

COMPLIMENTARY

CELEBRATING THE RELATIONSHIP BETWEEN PEOPLE AND THEIR PETS

paw prints plus

AN RCS PUBLICATION

2016 Media Kit



We're your source to reach
a targeted market of
Capital Region pet lovers



www.pawprintsplusmag.com

Advertise your products and/or services in a well-designed and informative print and online magazine and reach thousands of pet enthusiasts.



PRINT & ONLINE EDITIONS

Distribution

Find *Paw Prints Plus* at more than 60 Capital Region locations plus a growing number of pet-related businesses, such as:

- Spas, groomers, doggie daycare
 - Animal hospitals
 - Pet supply stores
 - Pet friendly companies
- and at
- Pet events

Local content

Paw Prints Plus features nearly 100% local content about people and their pets, veterinary care and events.

Community support

A portion of ad sales from each issue will go to area shelters, fundraisers, crisis situations — wherever the need is greatest at the time.

2016-17 Paw Prints Plus Editorial Themes/Ad Space Deadlines

AUG 2016 Ads: 7/22/16	• RESCUE PETS (Finding forever homes)	JAN/FEB 2017 Ads: 12/09/16	• SENIOR PETS (Recognizing their special needs)
SEPT/OCT Ads: 8/23/16	• WORKING PETS (Therapy, service, etc)	MAR/APR Ads: 2/17/17	• PET HEALTH (What you need to know)
NOV/DEC Ads: 10/21/16	• THE HOLIDAYS (Gift ideas, safety)	MAY/JUNE Ads: 4/21/17	• PET RESOURCE GUIDE (Providers and suppliers)

Topics subject to change.



Lifestyle

Health & Wellness

Fitness & Safety

Nutrition

Adoption & Advocacy

CELEBRATING THE RELATIONSHIP BETWEEN PEOPLE AND THEIR PETS

Why advertise in **paw prints** plus

AN RCS PUBLICATION

Dogs

- 77.8 million dogs owned in the US
- 50 percent of US households have small dogs
- 26 percent of owners have medium dogs
- 37 percent of owners have large dogs
- 37 percent of owned dogs were adopted from animal shelters
- on average dog owners spend \$1,456 annually on routine veterinary visits
- 86 percent of owned dogs are spayed or neutered



Cats

- approximately 85.8 million owned cats in the US
- 35 percent of households own at least one cat
- on average, owners have two cats
- 46 percent of owned cats were adopted from an animal shelter
- 27 percent of cats were taken in as strays
- 28 percent of cats were acquired from friends or relatives
- on average cat owners spend \$1,141 annually on routine veterinary visits
- 90 percent of owned cats and dogs are spayed or neutered



2016 Estimated Sales of Products and Services within the US Market

For 2016, it is estimated that \$62.75 billion will be spent on our pets in the US:

Food	\$24.01 billion
Supplies/OTC Medicine	\$14.98 billion
Veterinary Care	\$15.92 billion
Live animal purchases	\$ 2.11 billion
Pet Services: grooming & boarding	\$ 5.73 billion

© American Pet Products Association 2015-2016 APPA National Pet Owners Survey



CELEBRATING THE RELATIONSHIP BETWEEN PEOPLE AND THEIR PETS

paw prints plus
AN RCS PUBLICATION

**a full-color, bi-monthly magazine
celebrating the relationship between
people and their animal companions**

Featuring timely and informative local articles
on people and their pets • adoption, rescue
and advocacy • health and wellness • fitness
and safety • grooming and training • nutrition •
events • products

