

pamperedpuppy advertising

Bringing your company to the attention of motivated pet product buyers.

Home Page Advertising

How it works

Your banner ad is shown on our home page every single day for an entire month. Only 9 spots available per month. View your ad's performance online anytime with our real-time statistics.

Pricing

Buy one month: **\$325**

Buy three months: **\$828.75** (15% off - save \$146!)

Buy one year: **Call for quote**

The image shows a screenshot of the pamperedpuppy.com website. The browser window title is "pamperedpuppy.com: designer dog products and luxury dog services for the pampered pooch... - Opera". The website header includes the logo "pamperedpuppy" and navigation links: "articles | merryvaluations | shopping | contests | directory | about | contact". The main content area features a "June 2004 issue" section with articles like "Carry-Ons" and "Merryvaluation: Mommy & Me T-shirt Set". A large callout box with a pink background and a white border is overlaid on the page, containing the text: "Your ad goes here. Dimensions (in pixels): 232w x 28h". Below the callout, there are several advertisement spots for "shopping@pp", "PawPrintz Pet Boutique", "Heart of my Dog Boutique", "Bark Up Avenue", "moderndog magazine", "Pamperedpuppy.com", and "ePet.com". The footer includes a "directory — newest listings" section with a search bar and a "take our poll..." section with the question "Do you dress up your 'boy' dog?".

Site-Wide Banner Advertising

How it works

Your banner ad is shown throughout the entire Pampered Puppy web site. You choose how many times your ad is viewed by our visitors. Your campaign can start and end on any day you choose. View your ad's performance online anytime with our real-time statistics.

Base price is \$18 per 1,000 views.

Discounts apply for ad buys over 25,000 views; call us for more information!

Pricing examples:

1,000 views: **\$18**

5,000 views: **\$90**

10,000 views: **\$180**

25,000 views: **\$400** (save \$50)

50,000 views: **\$800** (save \$100)

75,000 views: **\$1200** (save \$150)

100,000 views or more: **Call for quote**



The screenshot shows a web browser window displaying the Pampered Puppy website. The page title is "Carry-Ons by Sharon Montrose". The main content area features an article about the book "Carry-Ons" by Sharon Montrose, with a small image of the book cover. A large, light-colored speech bubble with a pointer is overlaid on the page, containing the text: "Your ad goes here. Dimensions in pixels: 220w x 165 h". The website layout includes a navigation menu at the top with links for "articles", "merryvaluations", "shopping", "contests", "directory", "about", and "contact". A search bar is located in the top right corner. Below the article, there is a "Monthly Photo Contest" section with a cartoon dog illustration and a "June Photo Contest" section with a dog photo and a bone illustration.

Featured Listings

How it works

This is a text-only highlighted ad in our [web directory](#) of luxury dog products and services, in the category or categories of your choice. Your ad will appear near the top of the page. View your ad's performance online anytime with our real-time statistics.

Pricing (per category listing):

Buy one month: **\$25**

Buy three months: **\$75**

Buy one year: **\$275** (1 month free!)

The image is a screenshot of a web browser displaying the 'pamperedpuppy.com' website. The browser's address bar shows the URL 'pamperedpuppy.com: directory: products: collars and leads'. The website's navigation menu includes 'articles', 'merryvaluations', 'shopping', 'contests', 'directory', 'about', and 'contact'. The main content area is titled 'Collars & Leads — shopping@pp' and features three product listings: 'Rose American Alligator' (partner: The Quintessential Pet), 'Mu*Shu Rhinestone Heart Collars' (partner: Bark Pop Avenue), and 'Satch Line Leash' (partner: OZ). A search bar is located in the top right corner. A large, light pink oval callout box with arrows pointing to the 'Featured Listings' section contains the text: 'Your ad goes here. Size of ad: Up to 255 characters.' The 'Featured Listings' section includes three entries: 'EzyDog - The Original Shock Absorbing Leash', 'Hip Hounds', and 'Lulu Jane elegant pet products'. The website's footer shows the URL 'pamperedpuppy.com'.

