

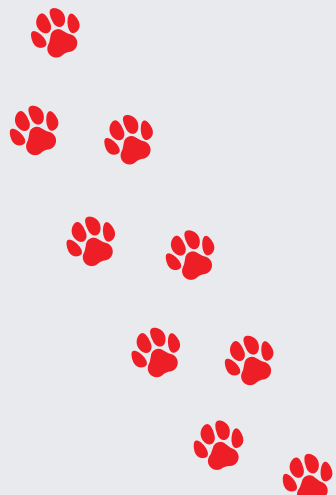
TulsaPets

M A G A Z I N E



2020 Media Kit

Providing Tulsa Pet Owners
with a One-Stop Resource
for Local Products, Services
and Information



Why TulsaPets?

One of the largest growing demographics in North America

According to APPA, 65% of U.S. households own a pet, which equates to 79.7 million homes. A whopping \$62.75 billion was spent last year on pets, with that figure expected to rise to \$65 billion in the next two years. Pet owner spending remains steady, one of the only industries which is. Advertise your product or service in the only totally pet-dedicated magazine and web site for the greater-Tulsa area, TulsaPets Magazine. TulsaPets Magazine is known to be a “rifle shot” to the Tulsa pet community, and if you own a pet- related business, this is the place to be!

While most retail sectors are struggling to stay afloat, the pet industry is one of the fastest-growing with a steady increase in spending. Plus the advent of the myriad new pet products and services make it one of the most innovative, lucrative markets around.

Even if you don't have a pet specific product or service, TulsaPets Magazine is read! The majority of our readers read every word, including the ads. And, TulsaPets Magazine gets results for its advertiser's dollars.

We are also a magazine with a mission, in that we support spay and neuter, and rescue and adoption. TulsaPets Magazine—where the pets are!



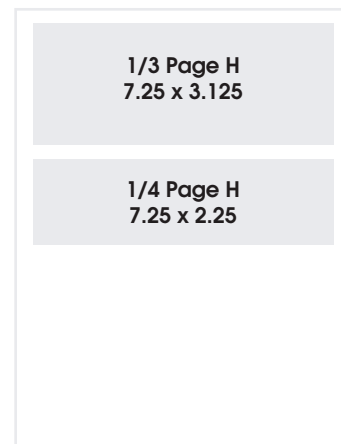
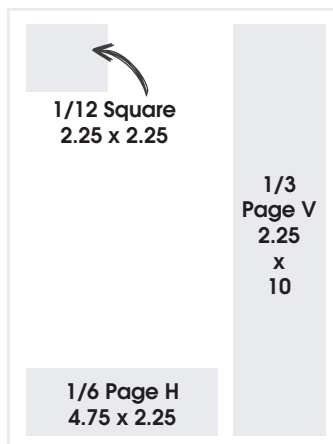
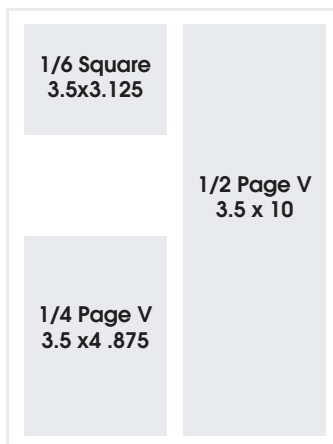
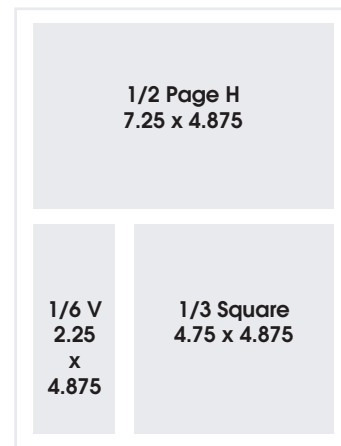
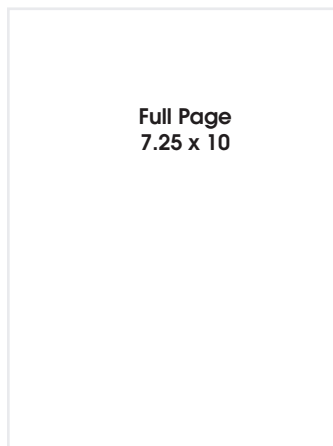
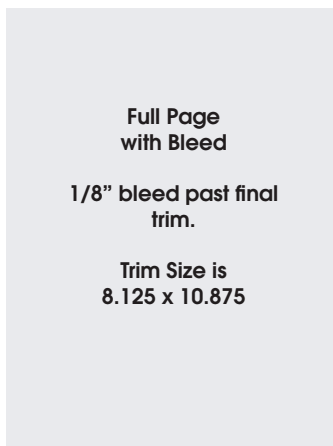
Print Advertising

2020 Advertising Rates and Information

(All rates are net and include ad design, color and online archiving. Ad price is per issue.) Ads are created solely for inclusion in TulsaPets Magazine and cannot be used elsewhere without express permission from the publisher.

