

Connect with your Customers



The Tucson **DOG** M A G A Z I N E

A publication dedicated to promoting the human/animal bond and raising awareness of shelter and rescue animals.

About Us

The Tucson Dog is a free, full color, bimonthly publication that connects the canine, feline, and equine community in the Tucson area. We celebrate the ways in which our companion animals enrich our lives. In addition, we provide tools and education to help their guardians care for them along with heartwarming stories about their time with us. Through the help of our advertisers and sponsors, we support rescue and shelter animals by increasing awareness of local adoptable animals and fundraising events. We also keep you informed about fun activities for you and your companion to enjoy together. The Tucson Dog is the fourth affiliate of its kind joining The Prescott Dog, The Flagstaff-Sedona Dog and The Phoenix Dog.

The Tucson Dog prints 20,000 copies and distributes them at high volume locations throughout the Tucson area and can also be viewed online at www.thetucsondog.com.



Interesting facts about our readers:

- Consider their pet(s) to be part of the family and give their pet whatever they feel is needed to have a good quality life
- Ages 25-65 (Singles and families including pre-children, no children and retired.)
- Often married with double income, large amounts of discretionary money
- Frequent dog parks, pet boutiques, pet groomers, pet resorts and day cares
- Spend money on their pets, buying special food, equipment, furnishings, pet clothing and hire trainers
- Spend money on themselves dining out, fashion clothing, beauty, home decor, vacations, and vehicles
- Own their home
- Takes pets to vet regularly, and have pets neutered/spayed and micro-chipped
- Have contributed to an animal charity in the last year



Exclusive Sponsor Opportunities:

Each issue of The Tucson Dog has a dual theme: dogs helping humans, and humans helping dogs. Sponsors are needed to help these features appear in each issue. Contact us to become an exclusive sponsor (520) 345-2801.

- ❧ A Visit to the Dog House: Dogs available to adopt from multiple shelters/rescues
- ❧ Training: Educational feature about training your dog
- ❧ Seniors and Their Pets: Spotlight on a heartwarming canine relationship with its senior owner(s)
- ❧ The Scratching Post: Cats for Adoption from multiple shelters/rescues
- ❧ Kitty Korner: Stories about our feline friends
- ❧ Horse Adoptions: Horses available to adopt
- ❧ Horsin' Around: Local horse stories and equine news
- ❧ Dogs in Blue, The K-9 Beat: Features work and life of a local canine officers
- ❧ A Celebration of Life: A feature written by our readers about their pets who have passed and their life together
- ❧ Working Dogs: Local stories of dogs who make a positive impact on the human condition
- ❧ Health and Wellness: Advice from experts on health, nutrition, technology, safety
- ❧ Take a Hike!: Highlight of a favorite dog-friendly trail
- ❧ Animal Resource Guide: guide to local rescues and welfare groups
- ❧ Events Calendar: Adoptions, Canine Social Events
- ❧ Kids and Animals: Encouraging stories involving kids helping animals
- ❧ Vets and Their Pets: Extraordinary Stories about Veterans and the animals they love
- ❧ Rescue News: Local Rescue News Updates

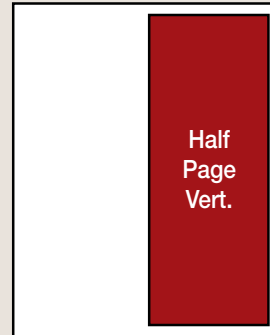


Ad Sizes

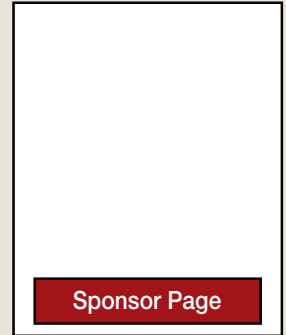
Email all completed digital ads by deadline to ann@thetucsondog.com.



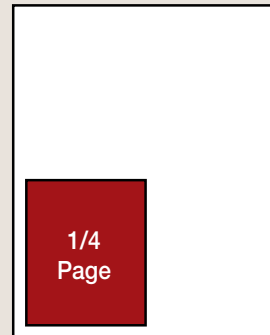
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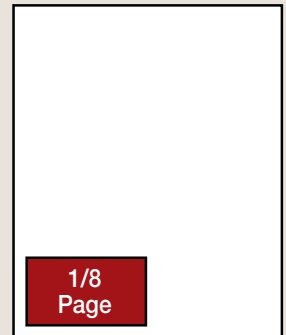
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(8.75" w X 1.75" h)



(4.625" w X 5.625" h)



(4.625" w X 2.625" h)

The Tucson Dog Schedule

ISSUE	ADS DUE	RELEASE
Jan / Feb	December 1 st	January 1 st
Mar / April	February 1 st	March 1 st
May / June	April 1 st	May 1 st
July / Aug	June 1 st	July 1 st
Sept / Oct	August 1 st	September 1 st
Nov / Dec	October 1 st	November 1 st

Special Bonus - Added Value!!!

