

# Pet Care Services

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A s s o c i a t i o n



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Media Kit

# Pet Care Services

Association

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## Readers Comments

***“I think it’s fabulous and a wonderful resource.”***

***“I most always read it cover to cover and find the information very useful.”***

***“I look forward to receiving each issue.”***

# PET CARE SERVICES ASSOCIATION

**S**ince 1977, Pet Care Services Association has empowered its members by setting standards of exemplary pet care and providing resources to succeed. Formerly known as ABKA or American Boarding Kennels Association, PCSA is the non-profit trade association for thousands of pet care service businesses in the United States and around the world. Only PCSA Members commit to the Pet Care Services Association Code of Ethics and the Pet Owners’ Bill of Rights which assure pet owners that their beloved pets will receive professional, friendly care.

PCSA has kept pace with this rapidly evolving industry to bring Members the very latest trends, products, and practices. By advertising with PCSA, you reach a specialized niche of professionals who operate state-of-the-art facilities offering high quality pet care. Your advertisement benefits from PCSA’s credibility and long history as the leader of the pet services field.

Members of PCSA offer a variety of services for pets such as boarding, daycare, exotic pet and special needs lodging, grooming, training, transportation, pet supplies, retail sales, and so forth.

PCSA provides these members with cutting-edge information on this growing industry through:

- The Pet Services Journal
- Intro to Pet Care Services course
- Bi-weekly Webinars
- Our website: [www.PetCareServices.org](http://www.PetCareServices.org)
- The monthly Boarderline eNewsletter

# PET SERVICE JOURNAL (PSJ)

**T**he Pet Services Journal leads the industry in reporting key issues relating to pet care services. In its pages, PCSA Members are kept informed by experienced industry professionals about progressive services and practices, major trends and legislation relevant to their businesses. The bi-monthly magazine serves as a valuable resource for facilities – both large and small – that set high benchmarks for themselves in order to best serve their clients.

## READERSHIP

Readers of the PSJ are owners, managers, and staff members of the most successful and professional pet services businesses. Individuals planning future facilities also turn to the PSJ for information to assist them in making their dreams of running a pet care facility a reality.

### Our Readers

More than 90% always read the Pet Services Journal

- 76% read more than 80% of the magazine
- 93% are owners of a boarding facility
- 6% are looking to start their own facility
- Eight out of ten readers are female
- More than two thirds are in their forties and fifties
- More than 90% find the PSJ ads useful
- Three quarters visit advertisers' websites
- More than half purchase or order products/services advertised in the PSJ

Source: Reader Survey 8/10

### Editorial Content/Calendar

Each issue contains articles and columns highlighting:

- A PCSA Member
- Animal Health
- Dog Boarding
- Cat Boarding
- Dog Daycare
- Dog Training
- Grooming
- Pet Care Law
- Industry News
- PCSA educational opportunities and upcoming events

## Readers Comments

*“I really like the variety of topics in each PSJ.”*

*“I find the content relevant for those that have a facility. (For) Those like me that don't have a facility the content is extremely helpful with the planning process.”*

*“Please don't stop – the publication is very good and very vital to the industry.”*

Directly target people in the pet care industry. Advertising in the Pet Services Journal places your product and service directly in front of the people who take care of more than an estimated 10 million family pets. Get in front of these people who not only buy, but who recommend and sell what they see in the PSJ to their customers.

We also honor our New Members, Lifetime Members, newly Accredited Facilities, and our Education Program Graduates in each issue.

Special articles cover the following topics and trends as they directly pertain to the pet care industry and are written by experts in the fields of:

- Marketing/Advertising/Sales
- Human Resources/Management
- Facilities
- Technology
- Insurance

The Themes for the 2011 issues are:

Jan/Feb	<b>Valuing Your Facility</b>
Mar/Apr	<b>Going Green</b>
May/June	<b>Institutions</b>
Jul/Aug	<b>Health and Nutrition</b>
Sep/Oct	<b>Cats</b>
Nov/Dec	<b>Financial Management</b>

### Closing Dates

Issue	Space Reservation Due Date	Ad Artwork Due Date	Mail Drop Date*
Jan/Feb	11/18/10	11/15/10	12/31/10
Mar/Apr	1/7/11	1/14/11	2/28/11
May/June	3/8/11	3/15/11	4/29/11
Jul/Aug	5/6/11	5/13/11	6/30/11
Sep/Oct	7/8/11	7/15/11	8/31/11
Nov/Dec	9/8/11	9/15/11	10/31/11