Ad Rates & Sizes

Ad Size	1x	2x	3x	4x	5x	6x	Specs
5-line Print Directory Listings	\$50	\$50	\$50	\$50	\$50	\$40	
Classified Advertising	\$60/Column Inch						
1/12 Square	\$152						2.25 x 2.25
1/6 Page H							4.75 x 2.25
1/6 Page V	\$367	\$330	\$310	\$294	\$278	\$252	2.25 x 4.875
1/6 Square							3.5 x 3.125
1/4 Page V	\$630	\$605	\$575	\$550	\$525	\$445	3.5 x 4.875
1/4 Page H							7.25 x 2.25
1/3 Page V							2.25 x 10
1/3 Page H	\$719	\$688	\$662	\$625	\$578	\$550	7.25 x 3.125
1/3 Square							4.75 x 4.875
1/2 Page V	\$855	\$824	\$798	\$772	\$714	\$687	3.5 x 10
1/2 Page H							7.25 x 4.875
Full Page	\$1,128	\$1,044	\$992	\$966	\$887	\$830	7.25 x 10
Full Page Bleed							8.375 x 11.125



Print Advertising

Camera Ready Artwork Specifications:

- Accepted file formats are .jpg, .pdf, CMYK or grayscale at 300 dpi.
- All fonts must be embedded into final production artwork file.
- No spot, RGB or LAB color modes accepted.
- Full page ads should be submitted with bleed included (bleed is 1/8th on all four sides).

Premium Position Charges:

For those paying the rates for the IFC, IBC, BC, and Page 1, ad positions are guaranteed. ROP (Run of Publication) advertising is placed on a space-available basis, and positioning is based on a number of factors including the size of the ad, the date of space reservation, and the ad space availability relative to article layout. Special placement for any size ROP advertisement, add \$225 per issue to the rate. Publisher reserves the right to decline advertising which does not meet the mission of the magazine.

PREMIUM POSITIONS:

- Back Cover - \$350 additional charge,
- Inside Front Cover, Inside Back Cover, First Page - \$250 additional charge,
- Special position: \$225

In Memory of ads:

- 1/6 page - \$125; comprise a 120-word memorial plus a 4-color photo.
- 1/4 page - \$250; comprise 180-words plus a 4-color photo.

Advertorials:

1/2 page 'editorials' supplied by the advertiser - \$550; includes two photos and a logo.

Directory Listings:

Advertisers receive free listings in applicable categories. Non-advertisers can receive guaranteed listings for \$50/category.

NON-PAYMENT; AD CANCELLATIONS: NO AD CANCELLATIONS AFTER SPACE RESERVATION DEADLINES

Any advertiser who cancels his contract or is delinquent in payment and payment cannot be obtained, will be subject to an upcharge to the current published rates and equal to their actual frequency of ads run. Any outstanding balance associated with a terminated contract shall be deemed immediately due and payable. Any efforts required to collect past due billings will be filed in Tulsa, Oklahoma.

AD DESIGN

TulsaPets Magazine reserves the right to repeat an appropriate previous ad should a contracted advertiser not give instructions on ad design by deadline.

TulsaPets Magazine is printed using soy ink, on 70# gloss, 30% recycled paper.

Online Advertising

www.tulsapetsmagazine.com

Banners	Placement	Monthly Rate	x12 Months
Header Banner 300 x 200	Upper right, in the header. On every page 5 ads maximum, in random rotation.	\$125	\$100
Event Banner 300 x 300	Top of center column. Home page only. Events and Special Occasions. 3 month maximum term. Maximum 3 in random rotation.	\$150	Additional Months \$100
Random/Footer Banner 300 x 200	Left, right and center columns of home page and upper footers and most interior pages. No maximum n random rotation.	\$45	\$30
Homepage Headline 300 x 200	Headline your event text in our exclusive home-page full-width banner	\$100/week	