Published by	RCS Publications Ltd. (est. 1991) PO Box 9338 • Niskayuna, NY 12309 Phone/fax (518) 786-6575 www.rcspublications.com www.pawprintsplusmag.com
Publishers	Rita C. and R. Craig Stevens
Managing Editor/ Creative Director	Rita C. Stevens Email: rcs1prod@nycap.rr.com
Advertising Sales	RCS Publications Ltd.
Market Area	Greater Capital Region of New York (Albany, Schenectady, Rensselaer, Saratoga, Warren, Washington, Fulton, Montgomery, Schoharie, Greene and Columbia Counties)
Circulation	Up to 10,000 copies distributed free to consumers through select venues including veterinary offices, shelters, pet shops, diners/ restaurants, libraries, bookstores, city and state offices, and at subject-related events.
Frequency	Bi-monthly
Mechanicals	8-1/2" x 11", 4-color, sheet-fed offset on coated stock, saddlestitched
Editorial Content	Articles on all aspects of pet life including health and wellness, adoption and advocacy, fitness and safety, people and pets of interest, pet gallery, fiction, and articles and special sections on a variety of other pertinent topics.
Advertorials	On companies or product suppliers. Reprint rates upon request. Publisher reserves the right to place the word "Advertorial" with copy resembling editorial matter. (Noncommissionable to advertising agencies.)
Advertising	Display ads (full-color) Multiple insertion discounts available. (Advertising agency commissionable.)





DISPLAY ADVERTISING RATES

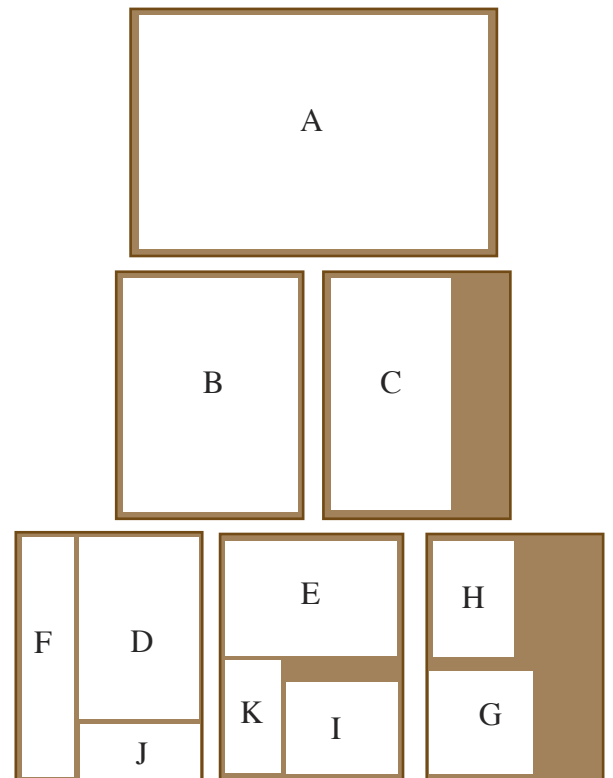
4-COLOR CAMERA-READY

SIZE	INSERTIONS (per)		
	1x	3x	6x
2-p Spread	\$1900	\$1800	\$1700
Cover 4	1300	1235	1170
Covers 2, 3	1100	1040	990
Full page	1000	950	900
2/3 page	850	775	700
1/2 page	675	640	605
1/3 page	500	475	425
1/4 page	375	355	335
1/6 page	275	260	245

PPP MARKETPLACE: Business card section (ad size: 3.5 x 2 inches) @ \$175, prepaid only.

AD SET UP: Minor ad adjustments provided at no charge. For ad creation a minimum fee of \$100 will be charged to the advertiser, additional time at \$75 per hour.

DISPLAY AD MECHANICAL SPECIFICATIONS



Mechanical Requirements:

- Publication trim size is 8-1/2" x 11"
Bleed page size 8-5/8" x 11-1/4" before trim.
- Printing is sheet-fed offset and saddle-stitched.
- Macintosh Platform
ACCEPTABLE FILE FORMATS include:
high-res PDF, jpeg, tiff or eps files only (must be at correct ad size); *no guaranteed color match without high-res color proof*. NO NATIVE FILES ACCEPTED.
- jpeg and tiff files should be 100% at 300 dpi. All files and components should be CMYK for 4-color ads.
- Illustrator EPS files should be CMYK at 100% at 300 dpi. Fonts MUST be converted to outlines. Images MUST be embedded.