Newsletter Sponsorship

How it works

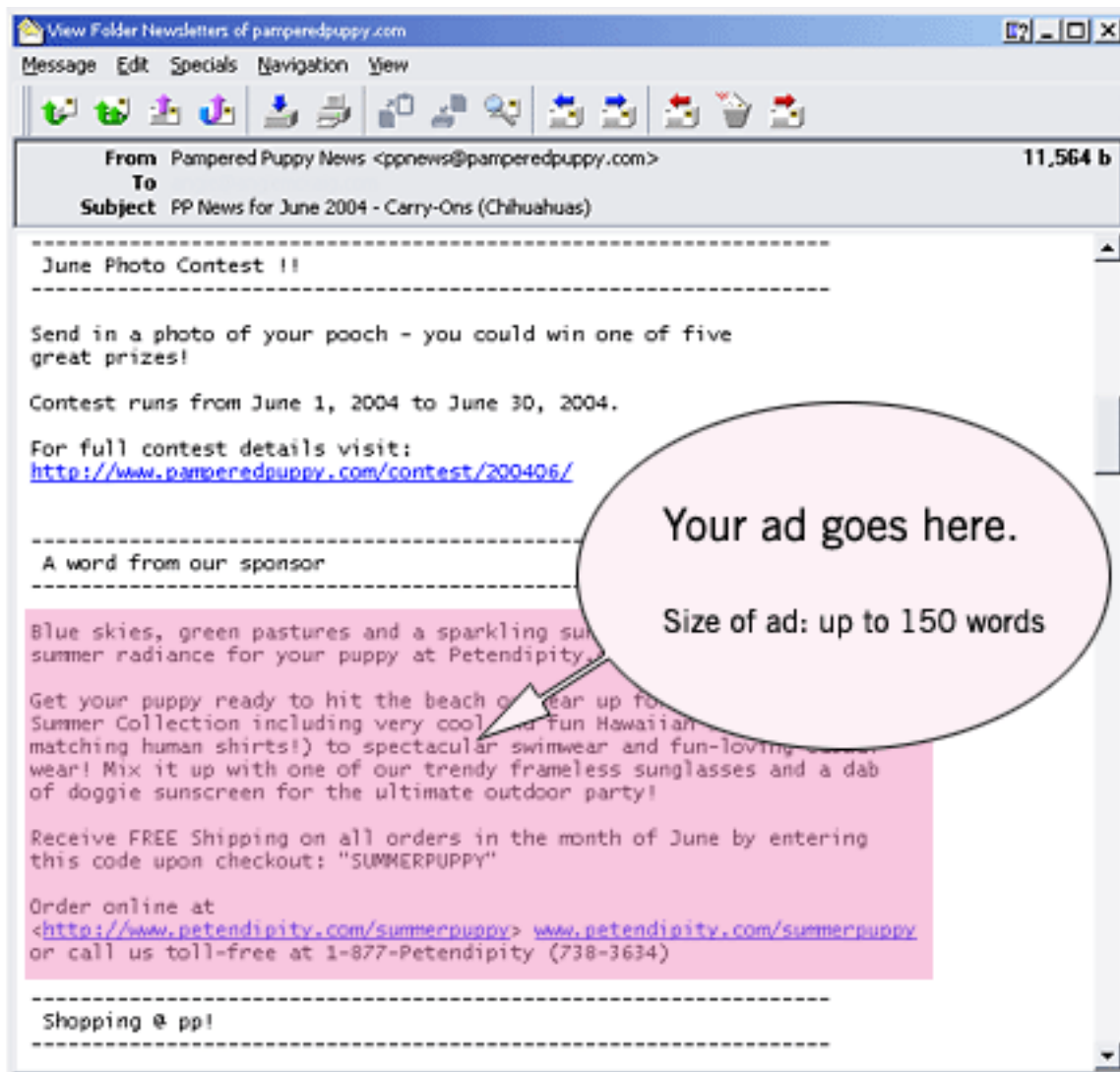
This is a text-only ad in our monthly newsletter, sent out to thousands of loyal Pampered Puppy visitors. Only three (3) spots are available per month. Up to 150 words of space gives you the ability to develop a relationship with our visitors and tell them about your product or service.

Pricing (per category listing):

Buy one month: **\$50**

Buy three months: **\$125**

Full newsletter buyout or > 3 insertions: **Call for quote**



pamperedpuppy advertising

Bringing your company to the attention of motivated pet product buyers.

Pricing and Payment

All prices are in US dollars. Advertising space is reserved on a first-come, first-serve basis and is only reserved once payment has been received. We do not extend net 30 credit at this time. *PayPal is our preferred method of payment.* Our mailing address for cheques is available upon request. We cannot at this time accept credit card payments.

Creative Specifications

Creative is due at *least* five days before the start of your campaign and should be sent via email to ads@pamperedpuppy.com. We can furnish samples of each advertising style upon request.

Home Page Banner	Site Wide Banner	Newsletter	Featured listing
<i>Banner ad</i>	<i>Banner ad</i>	<i>Text-only ad</i>	<i>Text-only ad</i>
232px w x 28px h File size: < 15 Kb File formats: .gif, .jpg	220px w x 165px h File size: < 50 Kb File formats: .gif, .jpg	# of words: 150	# of characters: 255 (description) 55 (text link)

Acceptable formats for banner ads are GIF or JPG. Word files, BMP files, and all other formats will not be accepted. Animated .gifs are fine, but may only cycle three times maximum. Continuous rotation is not allowed.

White backgrounds are preferred, but we can accommodate any colour background. You will find that the closer your ad matches the visual look and feel of Pampered Puppy, the better that ad will perform.

Consider creating a special landing page on your site that the ad can link to - we have found overwhelmingly that customized landing pages that are targeted to Pampered Puppy visitors result in much greater conversion of browsers to buyers.

Need help with creative?

We can help create an ad for you that catches our visitors' attention and targets exactly the visitors and buyers you want. This service is available for an additional \$99 USD.

Ready to get started?

Call (416.486.4109) or send us an email (ads@pamperedpuppy.com) to let us know which advertising type(s) you want to purchase. We'll draw up an invoice for you today! Please indicate whether you will be paying by PayPal or cheque.