\*Mail drop dates are approximate

### Premium Advertising / 4 Color Process

	Membership Rates*			Non Member Rates		
	1x color	3x color	6x color	1x color	3x color	6x color
Inside Front Cover	\$1,475	\$1,366	\$1,269	\$1,696	\$1,571	\$1,459
Inside Back Cover						
Outside Back Cover	\$1,571	\$1,466	\$1,366	\$1,807	\$1,686	\$1,571
Inserts	\$580	\$539	\$502	\$667	\$620	\$577
Belly Bands	\$3,295	\$3,064	\$2,850	\$3,789	\$3,524	\$3,277

## Advertising Rates / 4 Color Process

	Membership Rates*			Non Member Rates		
	1x color	3x color	6x color	1x color	3x color	6x color
Full Spread (2 pages)	\$2,595	\$2,411	\$2,058	\$2,985	\$2,773	\$2,366
Full Page	\$1,366	\$1,269	\$1,083	\$1,571	\$1,459	\$1,245
2/3 Page	\$1,100	\$1,012	\$927	\$1,265	\$1,164	\$1,066
1/2 Page	\$963	\$939	\$817	\$1,107	\$1,080	\$940
1/3 Pages	\$532	\$449	\$403	\$612	\$516	\$464
1/4 Pages	\$394	\$350	\$265	\$453	\$403	\$305
1/9 Pages	\$237	\$204	\$176	\$273	\$235	\$202

## Black & White / Grayscale

	Membership Rates*			Non Member Rates		
	1x B&W	3x B&W	6x B&W	1x B&W	3x B&W	6x B&W
Full Spread (2 pages)	\$1,645	\$1,461	\$1,108	\$1,892	\$1,680	\$1,274
Full Page	\$866	\$769	\$583	\$996	\$884	\$670
2/3 Page	\$600	\$512	\$427	\$690	\$589	\$491
1/2 Page	\$463	\$439	\$317	\$532	\$505	\$365
1/3 Pages	\$339	\$286	\$257	\$390	\$329	\$296
1/4 Pages	\$251	\$223	\$169	\$289	\$256	\$194
1/9 Pages	\$151	\$130	\$112	\$174	\$150	\$129



## Size Requirements (Width by height in inches)

### Full Spread (2 pages)

Bleed: 18" x 11 1/2"  
Non-bleed: 16 1/4" x 9 3/4"

### Full Page

Bleed: 9" x 11 1/2"  
Non-bleed: 7 1/2" x 9 3/4"

### 2/3 Page Vertical

Bleed: 5 3/8" x 11 1/2"  
Non-bleed: 4 3/4" x 9 3/4"

### 1/2 Page Horizontal

Non-bleed: 7 1/2" x 4 3/4"

### 1/3 Page Vertical

Bleed: 3 x 11 1/2"  
Non-bleed: 2 1/4" x 10"

