

Furry Festivities & Animal Attractions

Sunday, 10th September

Paws In The Park Baulkham Hills Shire Council's Orange Blossom Festival

This event is one that is diarised by all as a must, and entrants to the ever popular Fancy Dress Parade are busy making their costumes months before the event. People can also attempt to persuade their dogs to go through tunnels and over jumps in the 'Agility Try It Yourself' ring, and of course, watch the trained dogs in the Agility demonstrations. Other fun activities include flyball and other doggie demonstrations. There are fabulous stalls selling and promoting all sorts of pet merchandise and food concessions will be available.

Eric Mobbs Reserve, Excelsior Avenue, Carlingford

Castle Hill www.orangeblossom.com.au

Sunday, 17th September

Annual People and Pets Day – Woollahra Council

This year's theme is 'Safe and Happy Pets' with demonstrations and talks on responsible pet ownership. The location is one of the prettiest in Sydney and you can grab some food, a cool drink and see some great pet related products available from over 40 stall holders. Morning visitors will get a rare treat—Urban Animal's own Pet Chef will be demonstrating one of his finest pet delights and answering questions on healthy meals and snacks.

Highlights include the 'Doggie Dash' which is always a furbal, frenzy of fun. Competitions include Best Dressed Pet, Best Decorated Lead and a treasure hunt. Last year it was a hot day so remember to slip, slop and slap (remember those sensitive canine noses too).

Lyne Park, Rose Bay (11:00am – 3:00pm)

Contact: Mandy ph 9391 7091

Sunday, 17th September

Pet Fest 2006 – Holroyd City Council

Another great family day with this large community-based event that helps to keep the council's pound policy a 'low kill' one. Lot's of competitions are planned and demonstrations include 'doggie dancing', dog flyball and agility and our favourite, the 'Ferret Olympics'. There's also a category for the smallest pet. We quite liked the rat that wore the frilly dress complete with straw, floral bonnet.

All dogs must be on a leash and visiting cats should be constrained in a suitable carrier so all pets are safe. Proceeds from the day go towards helping more abandoned companion animals find new homes.

Holroyd Gardens, Merrylands (10:00am – 3:00pm)

Admission: gold coin

Sunday, 17th September

Pets Day Out – Mosman Council

This is Mosman Council's third year for the pet lovers side of their annual festival. There will be community and commercial stalls and a range of fun activities. There's the hilarious human and dog egg and spoon race for under 16s and over 16s (that's human years not dog). Other competitions include best-dressed pet, best-dressed pair-owner and animal, best behaved pet, biggest and smallest pet categories and waggiest tail. Keep posted on this date as it may change.

Village Green, Spit Junction, Mosman (11:00am – 3:00pm)

Contact: 9978 4000 or 9978 4257

Sunday 24th September

Pittwater Dog Day By The Bay

Come along to see the various exhibitors and entertainers plus have your chance to enter competitions and giveaways for humans and their canine companions. They'll be plenty of informative talks and demonstrations—all promoting responsible ownership and celebrating the special bond we have with our four legged friends. Bring a towel too as dogs can take a swim at the reserve.

Rowland Reserve, Bayview (10:00am to 3:00pm)

Contact: Rennae, Nicole or Louisa 9970 1194

Sunday, 8th October

Central Coast Pet Expo – Pioneer Dog Training School

This is the second year for this event held at the Wyong Racecourse and all pet lovers are invited to attend and enjoy the activities planned on the day. There will be a variety of stalls and products on display for the event. Competitions and various demonstrations including fancy dress and dog agility will ensure that all people attending can get involved in the action.

Wyong Racecourse, Howath Street (10:00am – 3:00pm)

Contact: Nicole Florczak ph 4353 5051

Sunday, 8th October

Blessing of the Pets celebration

Pastor, Ross Coleman, invites all manner of pets into his congregation to celebrate all creatures great and small. In previous years the Uniting Church in Glebe has had over 50 pets along for this very special service. It's time to be thankful for our furry, feathered and scaly friends and every pet is allowed to make as much noise as they want to.

Hope Street Urban Compassion, Uniting Church Building, 37-47 St Johns Road, Glebe (10:30am)

Contact: 9692 8377

Sunday, 15th October

Warringah Council's Dogs' Big Day Out

'Race Day' is the theme that the organisers are taking here with the famous pick-up poo relay being run by teams of local school kids. We celebrate and congratulate the fine recipient of the 'Canine Hero of the Year'—where an award goes to a dog who has committed a heroic act. Other fun activities include Best Trick, Fancy Dress and best personality dog that is judged and awarded on the day.

Frenchs Forest Showground, Blackbutts Road, Frenchs Forest (10:30am to 3:00pm)

Contact: Terry-Ann Pert 9942 2715

Sunday, 22nd October

Assistance Dogs Australia Dogs' Breakfast—Sydney

Come on down to St Peters and walk your dog for a worthy cause. The Dog's Breakfast aids to raise money for the continued efforts of this organisation that trains and places dogs to assist people with disabilities. There will be showbags for all participants and a free breakfast for all dog participants. Obedience and agility demonstrations to enthrall and entertain and you can be part of the action with best in show competition (best dressed actually).

