
As seen on
BETTER
HOMES &
GARDENS

Pig in Mud

The Pet Door Specialist

Your pets are part of the family and they deserve a safe, reliable, quality pet door. So to make them truly happy, give them a Pig In Mud pet door. Pig in Mud are the pet door specialists with a door for every size cat and dog plus every application; doors, walls, patios and windows.



LOOK AT THESE STYLES:

POP-IN PET PATIO DOORS

- Instant DIY installation;
ideal for renters

ENERGY EFFICIENT DOORS

- UltraSeal for high wind areas

POP-IN SASH WINDOW DOOR

- Perrrfect solution for cat access

ALL WEATHER DOORS

- Dual flaps; ideal for walls

SLIM PROFILE DOORS

- To fit security screen,
glass and colourbond

STANDARD DOORS

- Self-telescoping to fit
all timber doors

Pop-in Pet
Patio Door

*For pets BIG or small,
we have doors to fit
them all!*

Available from leading Pet Stores Australia-wide

piginmud.com.au
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1300 78 38 39



Modern Manners

Petiquette Questions Answered

Dear Miss P,

My boyfriend adopted a great dog early last year and our whole lives are dedicated to him. We have no idea what Bamboo is (he looks like a panda bear) but we spend a great deal of time taking him to cafes and dog training, and finding doggy places where we can be out and about.

This past Christmas (our first together for all three of us) my boyfriend bought Boo a bunch of gifts. There was a large fan to keep him cool, pet grass to plant outside, a continuous-flow water bowl and a dog door. I, on the other hand, got a set of towels and a blender. I was a little put out that Boo got more gifts than me and that my gifts were so 'practical'. My boyfriend totally missed the things that I like—girlie things like perfume, earrings and the iPod I dropped hints for. Do you think this showering of gifts to Boo means that my OH values our dog over me?

Kerri R.
Lane Cove

Dear Kerri,

How wonderful that your boyfriend actually ended up buying such useful presents for Boo that you can all share. When you examine it, the dog door means you won't be jumping up at all times of the night and day to let Boo out. The pet grass is to limit the amount of tummy upsets Boo will have, continuous water bowl means less time spent checking on his water supply and the fan is obviously to keep you all cool through the hot summer months.



New towels are better than old raggy ones any day and a blender just shrieks that your boyfriend wants to spend more time with you over a cool margarita. I actually think that your boyfriend was really showering you with the gifts—really thoughtful gifts that make life easier for all three of you. Sometimes our blokes don't think past the practical and stuff they wouldn't buy for themselves just doesn't even hit their radar.

Perhaps this Valentine's you should buy your boyfriend that nice pair of earrings that Boo's been coveting in the window of Michael Hill's.

Miss Petiquette (not her real name) lives in a cramped urban cottage with her dog and two cockatiels. Her partially blind bunny has since crossed over the rainbow bridge. One pet down, Miss Petiquette has even more time on her hands to answer your questions regarding manners in the modern age for pet lovers. Miss Petiquette is on hand to deal with your perplexing petiquette and personal problems.

Email her at behaviour@urbananimal.net

Paws The Press!

A yelp to all our readers to help those affected in the Victorian bushfires

Dogs Victoria is the peak body representing owners and breeders of purebred dogs in Victoria. Many of their members have been affected by the recent bushfires. The loss has been extreme and at times it's hard to know how we can help. Some of their registered members lost their homes, livestock and their dogs. Some lost their houses but managed to evacuate their family and dogs. The Park family, breeders of Shorthaired Pointers, lost their property and all their dogs. Others, like a young family who bred Alaskan Malamutes, weren't even able to leave in time—the whole family perished.

To donate we're publishing the appeal details:

Banking details for the appeal fund are:

Account name: DOGS VICTORIA BUSHFIRE APPEAL
Bank: BENDIGO BANK
BSB: 633-000
Account number: 136225588

If you're wanting give some practical help to those affected locally in the NSW region then you should contact Dogs NSW ph: (02) 9834 3022



urban animal

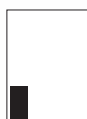
Advertising Rates, Dates and Deadlines
For May 15, Aug 15 and Nov 15, 2009

All ads appear in full colour in our tabloid-size pages, printed on 65 GSM, LWC (light weight coated), and 85 GSM cover stock. They also appear in full on our websites, embedded in all pages as PDFs and also displayed separately as JPEGs with links to our advertisers' websites. Great for Google hits.

