

Connect with
new clients and
show the community
that you care

The Tucson **DOG** MAGAZINE

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, and the only animal welfare magazine in Tucson, and surrounding areas. 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 of the humans who dedicate their lives to saving animals and animals saving humans. Through the help of our advertising partners and event sponsors, we support rescue and shelter animals by increasing awareness of local adoptable animals and fund-raising events. We also keep you informed about fun activities for you and your companion to enjoy together. The Tucson Dog prints 10,000-15,000 copies and distributes them at high volume locations throughout Tucson and surrounding areas and can also be viewed online at • thetucsondog.com • facebook.com/thetucsondogmag • twitter.com/TheTucsonDogMag • instagram.com/thetucsondogmag. Our advertising partners are welcome to share and post!



Facts about our readers:

- Consider their pets to be part of the family and give them whatever they feel is needed to have a good quality life
- Ages 25-65 (Singles and families including children, pre-children, no children and retired, with pets or love pets)
- Often married with double income, large amounts of discretionary monies
- Frequent pet related establishments; dog parks, pet boutiques, groomers, pet resorts, day care and more
- Spend money on their pets, buying special food, equipment, furnishings, pet clothing, accessories & hire trainers
- Own their home
- Take pets (Large & Small) to the vet regularly, have pets vaccinated neutered/spayed and microchipped
- Have contributed to an animal charity in the last year
- Spend money on themselves; restaurants, fashion, schools, plumbers, attorneys, decor, vacations & vehicles.
- After all, our pets don't read the magazine, people do!



www.thetucsondog.com

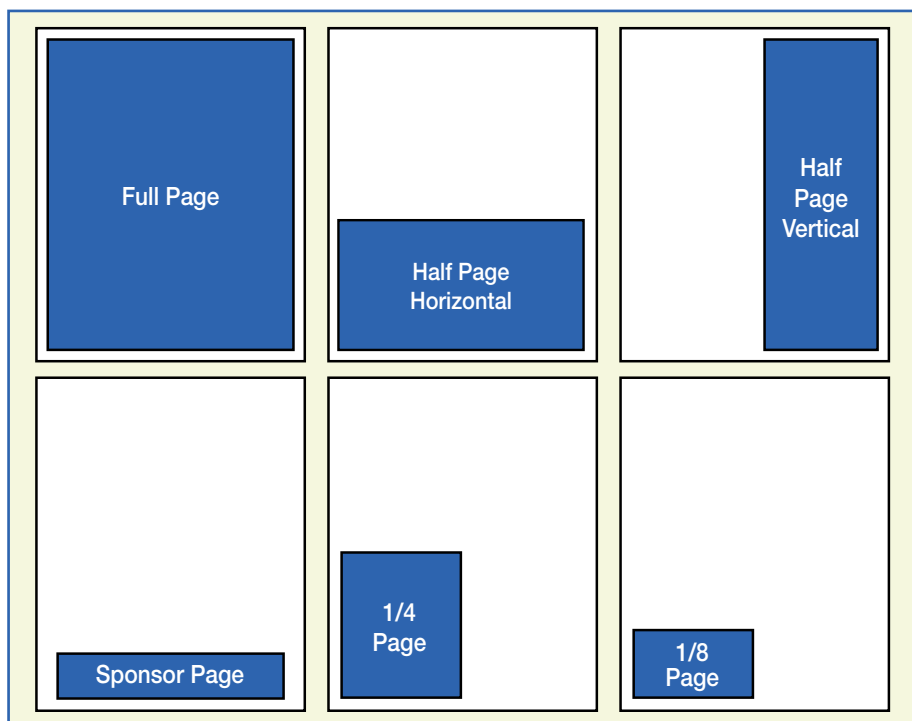
Advertising Rates *All ads must run in consecutive issues.*

