



urban dog

is a full color quarterly magazine that celebrates the magic of the canine spirit.

urban dog

is fun and lighthearted, warm and engaging. It is a glimpse into the spirit of dogs and the rich, rewarding, soulful, uncomplicated nature of their relationships with their human counterparts.



The editorial content in *Urban Dog* is evergreen and universal, featuring articles, photographs, drawings, stories, poems and virtually anything within the creative realm that touches on and illustrates the simple, poignant relationship we share with dogs.

DOGMA

Reflections on dogs' lives and our lives with dogs through the written word.

This is our literary section, the "meat" of *Urban Dog* featuring hand-picked short stories, written observations, thoughts and excerpts that reflect on and embrace the tender, magical bond we share with dogs.

WAGS

Interviews profiling a variety of "dog people".

Each issue of *Urban Dog* will feature an in-depth profile of an artist, a business owner, an activist, a photographer or a writer involved in various aspects of life with dogs....from the conventional to the unusual and everything in-between.

TREATS

Adages, short quotes, sayings, poems

This is the "short read" of *Urban Dog* featuring poignant, moving, sometimes humorous poems, excerpts, sayings and adages about dogs.

FETCH!

New and interesting products that enhance your dogs life and enrich your life with your dog.

What's that saying about what you can't teach an old dog? Check out our Fetch! page, new, fun, interesting, innovative products for dogs and their humans. We'll let you know what products are out there, which ones we like the best, why we like them and where you can find them.

DOG-EARED

Book reviews for you about dog-dom

Each issue dog-ears a new and fascinating book or film to keep you amused, entertained, and informed.

TRICKS

Enhancing and improving your life with your dog

Each tricks column digs up helpful advice, information and insight about sharing your life with your pooch. From traveling to training, choosing the right food, or photographing your pup, there are endless tricks to enhance your relationship with your canine companion.

BITES

Dog trivia and dog headlines from around the world.

Ever wonder where the hot dog got its name? Did you know "Lassie" was really a male? Where did the saying, "three dog night" come from? If you make a point of reading Bites, you'll be the hit of every cocktail party with your vast and superior knowledge of useless but infinitely interesting dog facts and figures.

THE INNER DOG

The final page features a black & white photograph of a celebrity and a brief interview with his/her dog.

This is definitely the proverbial "dessert" in each issue of *Urban Dog*. If you're naughty, this might even be the first thing you read when you open up your newest issue of *Urban Dog*. The Inner Dog will provide a glimpse into a different side of celebrity. There is a short accompanying interview—the Inner Dog Questionnaire—but the interview is not about the featured celebrity—it's about his/her dog.



distribution

If your advertising goal is to reach out, touch and establish an identity and a connection with dog owners and dog lovers, *Urban Dog* gives you an opportunity to bark at them directly.

Urban Dog does not rely on a subscriber base to spread the word. We are distributed free of charge, targeted specifically to 27,000 dog lovers at key locations in 25 states... and growing. We are in 140 Petco stores in 15 states, Books-A-Million book stores and Joe Muggs News Stands. *Urban Dog* is also part of the "Bone Appetite" package for guests of the Hotel Monaco boutique hotels throughout the US.

Urban Dog is a quarterly with an evergreen shelf life. Advertisers find that their ads literally have legs in *Urban Dog*. It is not a weekly that is read and tossed out in a few days. *Urban Dog* lingers on the coffee table to be glanced through read, re-read time after time and then perhaps passed on. There are no other publications of this type in the region that specifically target dog owners and dog lovers.

We are regularly involved as sponsors and supporters of "dog-specific" events. We will be official sponsors of the annual National Dog Day Parade in New York City in 2006 and in New Orleans in 2007. Issues of *Urban Dog* will be available to attendees and participants at these events.

We drive readers to the *Urban Dog* website with the use of advertising and promotions such as weekly drawings for free tee shirts or other *Urban Dog* merchandise. These on-going contests and surveys help us gather information about our readers that we can in turn share with our advertisers and sponsors.

