

Celebrating 18 Years!

**FETCH**  
MAGAZINE

For Dogs & Their Humans

**PRINT ADS**

**K9  
MARKETPLACE  
LISTINGS**

**DESIGN  
SERVICES**

**\*2021 Ad Guide\***





## FETCH FACTS



**Thank you for your interest in advertising in FETCH Magazine!**

FETCH is a quarterly magazine devoted to topics & advertising of interest to dog lovers. We have been around since 2003 & are known throughout the local dog/rescue community as a viable resource for local services, entertaining articles, local events, rescues that need homes & more! We would love to discuss your advertising needs with you & help you reach new customers as well as retain your current clientele.

We currently distribute roughly **10,000-13,000** copies of FETCH quarterly to over 300 distribution points throughout Southeast Wisconsin. The other portion goes to local pet events. We have a Facebook page and website ([facebook.com/fetchmag](https://facebook.com/fetchmag), [www.fetchmag.com](http://www.fetchmag.com)) in which we can promote your events and/or rescue dogs for **FREE!**

We offer advertising options that start at \$20 in the K9 Marketplace section which is a yellow-page type listing, and we have display ads that start at \$225 for an annual contract.

An important thing to note is that new advertisers receive **10%** off our standard advertising rates for their very first issue (void any other discounts). And rescues/non-profits always receive **20%** off!

There are several ways to advertise in our printed magazine. If you need help deciding, let us know your business goals, & we will help you choose the right option.

**Nastassia Putz** produces & designs FETCH with the help of many talented individuals.

**James Guenther**, Putz's husband, assists with ad sales and distribution.

**Zac Voit** is the VP of FETCH and he can assist you with ads, distribution or event questions.

**Paula Maciolek** is FETCH's main copy-editor, and she is also in charge of wrangling up local events and rescues that need homes for each issue.

## K9 MARKETPLACE LISTINGS

K9 Marketplace is a great pairing for a print ad, but can also be an effective advertising tool on its own. It is broken down by the type of service you offer and into three geographical areas: Metro Milwaukee, Madison and Racine/Kenosha. Listings are categorized so they can be found in the expected places, Doggy Day Care, Veterinary & Emergency Services, Pet Sitters, etc. There is a wide variety of categories & if your business doesn't fit perfectly into one of them, we'll create a category for you.

The examples below show how the Marketplace listing options look.

To add a listing to a display ad:

Basic (\$5)

Premium (\$10)

Premium Plus (\$20)

Premium Plus Ad Block (\$25)

### BASIC LISTING

\$20

*Elmbrook Humane Society*  
262-782-9261  
20950 Enterprise Ave. Brookfield  
ebhs.org Elmbrookhs@ebhs.org

### PREMIUM LISTING

\$50

**PET SUPPLY/RETAIL**

**Bentley's Pet Stuff** 262-375-2889  
1530 Port Washington Rd. Grafton  
Grafton.wi@bentleypetstuff.com  
Grafton.petstuff.com

We're an employee-owned, all-natural pet supply store that wants to help your pets:  
*Live Longer • Feel Their Best  
Make Less Poop!*  
Come in and get your free sWAG when you sign up for the WAGS Loyalty Program!

### PREMIUM PLUS

\$80

**VETERINARY/ER**

**Lakeshore Veterinary Specialists**  
[LakeshoreVetSpecialists.com](http://LakeshoreVetSpecialists.com)

207 W. Seven Hills Rd. Port Washington  
2100 W. Silver Spring Dr. Glendale  
2400 W. Ryan Rd. Oak Creek

We're here 24/7 every day of the year in Port Washington, Glendale & Oak Creek for your ER or specialty care needs. Our compassionate team consists of board-certified & internship-trained veterinarians, experienced support staff & specialized equipment always at the ready.

**LAKESHORE**  
VETERINARY SPECIALISTS  
24/7 VETERINARY EMERGENCY

### PREMIUM PLUS AD BLOCK

\$110

**Cudahy Kennel Club**  
414-769-0758  
3820 S. Pennsylvania Ave. Saint Francis  
[cudahykennelclub.org](http://cudahykennelclub.org)

NEW STUDENTS BRING THIS AD  
FOR \$10 OFF YOUR FIRST  
TRAINING CLASS.

**DOG CLASSES FOR ALL LEVELS**



OBEDIENCE  
AGILITY  
CONFORMATION  
PUPPY CLASSES  
MANNERS

[cudahykennelclub.org](http://cudahykennelclub.org)

3820 S Pennsylvania Ave., Saint Francis  
414-769-0758

**DISPLAY PRINT ADS/SIZES/PRICING**

**5 x 3**

BUSINESS CARD

**\$225**

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**6 x 4**

1/6 PAGE

**\$333**

## FILE REQUIREMENTS

**5 x 6**

**1/4 PAGE**

**\$400**

**Please submit files:**

**pdf or jpeg**

**300 dpi**

**cmyk**

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## DESIGN SERVICES

We offer design services if you need assistance creating your print ad or updating a print ad.

We will work with you to understand your needs, provide you with an honest estimate of the work & deliver design options for you to choose from.

Design services are priced at \$15/hour.

We understand that loving your ad & expressing your brand is a very important part of your business.

We aim to please!

## PRINT AD DEADLINES

**2021 Spring/Summer Issue: Artwork Deadline March 5th**  
(March, April, May, June, July, August)

**2021 Fall/Winter Issue: Artwork Deadline Sept. 5th**  
(September, October, November, December, January, February)

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7.25 x 5

HALF PAGE

\$450

7.25 x 10

FULL PAGE

\$750

\* Full page prices vary \*

ASK





**FETCH Publishing, LLC**  
**P.O. Box 437**  
**Cedar Grove, Wisconsin 53013**

e: [info@fetchmag.com](mailto:info@fetchmag.com) | p: 262.337.1967 | w: [www.fetchmag.com](http://www.fetchmag.com)  
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