Calendar Events			
Calendar Events - Non-Profits No charge to magazine advertisers, non-profit rescues, and associations.	Submit your own event. Logos and photos may be included. Organizations and Advertisers get one free post per month.	No Charge	
Calendar Events - Business Event coordination. Special purchase. Coupon or sale start and end dates.	Submit your own event, promotion, coupon or occasion. Business and event logos and photos may be included.	\$25 per event 10 Days Maximum	
Calendar Assistance Date, category and venue	Posting your event is very simple, but if you are uncomfortable doing that the first time or two, we are happy to help you. After that, we are available to load it for you.	\$15 each	

Online Edition			
Online Issue Sponsors 2 Full Pages	First two inside pages. Full pages only.	\$200 each page	
Online Issue Advertiser Single Full Pages only	Single inside page. Full pages only.	\$150 each page	
Magazine Ad Link To website of Facebook	Active link to print magazine advertiser.	\$10	

TulsaPets Distribution

TulsaPets Magazine is available free of charge at over 200 locations throughout the greater Tulsa area.

Here is a sampling of the majority of locations where you can find the magazine.
For a complete list, see our website at www.tulsapetsmagazine.com

15th Street Veterinary Group

71st Street Wine & Spirits

Air & Space Museum

Alta Vista Animal Hospital

Angel's Pet Funeral Home & Crematory

Animal Acupuncture

Animal Aid Thrift Store

Animal Emergency Center, Inc.

Aurora Kennel

Baker Small Animal Clinic

Baxter's Interurban Restaurant

Big Al's

Bouse Fur House

Briarglen Veterinary Hospital

Brookside by Day

Brownie's Hamburgers

Camille's Cathouse

Camp Bow Wow

Carbondale Veterinary Hospital

Cedarwood Veterinary Hospital

Central Library

City Veterinary Hospital

Companion Dog School of Tulsa

Companions Forever

Community Care College

Crossing Wine & Spirits

DeShane Kennels

Doggie D'Tails

Dogville Daycare & Boarding

Elote Cafe & Bakery

Fine Airport Parking

Forest Trails Animal Hospital

Frugal Bookworm

Hammond Animal Hospital

Hardesty Regional Library

Horizon Animal Hospital

Indian Springs Animal Hospital

Jacox Animal Clinic

Jenks Animal Care Center

K-9 Manners & More

Kindness Animal Hospital

Lu's Pampered Paws

Lynn Lane Boarding Kennels

Martin Regional Library

Michael V's Restaurant

Patty & Terrie's Grooming Shop

Pawsitive Veterinary Care

Pooches

Queenie's

Ranch Acres Wine & Spirits

Riverbrook Animal Hospital

River Trail Animal Hospital

& Pet Lodge

Rudsill Regional Library

St. John's Health Club Lobby

Sky Fitness

Sloppy Dog Wash

SouthCrest Hospital

Southern Agriculture Locations

South Memorial Animal Hospital

StreetCats

Studio D Photography

The Barking Lot

The Dog Dish

The Paw Spa

Tom's Bicycles

Tulsa Animal Welfare

Tulsa Community College

West Campus

Tulsa Dog Training Club

Tulsa Town Veterinary Hospital

Tulsa SPCA

Tulsa Spine & Specialty Hospital

U Dirty Dawg Dog Wash

VCA Animal Hospitals (6 locations)

Whole Foods Markets

Williams Towers I & II Snack Shop

Woodland West Animal Hospital

Woodland West Pet Resort

Zarrow Regional Library

Why TulsaPets?

TulsaPets Magazine is published six times per year.

“

Was just thinking yesterday that I needed to get in touch with you... YES people are really picking them up. The magazine looks great! Congratulations! We love having it there to give to clients too. Nice little perk for them. Now we can't wait for the next issue!

”

— Nancy Gallimore,
Pooches



2020 Issues	On The Stands	Advertising Space Reservation Deadline	Camera-Ready Ads Due
January/February	Jan 15 - Mar 15	Dec 1, 2019	Dec 12, 2019
March/April Pet-Friendly Businesses; Pet-Friendly Restaurant Patios	Mar 15 - May 15	Feb 1, 2020	Feb 12, 2020
May/June Pets with Jobs	May 15 - July 15	Apr 1, 2020	Apr 12, 2020
July/August Veterinarians	July 15 - Sept 15	June 1, 2020	June 12, 2020
September/October Seniors & Pets	Sept 15 - Nov 15	Aug 1, 2020	Aug 12, 2020
November/December Holiday/Ornaments to the Rescue	Nov 15 - Jan 15	Oct 1, 2020	Oct 12, 2020

TulsaPets

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