tulsapets
magazine

2024 Media Kit

Providing Tulsa Pet Owners
with a One-Stop Resource
for Local Products,
Services and Information

Why TulsaPets?

One of the largest growing demographics in North America

Sixty-seven percent of U.S. households own a pet, which equates to 85 million families, according to the American Pet Products Association's (APPA) 2019-2020 National Pet Owners Survey. A whopping $75.38 billion was spent last year on pets, with that figure expected to rise. Pet owner spending remains steady, one of the only industries which is in these otherwise unsteady times. Advertise your product or service in the only totally pet-dedicated magazine and website for the greater-Tulsa area, TulsaPets Magazine. TulsaPets Magazine is known to be a "rifle shot" to the Tulsa pet community, and if you own a pet-related business, this is the place to be!

While most retail sectors are struggling to stay afloat, the pet industry is one of the fastest-growing with a steady increase in spending. Plus the advent of the myriad new pet products and services make it one of the most innovative, lucrative markets around.

Even if you don't have a pet-specific product or service, TulsaPets Magazine is read! The majority of our readers read every word, including the ads. And TulsaPets Magazine gets results for its advertisers' dollars.

We are also a magazine with a mission-we support spay/neuter and rescue and adoption. TulsaPets Magazine—where the pets are!
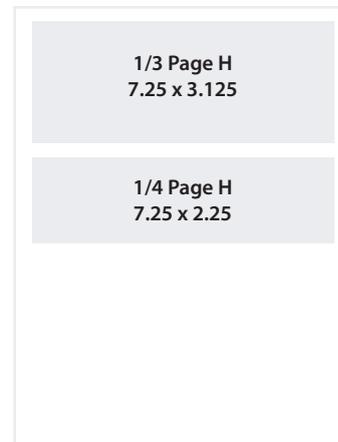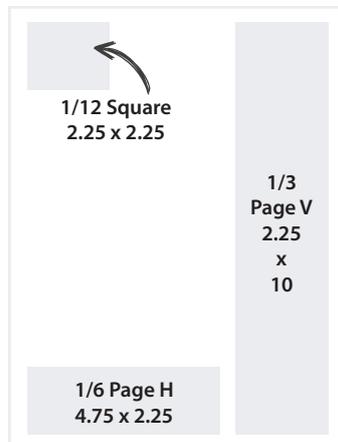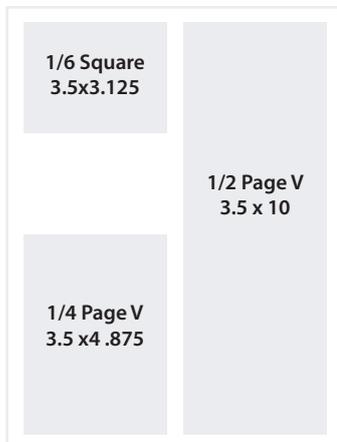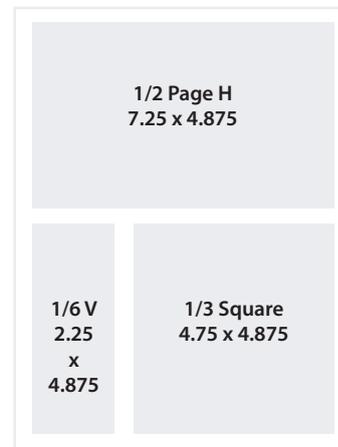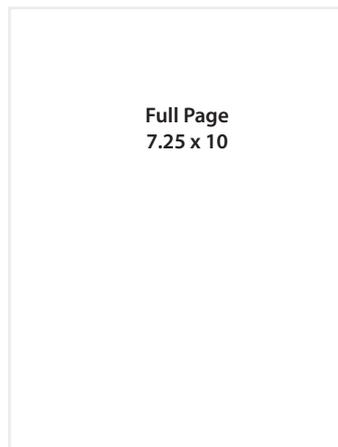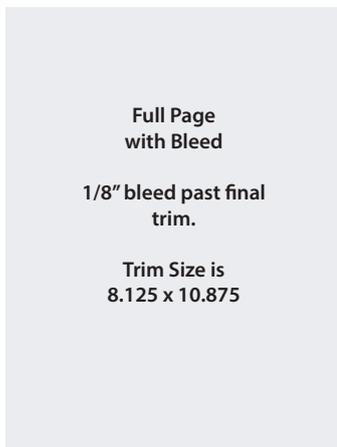
Print Advertising

2024 Advertising Rates and Information

(All rates are net and include ad design, color and online archiving. Ad price is per issue.)
Ads are created solely for inclusion in TulsaPets Magazine and cannot be used elsewhere without express permission from the publisher.