5500 Prytania St. #419
New Orleans, LA 70115
ph/f 504.897.9577
sit@urbandogmagazine.com
www.urbandogmagazine.com

Get in touch with your inner dog.

rates

4-COLOR	1X	2X	3X	4X
Back Cover	2275	2160	1945	1655
Inside Front Cover	1625	1545	1390	1180
Inside Page 3	1625	1545	1390	1180
Half Page Inside Cover	910	865	780	665
Full Page	1500	1425	1285	1095
Half Page	780	740	665	565
Quarter Page	555	525	475	405
1/8 Page	385	345	305	255
BLACK & WHITE				
Spread	2440	2320	2090	1775
Full Page	1300	1235	1110	945
3/4 Page	975	925	835	710
1/2 Page	650	620	560	475
1/4 Page	485	460	415	355
1/8 Page	300	255	215	185

Banner ads are also available on www.urbandogmagazine.com. Call or email for details and prices

dimensions

	non-bleed	bleed
Full	8" x 10.25"	10.25" x 12.5" (if a right side placement, place horizontal bleed on right side of ad.)
Spread	16" x 10.25"	20.5" x 12.5"
3/4	5.875" x 10.25"	
1/2H	8" x 4.875"	
1/2V	3.875" x 10.25"	
1/4	3.875" x 4.875"	
1/8H	3.875" x 2.25"	
1/8V	1.75" x 4.875"	
final trim size 10 x 12		

dates

issue	materials
Spring: March 1	February 8
Summer: June 1	May 4
Fall: September 1	August 3
Winter: December 1	November 2

contact:

publishing/advertising
design specs

Lisa Robinson @ 504/897-9577
Elena Reeves @ 504/891-0940

lisa@urbandogmagazine.com
elena@tchopshop.com



advertising contract

info

Date: _____ Sales Executive: _____

Advertiser's Trade Name: _____

D.B.A.: _____

Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Authorized Contact: _____

insertion order

Frequency 1x 2x 3x 4x

Size of Ad: BC IFC IBC Full Spread 3/4 1/2H 1/2V 1/4 1/8H 1/8V

Rate per Insertion: \$ _____ Special Instructions: _____

Production: camera ready artwork provided ad production needed; materials supplied

\$ _____

Special Artwork Instructions: _____

I do hereby certify that I am duly authorized and acting agent of the firm named above and that I am authorized to make and execute a contract for advertising on its behalf. The advertiser and its agency (if any) hereby acknowledges that all of the terms and conditions of this contract, including those located on the rate card and on the back of the contract were read prior to the execution of this contract. A 50% deposit of rate is due upon signing of contract.

Date Accepted: _____ Publisher's Signature: _____

Client Signature: _____ Print Name: _____

Title: _____

Agency Name: _____ Agency Representative: _____

Agency Rep. Signature: _____

Agency Address: _____ Phone#: _____ Fax#: _____

Billing: Client Agency Attn. To: _____

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lisa@urbandogmagazine.com
www.urbandogmagazine.com

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Urban Dog Advertising Terms and Conditions

General

1. Urban Dog and "Urban Dog Magazine" is the represented publishing parties of this advertising contract. TCHOPSHOP Media is hired by Urban Dog to produce a printed publication for Urban Dog called "Urban Dog Magazine". All advertising payments are made payable to Urban Dog.

2. This advertising agreement is between Urban Dog (sometimes referred to as publisher); the advertiser appearing on the front of this agreement (sometimes referred to as Advertiser), appearing directly or through its agency; and the agency for the Advertiser. Any reference to Urban Dog shall be deemed Publisher in these terms. Any reference to Advertisers or agency shall be deemed to include both terms. Advertiser and its agency agree to be bound jointly and severally for payment to Urban Dog for all space purchased pursuant to the rate card attached hereto and incorporated herein, notwithstanding to whom the bills are rendered. Advertiser and agency, jointly and severally, shall remain obligated to pay Urban Dog within the time specified and until payment in full is received by Urban Dog. Payment by advertiser to agency shall not constitute payment to Urban Dog. Disclaimers are not permitted.

3. Acceptance of this order by the authorized agency and/or advertiser's signature(s) constitutes a binding agreement between all parties and Urban Dog. This agreement may not be changed, amended or canceled except upon the written consent of Urban Dog.

4. Urban Dog invoices are payable to Urban Dog located at 1527 Soniat St., New Orleans, LA, 70115. A 50% deposit is required at signing of contract with the balance due upon the printing of "Urban Dog Magazine".

5. It is against the editorial policy of Urban Dog to permit the purchase of advertising to have any effect on any editorial contents. Advertising simulating editorial content may not be acceptable and publisher reserves the right to reject the advertisement or place the word "Advertisement" within the copy.

