

## ***Media Kit***

### **Who We Are**

PetTravelCenter.com is an online community that provides worldwide resources for pet-friendly hotels, attractions, destinations, RV parks, dog parks, campgrounds, airline pet policies, pet travel tips, veterinarians, emergency pet hospitals, and a wide variety of pet travel products through its online pet store. Information about recreational activities with pets, articles by pet experts, a pet photo gallery and special features, such as Ask the Vet and Community Calendar, are included in the site. Free PTC Club membership, which includes a monthly electronic newsletter, is also available.

Our online store, Pet Travel Products, is a secure environment to browse numerous pet travel items and shop with confidence to find the right gift ideas and travel-related products for pets.

### **Our Mission**

At PetTravelCenter.com, our mission is simple: to provide the most reliable information and resources for people traveling with their pets and to offer safe and dependable product solutions to make the pet travel experience "fun and easy."



We take great pride in our online community and in our commitment

to be the industry leader in pet travel.

### **How We Promote Our Site**

Our marketing group has more than 30 years of experience in Internet marketing, advertising, public relations, e-commerce, and communications.



We continually develop pet travel-related articles as a resource for PetTravelCenter.com visitors, as well as maintain an aggressive PR campaign that targets Internet news services and industry and non-industry magazines and newspapers in the United States and throughout the world.

We have a team of experts in the field of search engine optimization (SEO) that works diligently to deliver top results from the search engines for keywords and phrases people use to find our features, products and services. Although search engine algorithms change frequently, we have enjoyed No. 1 rankings in Google and Yahoo. We will continue to work hard to generate maximum exposure to our website resources and be a viable advertising partner for your marketing needs.

We also email our monthly newsletter to PTC Club members, which gives you additional advertising exposure to reach pet lovers with your marketing message.

These efforts provide high visibility to PetTravelCenter.com's online resources and ***your property, product or service.***

If you have suggestions on how we can improve our site or better serve the pet travel industry and people who travel with their pets, feel free to contact us at [suggestions@PetTravelCenter.com](mailto:suggestions@PetTravelCenter.com).

### **[Advertise on PetTravelCenter.com](#)**

Whether you're a pet-friendly accommodation or have a product or service to promote, we can help you reach thousands of pet people who are looking for you. Advertising on PetTravelCenter.com puts you in front of a targeted niche of pet enthusiasts who travel with their special members of the family and are searching for quality accommodations, products and services.

We have a 99.9% uptime guarantee by our hosting provider.

Please see our Rate Card on page 5 for pricing information.



### **Artwork**

Supplied artwork is due five business days prior to the date in which your ad commences. We accept JPG or GIF formats at 72 dpi, not to exceed a file size of 15KB.

Please submit all images and artwork in the required size via our online submission form that can be found at:

[http://www.pettravelcenter.com/purchase\\_ad](http://www.pettravelcenter.com/purchase_ad)

### **Design Services**

If you are not equipped to supply your own finished artwork, our PTC Design Services group can create an attractive ad for you at a reasonable rate. Clients retain all rights to finished ads developed by PTC Design Services. For pricing information, please see our Rate Card on page 5, and submit ad copy, images and required art direction, if any, to [advertising@PetTravelCenter.com](mailto:advertising@PetTravelCenter.com).

### **Payment**

We accept payment for advertising by Visa, MasterCard, Discover, American Express and PayPal, or by check made payable to PetTravelCenter.com.



Credit card and PayPal payment for advertising may be done securely on our website, as well as choosing your [online ad selection](#).

Payment must be received prior to your ad being displayed on PetTravelCenter.com.

**Special Advertising Discount:** Two-month discount savings (up to \$700) are available for advertisers who wish to retain their ad space for a full year. All ad placements are on a first come, first served basis.





## Pet Industry Statistics

The market size of the pet industry and the consumer buying power of pet products and services have more than doubled since 1994 when sales were \$17 billion.

**In 2007, sales of pet products and services were more than \$41.2 billion.**

**Sales are projected to be \$43.4 billion in 2008!**

### Where do Americans turn to find the latest travel info?

- **In 2005, 78% of Americans used the Internet for travel information**
- **82% of travelers planned their trips online**

Source: The Travel Industry Association of America's (TIA) annual Travel Forecast

### A Rising Trend Among Pet Owners

Pet owners are spending more and more time on the Internet searching for reliable information and resources, including:

- **14% Dog owners**
- **19% Cat owners**
- **18% Fish owners**
- **23% Bird owners**
- **28% Small Animal owners**
- **34% Reptile owners**

Source: American Pet Product Manufacturers Association (APPMA)

### Snapshot of Pet Travelers

- 14% of all adults in the U.S. (29.1 million) said they had traveled with

a pet on a trip of 50 miles or more, one-way, away from home in the past three years.

- Dogs are the most common type of pet to take along (78%).
- 15% of travelers take their cats along.
- Travelers with birds represent 2% and with either a ferret, rabbit, or fish, 3%.
- Traveling with pets increases in the summer months when households take their pets with them on summer vacations.
- The primary mode of transportation is automobile or truck (76%).
- RV travel with pets represents about 10%.
- Airline travel with pets accounts for 6%.
- 32% of travelers with pets usually stay with friends or relatives.
- 29% of travelers stay in a hotel or motel.
- Many people prefer spending most of their nights with their pets in a camper, trailer, recreational vehicle, or tent (16%)
- Pet travelers staying in a cabin, condominium, or vacation home account for 10%.
- Women are twice as likely as men (43% vs. 21%) to indicate they lodged at the home of a friend or relative with their pet.