### 1/3 Page Square

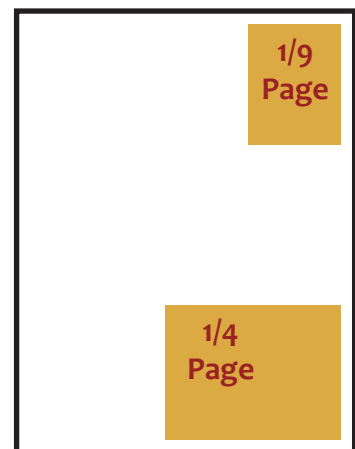
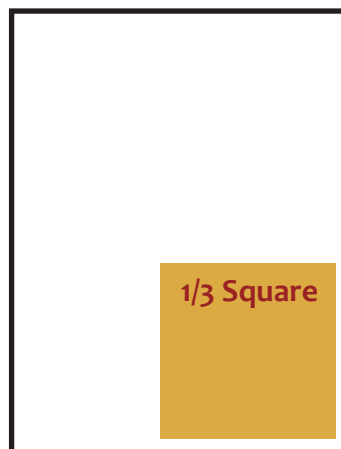
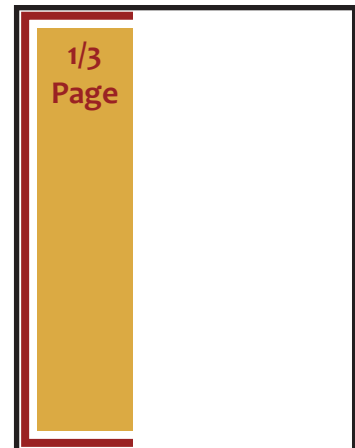
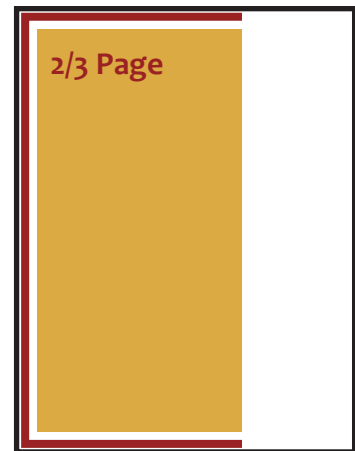
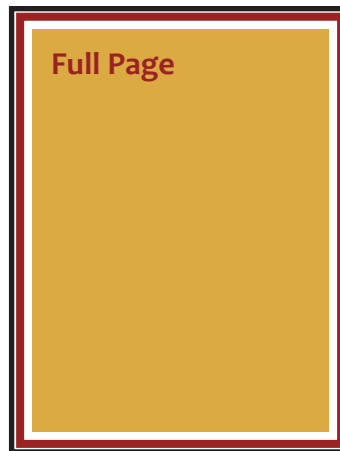
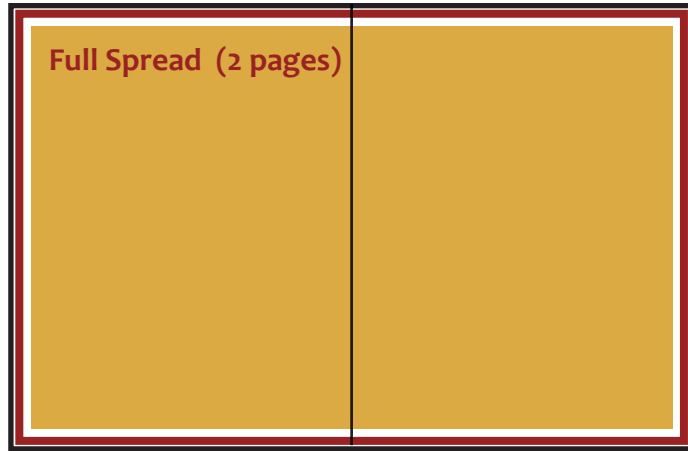
Non-bleed: 4 3/4" x 4 3/4"

### 1/4 Page Horizontal

Non-bleed: 4 3/4" x 3 5/8"

### 1/9 Page Vertical

Non-bleed: 2 1/2" x 3 1/4"



## Mechanical Specifications

Color Material Requirements: CMYK format, PDF or TIFF format

Black and White Material Requirements: Grayscale only, PDF or TIFF format

Line screen = 150

Images must be a minimum of 200 dpi at 100% size and not exceed 300 dpi at 100% size

Ads supplied other than specified files will be rejected

## Magazine Trim

Trim Size: 8 ½" x 11"

Please keep live matter at least ¼" from trim all sides; bleed ads will be centered

Ads must conform to exact size requirements to avoid extra production charges

## Inserted Ads

Maximum size is 8 1/2" x 11". Pre-printed inserts are required and artwork must be pre-approved before shipment to the printing company.

Call Pet Care Services Association at (877) 570-7788 for exact quantity and the shipment address.

## Payment Terms

Payment is due 30 days from the invoice date. After 30 days there will be a 3% finance charge, after 60 days 6% finance charge. All invoices delinquent in excess of 90 days will be forwarded for collection and ads will not be published until all past due invoices are current. Collection costs, attorneys' fees, and court costs incurred by PSCA (ABKA) in collecting amounts due for any PSCA publication will be paid by the advertiser and/or its agency.

Advertisers will be given the Membership Rate only to members of good standing. If membership lapses, the ad rate will automatically be reverted to the nonmember price for the next issue.

Advance payment is required from all first time advertisers.