All ads are full colour and one price. We do not normally do contracts. We extend discounts of 10% on two insertions at the second and 20% once the fourth is reached—both retroactive to all previous insertions provided invoices are paid on time. If invoices are not paid within 30 days of publication, no discount can be claimed.

Advertising Rates and Sizes

1/12 Page Vertical
6cm wide x 12.5cm high (no bleed)
Full colour \$350



1/8 Page Rectangle
13cm wide x 9cm high (no bleed)
Full colour \$550



1/6 Page Vertical
8.5cm wide x 18.5cm high (no bleed)
Full colour \$750



1/4 Page Vertical
13cm wide x 18.5cm high (no bleed)
Full colour \$1000



1/2 Page Vertical
13cm wide x 38cm high (no bleed)
Full colour \$1850



Junior/Bastard Half
19cm wide x 26cm high (no bleed)
Full colour \$2000



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Full colour \$350



1/8 Page Horizontal
26cm wide x 4cm high (no bleed)
Full colour \$550



1/6 Page Horizontal
13cm wide x 12cm high (no bleed)
Full colour \$750



1/4 Page Horizontal
26cm wide x 9cm high (no bleed)
Full colour \$1000



1/2 Page Horizontal
26cm wide x 18.5cm high (no bleed)
Full colour \$1850



Full Page
28cm wide x 39.5cm high + include
an additional 5mm bleed all around
Full colour \$2750



Special Positions

- Back Cover—Full Colour Only Gloss 85 GSM stock—\$3750
- Inside Front Cover—Full Colour Only Gloss 85 GSM stock—\$3300
- Right-Hand Page Guarantee (Subject to Availability)—10% Loading
- Unfortunately we cannot do inserts or stick-on additions to magazines.
- We cannot do giveaways or special promotions in our editorial.



Photo by Animax

Discounts

10% for two or more insertions (applied from second insertion, credited back to first)
20% for four or more insertions (applied from fourth insertion, credited back to previous three)

10% discount for registered charities, rescue, re-homing or rehabilitation organisations

Ad agencies: Commission to accredited agencies of 10% for originating booking—applied only to net amount (after GST & insertion discount). So a \$2750 FP FC would be \$2750 less GST of \$250 would be \$2500 gross of which \$250 agency commission applies for a net amount of \$2250. For a 20% discount (4-insert) ad rate of \$2750 less 20% for \$2250, less 10% GST for a gross of \$2025 of which \$202.50 would be agency commission for a net amount of \$1822.50.

Terms: All advertising must be paid, with art, unless credit arrangements have been previously approved. Discounts only apply with prepayment or within 30 days on credit accounts. For agencies, payment terms must be guaranteed in advance at time of booking, as 45 days or under from publication date before commission and discount can be credited. Otherwise, commission and client discount can be paid back to agency after timely payment is made.

Artwork Details

All artwork must be supplied as per the exact sizes detailed below. We accept electronic artwork (acceptable media—JPEG or PDF ONLY) via email or CD. All ads should be supplied as high-resolution 300DPI, CMYK files. Fonts must be included, embedded or outlined if a PDF is supplied.

Absolutely NO Microsoft Word or Powerpoint documents, please—JPEG or PDF ONLY.

Urban Animal Contacts

Bookings: Phil Tripp, Phone: (02) 9557 7766, Email: topdog@urbananimal.net
Artwork: Terri Dittman, Phone: (02) 9557 7766, Email: terri@immedia.com.au

Booking and Artwork Deadlines

Issue Number & Street Date	Booking deadline	Artwork deadline
Issue 19, May 15, 2009	April 25	May 1
Issue 20, August 15, 2009	July 25	August 1
Issue 21, November 15, 2009	October 25	November 1
Issue 22, February 15, 2010	January 25	February 1