- A. 2-Page Spread—16" x 10" (Full bleed: 17-1/4" x 11 1/4")
- B. Full Page—7-1/2" x 10" (full bleed: 8-3/4" x 11-1/4")
- C. 2/3 Page Vertical only—4-7/8" x 10"
- D. 1/2 Page Vertical—4-7/8" x 7-1/2"
- E. 1/2 Page Horizontal—7-1/2" x 5"
- F. 1/3 Page Vertical—2-5/16" x 10"
- G. 1/3 Page Square—4-7/8" x 5"
- H. 1/4 Page Vertical—3-1/2" x 5"
- I. 1/4 Page Horizontal—4-7/8" x 3-3/4"
- J. 1/6-Page Horizontal—4-7/8" x 2-5/16"
- K. 1/6 Page Vertical—2-5/16" x 5"

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PLEASE NOTE ADDRESS! PO Box 9338 • Niskayuna, NY 12309

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www.rcspublications.com • www.pawprintsplusmag.com**

CELEBRATING THE RELATIONSHIP BETWEEN PEOPLE AND THEIR PETS



Ad Reservation/ Contract

Please fill in the requested information (PRINT) and sign where indicated. Signed contract is required.

Company _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Website _____

Please fill in for our office use only

Contact _____

Email _____

If billing address is different from above, list below:

Company _____

Address _____

City/State/Zip _____

Phone _____ Contact _____

X _____
Signature (required) _____ Date _____

NOTICE TO ADVERTISER

PAYMENT: Payment is due within 30 days of invoice date. **A 5% discount applies when payment accompanies signed contract.** A 1.5% per month finance charge will be added to overdue balances.

In the event it becomes necessary for the Publisher to place this agreement in the hands of an attorney or collection agency for purposes of debt collection, the advertiser agrees to pay reasonable attorney fees and any other costs incurred by the Publisher or its assignees.

CONTRACT CANCELLATION: Unfulfilled contracts will be short rated.

COPYRIGHT RESPONSIBILITY: Advertiser or the advertiser's agency will bear full responsibility for withholding advertising materials which may violate any law, regulation, or ruling of the Federal Trade Commission or infringe any copyright, trademark, or patent and shall defend, indemnify and hold harmless the Publisher from all third party claims on account thereof.

ACCEPTANCE POLICY: The Publisher reserves the right to reject any advertisement, photograph or illustration which is not deemed in keeping with the standards of the publication.

CONTRACT RETURN: Signed contract must be returned for ad to run.

ADVERTISER FINANCIAL RESPONSIBILITY: RCS Publications Ltd. and Paw Prints Plus magazine hold no financial responsibility for poor ad reproduction when provided by an outside source without appropriate colormatch proof and print production specifications.

ADVERTISER OPTIONS

✦ **TAKE an extra 5% off for prepayment (credit card or check).**



AD SIZES/SINGLE INSERTION RATE

- 2-page spread \$1900
- Cover 2, 3, 4 1300
- Full page 1000
- 2/3-page (vertical only) 850
- 1/2-page horiz vert 675
- 1/3-page square vert 500
- 1/4-page horiz vert 375
- 1/6-page horiz vert 275
- Business Card (prepaid) 175

Discount offers do NOT apply to business cards.

Insertion Dates/Space Deadlines

Check the insertion(s) for the issues you want to reserve. Reserve now and save!

- August — Ads: 7/22/16
- Sept/Oct — Ads: 8/23/16
- Nov/Dec — Ads: 10/21/16
- Jan/Feb — Ads: 12/09/16
- Mar/Apr — Ads: 2/17/17
- May/June — Ads: 4/21/17

CHECKOUT

Rate (per insertion) \$ _____

5% Prepay Discount \$ _____

Addl Discount _____% \$ _____

TOTAL \$ _____

Credit Card (Circle type: MC V AE D)

Exp. Date _____

Signed _____

Please bill me

Make checks payable to RCS Publications Ltd.
Additional ad agency discounts do not apply..