

Rate Sheet for Sponsoring the Pet Events Newsletter  
Info below as of January 2017



**American  
Pet Professionals™**

Main Sponsorship for the Pet Events Newsletter,  
as a sponsor you get:

- Up to 200 words for your spot/ad
- A logo and/or picture (up to 3) to feature your product or service which will be hyperlinked back to your website or Facebook page.
- The newsletter is sent every Wednesday with the exception of being dark the two weeks of Christmas & New Years.
- The Newsletter is sent to 10,250+ subscribers and a social media share of over **23,525** just from our end.

\$295 per spot for Non-Members of American Pet Professionals (APP)

Only (1)  
Main  
Sponsorship  
spot  
available per  
newsletter

**Featured Upcoming Event**

- Up to 75 words
- (1) Picture or logo hyperlinked back to your desired website
- Or provide a graphic with details *also hyperlinked* – graphic should be less than 250kb

\$175 per spot for  
Non-Members of APP

**Featured Upcoming Event**

- Up to 75 words
- (1) Picture or logo hyperlinked back to your desired website
- Or provide a graphic with details *also hyperlinked* – graphic should be less than 250kb

\$175 per spot for  
Non-Members of APP

Only (4) spots  
available per  
newsletter &  
**only available  
to purchase  
for a Featured  
Upcoming  
Event or Help  
Wanted** (No  
products or  
services for  
these spots.\*)  
\*Accept for  
special editions  
of the  
Newsletter like  
Holiday Gift  
Guides.

Pet Events General Listing area – Free postings for qualifying events.