www.localbark.com

The Local Bark

Dedicated to ensuring the health and wellness of all animals

Marketing Kit

May 2002

A Division of Ravenscraig Publications

The Local Bark

May 8, 2002

To whom it may concern,

As a dedicated animal professional of 12 years, I have fought with myself many times about the morals and ethics of animal care. The very fact that animals cannot communicate their pains verbally pulls at a compassionate heart. The fact of the matter is that animals have distinct and unique lives that mirror our own. With this in mind, I decided to start a movement called the Local Bark.

The mission is simple. Provide free truthful information about maintaining the wellness and longevity of all animals. It is a bona fide attempt to bring the community together in a pursuit to find quality of life for animals as a whole.

This seems like a huge task that most people would not undertake. In fact I think that daily. But the truth is I believe that we can make a difference by educating the public and reaching our goal. In doing so we have assembled the industries top professionals to guide and write the medical content.

Pierce College has incorporated the publication into the certification program for registered technicians. Now all senior students need to be published before the completion of the course. We are making a difference already. If we come together and get this information out, it could only bring about great things.

This is where you come in. We need the support of the industry. Frankly, we need you to advertise. We have begun a movement to supply free information to 50,000 people a month. But the fact is that we need funds to cover the costs of making this happen.

We have very affordable advertising rates and we even have long-term discounts with payment plans. Without your support this cause will be over looked and everyone will suffer. Please find generosity in your heart and place an ad with us today.

Sincerely,

Mike Jennings, Publisher
The Local Bark
publisher@localbark.com

The Local Bark

Content

The Local Bark offers unique content that is written by community professionals, agricultural institutions and governed by a board of medical directors. It is our goal to educate the public on all aspects of the animal health, careers and our community

Ad Line: 626-291-2134

Editorial Line: 626-379-4700

Our Commitment

It is our mission to supply the public with truthful information about the care and maintenance of all animals.

We cover issues concerning livestock, domesticated animals, exotic, wild and endangered species. Content is geared educating the public on social medical concerns, husbandry, careers associated to animals and their care.

Sections of the magazine include: **Vet Trends,** informative articles about current medical techniques and therapy. **Doctor's Office**, case Study on single animal or regimen of therapy. **Spotlight on Health**, crash course in emergency preparedness.

Center Stage, dedicated to guiding the public to options in agricultural careers, trends and health issues.

Breeder's Corner, animal breed expose' includes livestock, domestic and exotic. **Headliner**, Informative pieces about public health concerns, trends and animal organizations. **Tech Lounge**, Pierce College's education arena. **Exotics and Livestock,** education pieces about husbandry, health concers and medical therapy. **Resources**, Spay and Neuter/ Voucher resources.

www.localbark.com

subscriptions@localbark.com editorial@localbark.com ads@localbark.com

The Local Bark

Website

Aside from reaching the local pet lover our exclusive web site offers the potential to reach a national audience. Our website generates traffic by publishing content from the magazine, web exclusives, photo galleries and medical resource centers for veterinarians and technicians.

Ad Line: 626-291-2134

Editorial Line: 626-379-4700

What We Offer

- > **Marketplace**
- > **Photo Galleries**
- > **Business Affiliations**
- > **Banner and Tile ads**
- > **Regular Updates**
- > **Advertorial Content**
- > **Custom Websites**
- > **Email Accounts**
- > **Online Chat**

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subscriptions@localbark.com editorial@localbark.com ads@localbark.com

The Local Bark

Advertise

The Local Bark offers affordable advertising to the exact market you are looking for. We target pet owners, professionals and veterinarians in Los Angeles County. We deliver 50,000 copies over 30 cities to ensure saturation and we plan to add more counties soon.

Ad Line: 626-291-2134

Editorial Line: 626-379-4700

Our Mission

Our content is written by professionals directed to the pet owner, pet professional, veterinary practitioner and staff.

A Medical board consisting of diplomats and medical specialists review stories for relevance and set the direction of the content.

Our distribution spans over 30 cities in Los Angeles County and includes 300 veterinary hospitals. We have a direct mailing subscription of 3,500. We distribute 10,000 issues monthly to pet stores, kennels, groomers and at dog shows and other pet events.

We dedicate a portion of our efforts to follow the educational tracks of careers pertaining to agriculture, animal medical professionals and employment dealing with animal care.

This magazine bridges the communication barrier between client and practitioner by providing information that will increase the quality of care offered and provided to the animal.

Advertising targets professionals, owners and practitioners directly. Ads are affordable with monthly rates starting at $25. All ads appear in print and online.