| Ad Options | 3 Bimonthly Issues (6 Months) | 6 Bimonthly Issues (12 Months) |
|--|------------------------------------|------------------------------------|
| Full Page 9.5"w X 12"h | \$1,000 (\$500 monthly) | \$900 (\$450 monthly) |
| 1/2 Page Horiz 9.5"w X 5.625"h | \$700 (\$350 monthly) | \$600 (\$300 monthly) |
| 1/4 Page 4.625"w X 5.625"h | \$500 (\$250 monthly) | \$400 (\$200 monthly) |
| 1/8 Page 4.625"w X 2.625"h | \$375 (\$187.50 monthly) | \$275 (\$137.50 monthly) |

| Sponsor or Premium Positions | 3 Bimonthly Issues (6 Months) | 6 Bimonthly Issues (12 Months) |
|---|-----------------------------------|-----------------------------------|
| Inside Front or Back Cover Full Page Only | \$1,300 (\$650 monthly) | \$1,200 (\$600 monthly) |
| Back Cover Full Page Only | \$1,400 (\$700 monthly) | \$1,300 (\$650 monthly) |
| Opening Pages 3-5 Full Page Only | \$1,200 (\$700 monthly) | \$1,100 (\$550 monthly) |
| Exclusive Sponsorships Banner or 1/8 Page | \$600 (\$300 monthly) | \$500 (\$250 monthly) |
| Front Cover Story Sponsorship Banner Only | \$800 (\$400 monthly) | \$700 (\$350 monthly) |

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 10,000 copies printed per issue for each publication as well as an online version at www.thetucsondog.com. Our publication is published every other month and is delivered to distribution points on or before the first day of each publication month. A complete list of our distribution locations is available upon request and on our website at www.thetucsondog.com/pick-up-a-copy. 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.



Sponsor Page Opportunities:

Your Ad is Exclusive to the Page (Banner or 1/8th Page Ad)

- Front Page Cover Story (Banner)
- A Visit to the Dog House
- Seniors and Their Pets
- The Scratching Post
- Kitty Korner
- Horse Adoptions
- Horsin' Around
- Dogs in Blue
- Celebration of Life
- Working Dogs
- Animal Resource Guide
- Events Calendar
- Kids and Animals
- Vets and Their Pets
- Latest Animal Related Research and News

Special Bonus - Added Value!!!

- Purchase any Half or Full Page ad and receive a Business Spotlight Feature article about your business
- Ask about our Free Sponsor Writer Opportunity!
- Exclusive Sponsorships, half and full page ads receive a FREE Online banner ad linking to your website,
• (Please provide a 1920 x 600 separate ad)
- Purchase ANY AD and receive a FREE listing in the Pet Directory, Pet Friendly Establishments and Advertiser Index (where applicable)
- All Ads are linked to your website in **The Tucson Dog Digital Copy**

Pet Directory

- Business contact information and short description
- Six issues (12 months) \$300 prepaid

Pet Friendly Establishments

- Local establishments that are pet friendly & pet loving
- Business contact information and short description
- Six editions (one year) \$300 prepaid Online Advertising Opportunity

Nonprofit Discount

Nonprofits receive 25% off any ad

Online Advertising Opportunity

Online ONLY Ad for \$75/month

- Scrolling banner ad on the homepage
- Ad size: 1920px x 600px

Artwork Requirements

Email completed JPG file to your account executive or heather@thetucsondog.com. If you have any questions please call 520-345-2801

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

- Adobe Acrobat (PDF): High resolution print quality pdf files with fonts embedded
- Adobe InDesign (INDD): Include all image links and fonts. All fonts must be supplied including screen and printer fonts.
- Adobe Photoshop (PSD): High resolution (300dpi) files and flattened before converting to tif, jpg or eps.
- Adobe Illustrator (AI): Files with fonts converted to outlines
- All images, colors, and scans must be CMYK mode (not RGB) at 300dpi.

Graphic Design Service:

If you need assistance in producing an ad, please contact linda.designpro@gmail. All ad work is paid directly to Prescott Design Pro, LLC.

DEADLINE & RELEASE DATES

| 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 |

Check us out ONLINE
SIGN UP for your FREE Digital copy
Delivered straight to your Inbox