Source: Travel Poll by the Travel Industry Association of America (TIA).



# Pet Ownership Statistics

*According to the 2007-2008 National Pet Owners Survey, 63 percent of U.S. households own a pet, which equates to 71.1 millions homes*

## Number of U.S. Households that Own a Pet (millions)

- Bird 6.4
- Cat 38.4
- Dog 44.8
- Equine 4.3
- Freshwater Fish 14.2
- Saltwater Fish .8
- Reptile 4.8
- Small Animal 6.0



## Total Number of Pets Owned in the U.S. (millions)

- Bird 16
- Cat 88.3
- Dog 74.8
- Equine 13.8
- Freshwater Fish 142.0
- Saltwater Fish 9.6
- Reptile 13.4
- Small Animal 24.3



Source:

*American Pet Products Manufacturers Association (APPMA)  
2007-2008 National Pet Owners Survey*



**For advertising opportunities, please contact us at 336.712.1205 or [advertising@PetTravelCenter.com](mailto:advertising@PetTravelCenter.com).**



## Advertising Rates

(effective 1/1/2008)

**Questions?** Please contact us at 336.712.1205 or email us at [advertising@PetTravelCenter.com](mailto:advertising@PetTravelCenter.com).

Location	Position	Ad Size	Duration	Price
<b><u>Home Page*</u></b>	Top	125 x 125 pixels	Month/Year	\$300/\$3000
	Middle	125 x 125 pixels	Month/Year	\$250/\$2500
	Bottom	125 x 125 pixels	Month/Year	\$200/\$2000
	Bottom Banner	392 x 72 pixels	Month/Year	\$350/\$3500
	Featured Destination	(See below)	Month	\$425
	Featured Product	(See below)	Month	\$150
<b><u>Combo Pages**</u></b>	Top	125 x 125 pixels	Month/Year	\$250/\$2500
	Middle	125 x 125 pixels	Month/Year	\$225/\$2250
	Bottom	125 x 125 pixels	Month/Year	\$200/\$2000
	Bottom Banner	392 x 72 pixels	Month/Year	\$300/\$3000
<b><u>D.F. State Pages***</u></b>	Top	125 x 125 pixels	Month/Year	\$100/\$1000
	Middle	125 x 125 pixels	Month/Year	\$75/\$750
	Bottom	125 x 125 pixels	Month/Year	\$50/\$500
	Bottom Banner	392 x 72 pixels	Month/Year	\$175/\$1750
<b><u>PTC Club Newsletter</u></b>	Top	125 x 125 pixels	Month	\$75
	Middle	125 x 125 pixels	Month	\$65
	Bottom	125 x 125 pixels	Month	\$55
	Bottom Banner	392 x 72 pixels	Month	\$125
	Featured Article	(See below)	Month	\$250

### PetTravelCenter.com Website Pages and PTC Club Newsletter Advertising

**\*Home page** has three positions of 125 x 125 pixel ads that rotate randomly with each page view and a 392 x 72 pixel banner ad that rotates randomly with each page view. Get a two-month discount (up to \$700) by maintaining your ad space and paying for any of these ads for a full year. Featured Destination ads include a thumbnail photo of your property on the home page, a link to the Destination Finder directory listing (including two additional photos), and a link to your property's website for \$425. As a bonus, Featured Destination ads also appear in our PTC Club Newsletter during the month in which they appear on the home page. Featured Destination ads run for one month, and the same ad may not run two consecutive months. Featured Product ads include a thumbnail image (approx. 83 x 66 pixels) and a link to your product in our Pet Travel Products online store. We must carry your product in order to qualify for this advertising feature.

**\*\*Combo Pages** currently comprise **ALL PAGES** on the website (excluding the Home Page and State Pages) that have a 125 x 125 pixel ad or a banner ad on them, which rotate randomly with each page view. Pages include, but are not limited to, all Hotel, Flight and Car Rental Booking pages, Travel Tips, Community Calendar, Vet Directory Main Search Page, Destination Finder Main Search Page (Accommodations, Attractions), Photo Gallery, Ask the Vet, Airline Regulations, etc. Get a two-month discount (up to \$600) by maintaining your ad space and paying for any of these ads for a full year. As a bonus, your ad also appears on all country pages (excluding the United States and Canada).

**\*\*\*Destination Finder State Pages** have three positions of 125 x 125 pixel ads and a 392 x 72 banner ad that rotate randomly with each page view. Advertise on the state page(s) where your property is located. Get a two-month discount (up to \$350) by maintaining your ad space and paying for any of these ads for a full year. As a bonus, your ad also appears on the state pages search results for veterinarians and pet-friendly attractions for the state(s) you purchase. We will work with you on a price for multi-state properties.

#### PTC Club Newsletter Advertising Options

Our monthly newsletter is emailed to PTC Club members and an excellent choice to reach a targeted group of pet lovers who have asked to receive the latest information about pet travel trends, pet-friendly accommodations, pet products, and feature articles from us. Choose your ad position at the corresponding rate above or be our featured property, product of service of the month in a special article with a link to your website for \$250.

#### Design Services

We will custom design a 125 x 125 pixel ad for \$225 or a 392 x 72 pixel banner ad for \$275, including your logo, artwork or other graphics. If you have other graphic design needs, please email us with your request for quotes.