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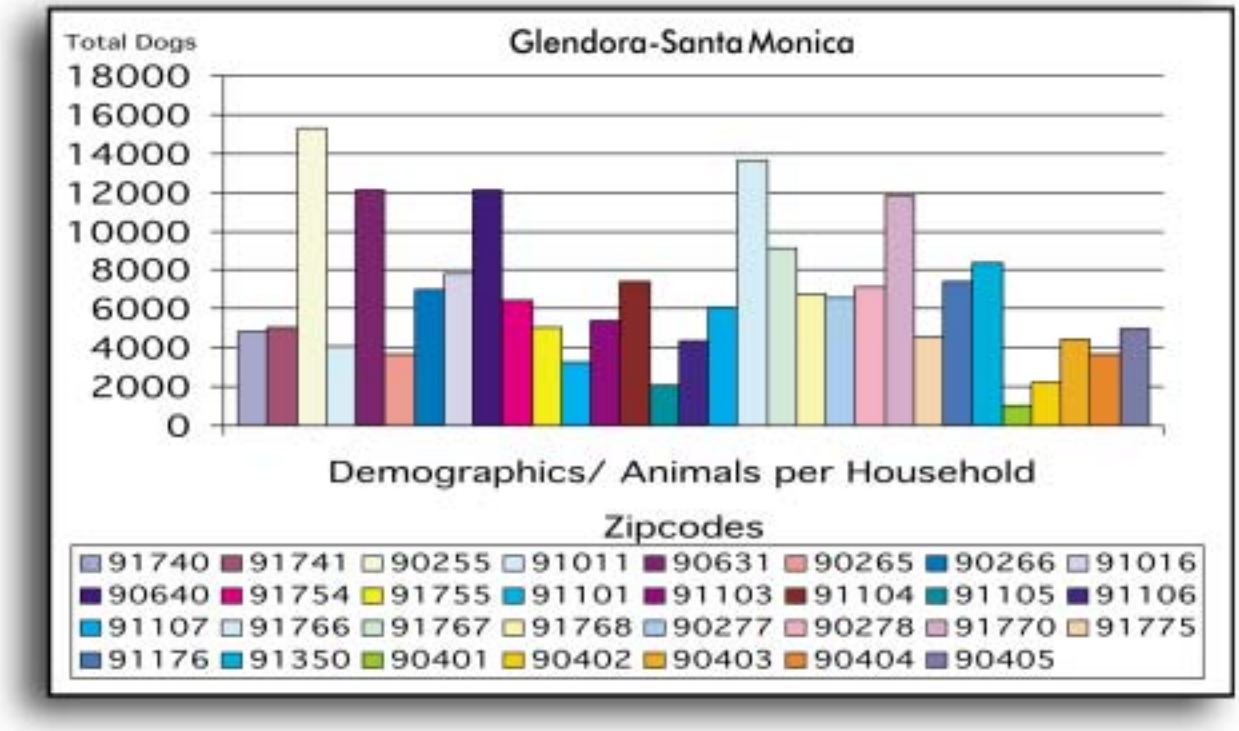
subscriptions@localbark.com editorial@localbark.com ads@localbark.com

The Local Bark

Regional Demographics



Our Market

This demographic sampling illustrates just how many pet owners could be reached in Los Angeles County. This cross section of the number of dogs per household in these 31 zip codes seems to be impressive enough, but keep in mind that L.A. boasts well over 200 zip codes. And there are other types of pets out there too. Cats, birds, reptiles, horses and livestock add to the sheer number of pet lovers that can be exposed to your business by publishing with us.

LOCAL markets business pets

www.localbark.com

subscriptions@localbark.com editorial@localbark.com ads@localbark.com

Advertising Contract

Company Name: _____ Representative: _____

Address: _____ City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ Email: _____ Website: _____

Display Ads

Advertising Plan		Monthly	3 Issue Duration	Save 10 % 6 Issue Duration	Save 25 % 12 Issue Duration
❑ Plan A	Inside front cover spread, custom web site and front page banner rotation.	$2,500	$7,500	$13,500	$22,500
❑ Plan B	Full page back cover, custom web site and front page banner rotation.	$1,500	$4,500	$8,100	$13,500
❑ Plan C	Inside full page ad and front page tile ad on website.	$1000	$3,000	$5,400	$10,800
❑ Plan D	Half page ad and inside page tile rotation on website.	$500	$1,500	$2,700	$5,400
❑ Plan E	Quarter page ad and inside page tile rotation on website.	$250	$750	$1,350	$2,250
❑ Plan F	Business card and inside page tile rotation on website.	$100	$300	$540	$900

Online Ads

Online ads run monthly and appear only on the website. Ad sizes are; Banner Ad-470 pixels x 60 pixels, Small Banner Ad- 300 pixels x 60 pixels, Tile Ad- 225 pixels x 125 pixels. Ads are in a monthly rotation through the main index, story files and product pages. All online ads must be paid in full before placement.