6. The advertising rates are based on total amount of space bought in the publication.

7. In the event the advertiser and/or agency fails to make payment on the due dates and if becomes necessary to place the account for collection or suit with an attorney, the advertiser and/or agency shall be responsible for the payment of reasonable attorney's fees fixed at twenty-five (25) percent of the unpaid balance plus costs and necessary disbursements.

8. Advertisers and advertising agency agree that Urban Dog will have no liability, including for actual or consequent damages for its failure to insert advertisement.

9. Advertisers and advertising agency assume responsibility for the content of all advertisements. Advertiser and advertising agency represent that the supplies artwork, copy and/or design are not in violation of any copyright laws or similar protections, irrespective of whether the advertisement is supplied camera-ready material, tearsheet or as artwork, copy and/or design to be created by Urban Dog/TCHOPSHOP. Advertiser and advertising agency agree to indemnify, defend and hold Urban Dog harmless from any and all claims, including attorney's fees arising from the content of the advertisement, including claims for violation of any copyright law.

10. All advertising copy is subject to approval of the publisher.

11. Cancellations must be received in writing by mail or email before Space Reservation Closing Date as appears on the rate card or thirty (30) days preceding date of the publication. The 50% deposit on ad space reservation will be kept if the advertisement is cancelled.

12. This contract is not valid unless and until accepted by the publisher or authorized agent thereof.

Advertiser

13. Advertiser shall supply advertising material to publisher pursuant to Urban Dog's current and prevailing mechanical specification requirements.

14. All advertising rates are based upon advertiser supplied final film for color or black and white advertising only. In the event that camera ready art is supplied for color advertising, production cost required to prepare advertisements will be the responsibility of the advertiser. Any and all necessary production cost required to prepare advertisements will be the responsibility of the advertiser. Urban Dog/TCHOPSHOP Media will not perform such production work except by separate agreement. Duplicate separations can be provided at the advertiser's expense. Future changes to advertisements are subject to production cost.

15. Advertisers agree that unless they make written obligations, by certified mail, return receipt requested to the billing set forth in the Urban Dog's invoices within sixty (60) days of invoice date, the amount shall be deemed correct in all aspects.

16. All order submitted to publisher for inclusion in "Urban Dog" are accepted only upon the express condition that the advertiser agrees to hold Urban Dog harmless from any and all claims arising out of or relating to copy, copyrights, trademarks or that the use of any name or other material and any advertisement order for publication is illegal, unauthorized, or damaging in any way to any person or other legal entity.

17. The Advertiser agrees that Urban Dog will not be liable for any error in any advertisement published, beyond granting a partial credit to the advertiser proportionate to the amount of advertising space containing the error in no event shall Urban Dog's liability exceed the charge made for publishing said advertisement.

Publisher

18. Publisher reserves the right to not accept any advertisement for any reason whether or not such material has previously been accepted or published.

19. Urban Dog shall not be responsible or liable for delays in publication or delivery for distribution due to strikes, lockouts, embargoes, labor problems, fuel or power shortage, fire, floods, accidents, civil disturbance, war, acts of God, or other causes beyond their control.

20. The publisher reserves the right to make such revisions in rates on his contract as may be necessitated by economic conditions on ninety (90) days notice. If a rate revision is made under this clause and it is not accepted by the advertiser, the latter may cancel the contract without short-rate adjustment if written notice of cancellation is received by certified mail prior to the space reservation closing date.

21. If advertiser defaults in the payment of Urban Dog's invoice(s) or if in the judgement of publisher, its credit becomes impaired, publisher may deem appropriate.

22. Publisher reserves the right to cancel this agreement at any time upon advertiser's default in the timely payment of Urban Dog's invoices, or in the event of any other breach of this agreement. Upon such cancellation, all charges incurred by Urban Dog for advertiser shall become immediately due and payable.

23. Overdue accounts will be subject to a service charge of one and a half (1 1/2) percent per month commencing thirty (30) days from the date of the invoice until paid. Urban Dog reserves the right to cancel this contract and/or future advertisements any time any time an account is thirty (30) days or more past due, in which case the Advertiser will owe an adjusted amount representing the cost of the advertisements actually inserted.

24. Overdue accounts are subject to a 25% surcharge on the net receivable to cover legal, administrative and collection costs.

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