Ad Rates & Sizes

Ad Size	1x	2x	3x	4x	5x	6x	Specs
5-line Print Directory Listings	$60	$60	$60	$60	$60	$60	Included w/ad no charge
Classified Advertising	$70/ Column Inch						
1/12 Square	$170						2.25 x 2.25
1/6 Page H 1/6 Page V 1/6 Square	$400	$375	$350	$325	$300	$275	4.75 x 2.25 2.25 x 4.875 3.5 x 3.125
1/4 Page V 1/4 Page H	$580	$555	$530	$505	$480	$455	3.5 x 4.875 7.25 x 2.25
1/3 Page V 1/3 Page H 1/3 Square	$730	$705	$680	$655	$630	$605	2.25 x 10 7.25 x 3.125 4.75 x 4.875
1/2 Page V 1/2 Page H	$860	$830	$805	$780	$755	$730	3.5 x 10 7.25 x 4.875
Full Page Full Page Bleed	$1,130	$1,050	$1,025	$1,000	$975	$950	7.25 x 10 8.375 x 11.125

Full Page with Bleed

1/8" bleed past final trim.

Trim Size is 8.125 x 10.875

Full Page 7.25 x 10

1/2 Page H 7.25 x 4.875

1/6 V 2.25 x 4.875

1/3 Square 4.75 x 4.875

1/6 Square 3.5x3.125

1/2 Page V 3.5 x 10

1/4 Page V 3.5 x4 .875

1/12 Square 2.25 x 2.25

1/3 Page V 2.25 x 10

1/6 Page H 4.75 x 2.25

1/3 Page H 7.25 x 3.125

1/4 Page H 7.25 x 2.25

Print Advertising

Camera Ready Artwork Specifications:

• Accepted file formats are .jpg, .pdf, CMYK or grayscale at 300 dpi.
• All fonts must be embedded into final production artwork file.
• No spot, RGB or LAB color modes accepted.
• Full page ads should be submitted with bleed included (bleed is 1/8th on all four sides).

Premium Position Charges:

For those paying the rates for the IFC, IBC, BC, and Page 1, ad positions are guaranteed. ROP (Run of Publication) advertising is placed on a space-available basis, and positioning is based on a number of factors including the size of the ad, the date of space reservation, and the ad space availability relative to article layout. Special placement for any size ROP advertisement, add $225 per issue to the rate. Publisher reserves the right to decline advertising which does not meet the mission of the magazine.

PREMIUM POSITIONS:
• Back Cover - $350 additional charge,
• Inside Front Cover, Inside Back Cover, First Page - $250 additional charge,
• Special position: $225

In Memory Of ads:

• 1/6 page - $250; comprise a 120-word memorial plus a 4-color photo.
• 1/4 page - $425; comprise a 180-word memorial plus a 4-color photo.

Advertorials:

1/2 page 'editorials' supplied by the advertiser - $550; includes two photos and a logo.

Directory Listings:

Advertisers receive free listings in applicable categories. Non-advertisers can receive guaranteed listings for $60/category.

NON-PAYMENT; AD CANCELLATIONS: NO AD CANCELLATIONS AFTER SPACE RESERVATION DEADLINES
Any advertiser who cancels his contract or is delinquent in payment and payment cannot be obtained, will be subject to an upcharge to the current published rates and equal to their actual frequency of ads run. Any outstanding balance associated with a terminated contract shall be deemed immediately due and payable. Any efforts required to collect past due billings will be filed in Tulsa, Oklahoma.

AD DESIGN
TulsaPets Magazine reserves the right to repeat an appropriate previous ad should a contracted advertiser not give instructions on ad design by deadline.

Online Advertising

www.tulsapetsmagazine.com

Listings	Placement	Monthly Rate
Professional Listings 675 x 675 minimum art 500 word maximum text	Professional Listings may be purchased for any of the various categories listed below the Business Sections on the homepage.	$35/mo website - one catgory $55/mo two websites - one category each $65/mo three websites - one category each $10/mo each for additional categories. Advertiser to provide art, text and contact information (with card on file).