$50 per month
470x60 pixels

$25 per month
300x60 pixels

$40 per month
225x125 pixels

Business/Breed Listing

Listings are $30.00 and run monthly. Ads will not be accepted without full completion of form. Ads may include photo or graphics, with recommended size not being greaterthan one inch square if text is present. Advertiser assumes all responsibility for unreadable ad copy.

Ad size is 2.25” x 1”

Payment Agreement

Monthly and quarterly contracts must be paid in full when signing contract. Six month and yearly contract are to be paid at the beginning of each quarter. Checks to be ordered to Ravenscraig Publications and payments and forms can be mailed to: Ravenscraig Publications, 7025 Rosemead Blvd. Suite 32, San Gabriel CA 91775.

Total	
Deposit	
Balance	

Signature: _____ Date: _____

All advertisements will be reviewed and are subject to approval before publication. We reserve the right to refuse any ad for any reason.

Disclaimer

Payment: Payment must accompany advertising contract. Publisher reserves the right to hold advertiser and any of advertisers agents jointly liable for any and all amounts owed.

Right to Refuse Unacceptable Advertising: Publisher reserves the right to refuse any advertisment, sponsorship or banner that publisher deems inappropriate either because of content or untimely submission to the advertising representative.

Timely Delivery of Advertising: Publisher resevers the right to refuse any advertisment graphic that does not arive fifteen (15) days before the intended publication.

Demographics: Publisher is not required to provide advertisers with demographics or online usage statistics. Publisher makes no guarantee or representation whatsoever with regards to number of readers. Publisher shall not be held liable for any claims as they relate to said usage statistics. Publisher may from time to time publish approximite usage for imformational purposes only.

Link Usage: In the event that the publisher provides a link from advertiser's banner to another site, website makes no guarantee or representations to number of "click throughs" from said link.

Truth in Advertising/Indemnification for Liability: Advertiser is solely responsible for any legal liability arising out of or relating to (1) the advertisement/banner, and/or (2) any material to which users can link through the advertisment/banner (hereinafter "link target"). Advertisers represents any warrants that the advertisement/banner and link target comply with publication's advertising standards; and that it holds the neccessary rights to permit the use of the advertisment/banner and link target for the purpose of this agreement; and that the use, reproduction, distrobution, or transmission of the advertisement/banner and link target will not violate any criminal laws or any rights of any third parties, including but not limited to, such violations as in infringment or misappropriation of any copyright, patent, trademark, trade secret, music, image or other proprietary property right, false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any anti-discrimination law, regulation, or any other right of any person or entity. Advertiser agrees to indemnify Ravenscraig Publications and to hold publisher harmless of any and all liability, loss, damages, claims or causes of action, including reason website, arising out of or related to advertiser's breach of any of the foregoing representations and warranties.

Insurance: Advertiser agrees to request that publisher be listed as an additional insured on any policy issued to advertiser pursuant to which there could be coverage for any of the forms of legal liability discribed in this paragraph.

Limitation on Damages: In no event will Ravenscraig Publications be liable to advertiser for any special, incidental, or consequential damages, wether based on breach of contract, tort (including negligence), or otherwise, or wether or not the publication has been advised of the possibility of such damage.

Assignment: Advertiser may not assign this agreement, in whole or in part, without publishers written consent. Any attempt to assign this agreement without such consent will be null and void.

Governing Law: This agreement will be governed by and construded in accordance of the State of California.

Entire Agreement: This agreement any and all exhibits and attachments are the complete and exclusive agreement between the parties with respect to the subject matter hereof, superceeding and replacing any and all prior agreements, communications, and understandings (both written and oral) regarding such subject matter, provided that all pricing will be governed by official Ravenscraig Publications pricing i nformation, whether printed on paper or electronically. The terms and conditions of this agreement will prevail over any contrary or inconsistent terms in any purchase order. This agreement may only be modified, or any rights under it waived, by a written document exicuted by both parties.

Authorized Advertiser Representative	Authorized Publication Representative
Date Signature	Date Signature