All advertising is subject to prior approval by PSCA, and PSCA, in its sole discretion, reserves the right to terminate or deny advertising not meeting the standards of PSCA or for any other reason. Ads supplied other than PSCA-specified files will be converted at a minimum cost of \$50.00.

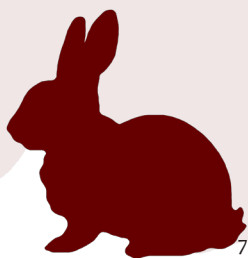
## CLASSIFIED ADS

Pet Services Journal classified ad rates are \$1.65 per word for PSCA Members and \$3.00 per word for non-members.

To place a classified ad, call (877) 570-7788 or visit [www.PetCareServices.org](http://www.PetCareServices.org).

Need assistance? Please email any questions you may have to [Christy@PetCareServices.org](mailto:Christy@PetCareServices.org).

Specific positioning of ads (other than the three covers) is not guaranteed. PSCA Associate Members will be given first consideration for premium position advertising.





# SPECIAL ADVERTISING OPPORTUNITIES

## Intro to Pet Care, Educational Webinars, and Other Events

Looking to expand your advertising beyond print? Call Pet Care Services Association at (877) 570-7788 to learn of additional opportunities that arise or are developed throughout the year.

Intro to Pet Care Services is an educational program giving in-depth steps on how to start a successful pet care facility. PCSA Members avoid costly mistakes by learning from experts in the pet care industry who present at PCSA Educational Webinars.

Advertise with PCSA partners such as Laura Laaman and Associates when sponsoring or holding events geared toward the pet care industry.

## Ads Online

PCSA WEBSITE: [PetCareServices.org](http://PetCareServices.org)

Reach your targeted audience in the pet service industry via the PCSA website!

The website:

- Averages more than 371 visits each day
- Lures more than 8,200 unique visitors each month
- Attracts at least 500,000 hits each month, AND
- 77% of our visitors add PCSA to their list of favorites

### Online Advertising Rates

#### **Banner - 583 pixels wide by 73 pixels high**

\$450 for one month

\$375 for six months (price is per month for six months)

\$325 for one year (price is per month for one year)

#### **Tower – 187 pixels wide by 211 pixels high**

\$325 for one month

\$300 for six months (price is per month for six months)

\$275 for one year (price is per month for one year)

All images must be in JPEG, GIF, or PNG format and must be 100K or smaller.

Images must be clear and recognizable. Any text appearing in the images must be legible. We reserve the right to exercise our editorial discretion concerning any images submitted.

Ads will be rotated on a per click or refresh basis.

**Payment for banner and tower ads must be paid in full before the ad/s will be put on the website.**

## Online Classified Ad Rate

\$1.65 per word for PCSA Members

\$3.00 per word for non-members

Online classified ads will be run for one month and may be continued upon request. Changes to the ad after posting may be made for a fee. Call (877) 570-7788 or visit [www.PetCare-Services.org](http://www.PetCare-Services.org) to place a classified ad.



Advertising on PCSA's website and in the Boarderline eNewsletter is exclusively for PCSA Members in good standing. If you are not a member, but interested in joining, please call (877) 570-7788 and ask for Membership and Sales.

## Boarderline eNewsletter

Enjoy worldwide exposure each month and drive traffic to your website by advertising in PCSA's Boarderline eNewsletter. Boarderline is THE monthly eNewsletter PCSA Members use to keep abreast of the pet care industry and PCSA happenings. Your ad will be prominently displayed in each contracted edition of the Boarderline eNewsletter and link

directly to your website.

Boarderline distribution is the 5th of each month depending upon holidays and weekends. Ad artwork is due the 15th of the month prior to distribution.

All advertisers are encouraged to submit press releases to [Christy@PetCareServices.org](mailto:Christy@PetCareServices.org) for consideration in the Boarderline eNewsletter and the Industry News Section of the PSJ.

Type of Ad	# per eNewsletter	Width	Height	Cost per Issue
Banner	Limit 1	468 pixels	60 pixels	\$125
Vertical (tower)	Limit 3	155 pixels	500 pixels	\$85
Footer	Limit 1	468 pixels	60 pixels	\$85
Between articles	Limited to the # of articles	468 pixels	60 pixels	\$85

# Pet Care Services

A s s o c i a t i o n

## Contact

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*Publications Manager*

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