Banners	Placement	Monthly Rate	x12 Months
Premium Header Banner Ad 300 x 250	Upper right or left, in header. On every page, 5 ads maximum per location, in random rotation with link.	$125	Additional months $100
Random Banner Ad 300 x 250	Random location throughout body of page and footers on all pages. No maximum in random rotation with link.	$50	Additional months $35
Fixed Location Banner Ad 300 x 250	No rotation. Fixed location with link.	$100	Additional months $75
Center Event Banner Ad 1425 x 675	Below magazine cover in center column. Home page only. Events and Special Occasions. 3 month maximum term. Maximum 2 in random rotation.	$250	Additional Months $200

Calendar Events			
Calendar Events - Non-Profits No charge to magazine advertisers, non-profit rescues, and associations.	Logos and photos may be included. Non-profit organizations and advertisers may have one free post per month.	No Charge for event $35 each social media push	
Calendar Events - Business Coordinate your business activities with upcoming events.	Publicize your event related promotion, coupon or occasion (Sale, Open House, etc.) with a Calendar Banner including text, pictures and links. Business and event logos and photos may be included.	$35 per event $35 each social media push	
In Memoriam Notification	Commemorate a human or animal passing with a picture and 300 words max of text with the animal community on our social media.	$100 one-time permanent listing. Fee includes social media push	
Calendar Event Notification	Have us share the particulars of your Calendar Event with the animal community on our social media.	$35 each social media push	
Professional Listing Notification	Have us share your Professional Listing with the animal community on our social media.	$35 each social media push	
Center Event Banner Ad **1425 x 675**	Have us share your Center Event Banner with the animal community on our social media.	$35 each social media push	

Online Edition			
Online Issue Sponsors 2 Full Pages	First two inside pages. Full pages minimum.	$200 each page $350 2-page spread	
Online Edition Advertiser Single Full Pages only	Inside page. Full page minimum.	$100 each page $175 2-page spread	

TulsaPets Distribution

TulsaPets Magazine is available free of charge at over 200 locations throughout the greater Tulsa area.

Here is a sampling locations where you can find the magazine.
For a complete list, see our website at www.tulsapetsmagazine.com

15th Street Veterinary Group

71st Street Wine & Spirits

Air & Space Museum

Alta Vista Animal Hospital

Angel's Pet Funeral Home & Crematory

Animal Acupuncture

Animal Aid Thrift Store

Animal Emergency Center, Inc.

Animal Eye Clinic

Baxter's Interurban Restaurant

Big Al's

Bouse Fur House

Brookside by Day

Brownie's Hamburgers

Camille's Cathouse

Camp Bow Wow

Capron Veterinary Hospital

Carbondale Veterinary Hospital

Cedarwood Veterinary Hospital

Central Library

City Veterinary Hospital

Community Care College

Crossing Wine & Spirits

Dog Dish

Doggie D'Tails

Dogville Daycare & Boarding

Elote Cafe & Bakery

Fine Airport Parking

Forest Trails Animal Hospital

Frugal Bookworm

Genesis Health Club

Hammond Animal Hospital

Hardesty Regional Library

Horizon Animal Hospital

Indian Springs Animal Hospital

Jacox Animal Clinic

Jenks Animal Care Center

K-9 Designs

K-9 Manners & More

Lu's Pampered Paws

Lynn Lane Boarding Kennels

Magic City Books

Martin Regional Library

Patty & Terrie's Grooming Shop

Paws on Pearl

Pawsitive Veterinary Care

Pooches

Precious Pets Cemetery

Ranch Acres Wine & Spirits

Riverbrook Animal Hospital

River Trail Animal Hospital & Pet Lodge

Rudsill Regional Library

St. John's Health Club Lobby

Skyline Animal Hospital

SouthCrest Hospital

Southern Agriculture Locations

South Memorial Animal Hospital

StreetCats

The Barking Lot

Tom's Bicycles

Tulsa Animal Welfare

Tulsa Community College West Campus

Tulsa Dog Training Club

Tulsa Town Veterinary Hospital

Tulsa SPCA

Tulsa Spine & Specialty Hospital

U Dirty Dawg Dog Wash

VCA Animal Hospitals

Williams Towers I & II Snack Shop

Woodland West Animal Hospital

Woodland West Pet Resort

Zarrow Regional Library

Why TulsaPets?

TulsaPets Magazine is published six times per year.

> "People love TulsaPets Magazine. They sit in our lobby and read it."
> — *Tembra Gatlin, DVM, VCA Owasso*

2024 Issues	On The Stands	Advertising Space Reservation Deadline	Camera-Ready Ads Due
January/February	Jan 15 - Mar 15	Dec 1, 2023	Dec 12, 2023
March/April	Mar 15 - May 15	Feb 1, 2024	Feb 12, 2024
May/June	May 15 - July 15	Apr 1, 2024	Apr 12, 2024
July/August	July 15 - Sept 15	June 1, 2024	June 12, 2024
September/October	Sept 15 - Nov 15	Aug 1, 2024	Aug 12, 2024
November/December	Nov 15 - Jan 15	Oct 1, 2024	Oct 12, 2024

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