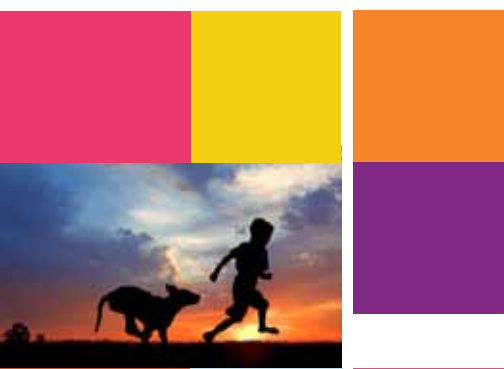




2011 Media Kit



Spotlighting Local Businesses

Local News & Pet Events!

Celebrating South Sound People Pets & Community

20,000 readers want to hear about your business!

It's a fact:

When given a choice -

**Why
advertise
with us?**

**We work hard for
your business!**

Over **20,000** copies printed every issue!

**PCM is distributed in the areas important
to your business** Over 450 locations in the South Sound!

**Olympia Yelm Lacey Tumwater Centralia Chehalis Shelton
Tacoma Dupont Lakewood Gig Harbor Spanaway Puyallup**

Eye Catching Ads! Tailored to your business

We Actively Market your Business at ALL Local Pet Events

PCM is proud to display your promotional material at the Pet Connection booth, this means thousands more potential customers for you every season!

We're on the Web! Your business & website link is featured in our online directory

Content Our Readers Look Forward To Your ad will be run with informative articles, interviews and photos that are relative to our community

Our Readers want to hear about Your Business!

Pet Connection Magazine is a **FREE** publication serving the local pet community and small businesses of the South Sound. We understand the needs of small local business because **we ARE one!**



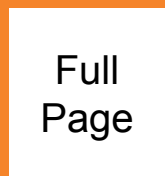
Community

people in our community want to **BUY LOCAL!**

2011 Rate Card

Rates are per issue
PCM is published every 2 months!

Ad Measurements



10w x 10h



6w x 10h



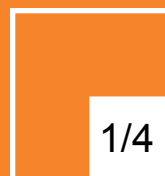
1/2

10w x 5h



1/3

10w x 3h



1/4

4w x 4h



1/6

3.6w x 3h



Business Card

1/8

3.6w x 2.25h



1/16

1.825w x 2.25h

Ad Sizes

Ad Sizes	1x	3x	6x	12x
Full Page	\$875	\$788	\$700	N/A
2/3 Page	\$720	\$663	\$600	\$500
1/2 Page	\$545	\$488	\$425	\$375
1/3 Page	\$420	\$363	\$300	\$250
1/4 Page	\$357	\$300	\$237	\$187
1/6 Page	\$225	\$202	\$180	\$125
1/8 Page	\$175	\$157	\$140	\$88
1/16 Page	\$125	\$112	\$100	\$63
Classified	\$50	\$45	\$40	\$25

Premium Positions Inside Front or Back Cover

\$950 \$855 \$760 N/A

Front Cover - Call for details! One time only/per customer!

Ask us about our payment options
20% Discount for 501(c)3 non-profits



Ad Requirements

Color: **CMYK**

Resolution: **300 dpi or better**

Format: **TIFF, JPG, or PDF**



Need an ad?

Design services are **FREE**



Pets



Don't get
left out in
the cold!!

Advertise
TODAY!



pet connectionTM
MAGAZINE

Pet Connection Magazine is a FREE bi-monthly publication devoted to the pets, people and community of South Puget Sound. We offer community based articles and interviews to inform and entertain local pet owners. PCM promotes local pet based businesses, events, and non-profits through affordable advertising. Pet Connection Magazine encourages support of the local economy by spotlighting local businesses in every issue.

PO Box 845
East Olympia, WA 98540
425-830-4062
petconnectionmagazine.com

Please make checks payable to Pet Connection Magazine