- Purchase any Full Page ad and receive a Business Spotlight Feature article about your business.
- Sponsorships, half page and full page ads receive a FREE Online Logo Ad linking to your website.
- Purchase ANY AD and receive a FREE listing in the Pet Directory, Advertiser Index and Pet Friendly Establishments (if applicable).

Pet Directory

- Business contact information and short description
- No ad design charge
- All ads same design/same size.
- Six editions (one year) \$150 prepaid

Pet Friendly Establishments

- Local establishments that are pet friendly
- Business contact information and short description
- No ad design charge
- All ads same design/same size
- Six editions (one year) \$150 prepaid

Online Advertising Opportunity

If you advertise with us, you can advertise online for \$50/month. Advertise online ONLY for \$75/month.

- Scrolling banner ad on the homepage.
- Design charge \$25
- Ad size: 1920px x 600px

Nonprofit Discount

Animal related nonprofits receive 25% off any ad.

Artwork Requirements

E-mail completed file to:

ann@thetucsondog.com. If you have any questions please call Ann (928) 420-4407.

Graphic Design Service:

If you need assistance in producing an ad, please contact EMI PrintWorks at (928) 771-8601 or email print@emiprintworks.com. All ad work is paid directly to EMI PrintWorks.

Tucson Dog accepts artwork in the following digital formats for Mac or PC on CD or via internet:

- Adobe InDesign (.indd)
- Adobe Illustrator (.ai)
- Adobe Photoshop (.psd)
- Adobe Acrobat (.pdf)

Elements Formats:

- EPS, TIFF or high-quality JPEG files (images/scans).
- All images, colors, and scans must be CMYK mode (not RGB) at 300dpi.
- Adobe InDesign files should include all image links and fonts. All fonts must be supplied including screen and printer fonts.
- Adobe Photoshop files should be high res (300dpi) and flattened before converting to tif.

Font Compatibility:

We prefer ads created in one of the following 3 fashions:

- Adobe Illustrator with fonts converted into outlines
- Adobe Photoshop flattened (rasterized)
- High resolution print quality PDF files with fonts embedded

Important Information

Our publication is printed in full color on High Bright Newsprint. The size is approximately 10 wide X 13 high. There are approximately 20,000 copies printed per issue for each publication as well as an online version that can be read around the world on our website at www.thetucsondog.com.











Our publication is published every other month and are delivered to distribution points on or before the first day of publication month. A complete list of our distribution points is available upon request and on our website at www.thetucsondog.com.

Payment for advertising is due for the first issue upon signing our advertising agreement. Thereafter, each client is billed prior to each subsequent issue. Ads must be paid before publication goes to print.

Top 3 reasons you should advertise with The Tucson Dog

- 1. Circulation** is 20,000 copies. We estimate that 2-3 people read each copy of our publication.
- 2. Affiliation** Your business is affiliated with a highly local publication devoted to pets of all types, their owners and all people who rescue and help animals in need.
- 3. On-line** All Tucson Dog issues, current and past, are available online to everyone. This allows our advertisers to receive added value at no added charge.

Advertising in The Tucson Dog is the way to reach one of the fastest growing demographics in the United States.

-  We cover issues that are relevant to **today's pet guardians** and discuss topics that need to be **heard and matter** to them.
-  We support **rescue groups** through reduced or donated advertising space as well as various donations throughout the year.
-  **Tucson Dog Magazine** believes in raising awareness in regards to **rescue and shelter animals**. We strongly **promote the adoption** of these animals in each community.
-  **Tucson Dog Magazine** provides **advertisers** an outstanding venue to **promote their products and services**.
-  There are approximately **77.8 million dogs** and **85.8 million cats**, and **7.5 million horses** owned by families across the USA.
-  Nationwide **Pet-Spending** rose to **\$69.5 billion** in 2017.
-  Pet spending on **Veterinary Care** rose to **\$17.07 billion** in 2017.
-  Spending on **Pet Food** continues to be the highest source of dollars spent, rising to **\$29.07 billion** in 2017.
-  **TRUE LOVE!** 74% of owners say they would be willing to go into debt in order to provide for their animals' well-being.
-  Approximately **3.2 million shelter animals are adopted each year** (1.6 million dogs and 1.6 million cats). *Source: ASPCA 2018*
-  **OKAY!** 58% of pet owners have sent or received a holiday card from their dog or cat!!

Source: American Pet Products Association 2017



Visits Vet Regularly



Cats are Purr-fect!



Horses Included Too



Kisses Are Free!