, we would no longer require the prepay option.

Ad Preparation & File Requirements

Q: I need help creating my ad! Where can I get assistance?

A: We have design services that can work with you to create an ad that will be impactful for your business. Hourly rate for new ad creation is \$35 per hour. We will provide an estimate in advance and will honor any cost caps that you request.

Q: What formats are ads accepted in?

A: Ads are accepted as PDF and .eps. We can also accept .jpg but quality is generally not as high.

Q: I designed my own ad in MS Word, MS Publisher, MS Powerpoint, or similar programs. Is that ok?

A: We can receive your ad in these formats but we'll need to recreate it in a format suitable for printing. There is an hourly fee of \$35 to recreate your ad. We will provide an estimate in advance.

Q: Do you have any recommendations if my ad is b/w or color?

A: If your ad is b/w, save it as grayscale. If your ad is color, convert any black text or black images to 100%K. Save at 300dpi.

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Waukesha, Wisconsin 53189

www.fetchmag.com
Twitter: [fetchmag](https://twitter.com/fetchmag)
Blog: fetchmag.wordpress.com
Facebook: facebook.com/fetchmag