Sydney Park, St Peters, 9:00am registration to 11:30am and walk starts 9:30am
cost: \$20 family, \$10 per adult; \$5 per child

Contact: 1800 688 364 for more info

27-29 October

APDT Presents Pat Miller

Three days of instruction and a look into how world renowned dog trainer and best selling author, Pat Miller, train dogs. From dealing with behaviour problems and interpreting body language through to fun stuff like teaching tricks like 'to take a bow' and 'camando crawl'.

For full program and registration form got to www.apdt.com.au or call 0402 956 905

Sunday, 26th November

Assistance Dogs Australia Dogs' Breakfast—Queenscliff

Wake up early North Shore people and stretch those legs for the The Dog's Breakfast which raises money for the continued efforts of this organisation that trains and places dogs to assist people with disabilities. There will be showbags for all participants and a free breakfast for all dog participants. Obedience and agility demonstrations and canine speciality stalls.


Hinkler Park, Pittwater Road, Queenscliff
cost: \$20 family, \$10 per adult; \$5 per child

9:00am registration to 11:30am and walk starts 9:30am
Contact: 1800 688 364 for more info

Furry Festivities and Animal Attractions calendar guidelines: All information should be submitted to the editor either by mail or by email three weeks prior to deadline. Inclusion is up to the discretion of the editor. All activities that promote responsible pet ownership, de-sexing, micro-chipping and rescue are encouraged.

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Australasian Animal Registry

A not-for-profit organisation and a division of the Royal Agricultural Society of NSW

The AUSTRALASIAN ANIMAL REGISTRY is the largest, most comprehensive animal microchip registry and pet recovery service in the Australasian region. In fact we have over 600,000 pets already registered.

Why Use the AAR?

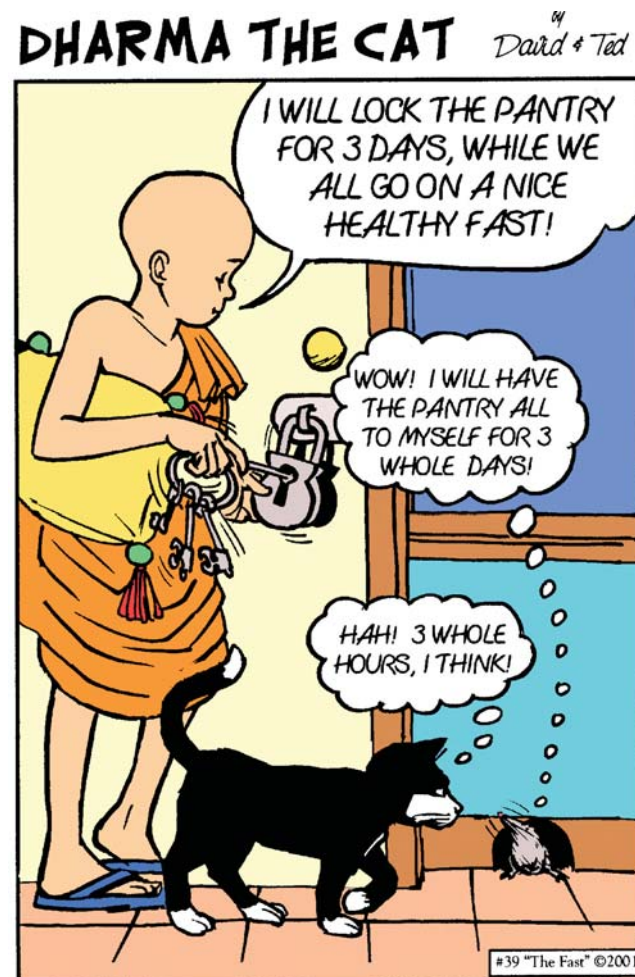
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acknowledgment of other major detail alterations.

- **Accuracy is our priority**, so AAR uses latest scanning technology to enter details of microchip registration – ensuring accuracy of information for the user.
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Visit Dharma & friends at www.DharmaTheCat.com, winner of the 10 Best On The Web Award.

Advertise with

urban animal

November 15, 2006, February 15, May 15 & August 15, 2007

Advertising Opportunities

Because of our cross-media strategy of a free print 'on-the-street' & online presence, our advertisers benefit from a synergy that attracts the greatest possible reach to a well-educated and affluent audience. Our website at urbananimal.net & urbananimal.net.au & the print magazine are a great marketing mix for:

- Pet Food Manufacturers & Specialty Foods
- Pet Retailers & Pet Stores
- Healthcare & Nutrition Products
- Pet Toy & Specialty Products
- Veterinarians & Pet Health Providers
- Pet Boarding & Minding Services
- Pet Training/Exercise Services
- Pet Travel, Tourism & Transport
- Pet Grooming Services
- Animal Art & Photography
- Pet Fashion
- Pet Safety & Enclosures
- Pet Publications & Book Suppliers
- Pet Events & Entertainment
- Pet Insurance & Medical Plans
- Pet Accessories & Frivolities

Distribution

40,000 copies delivered free quarterly to a mix of over 370+ venues where pet owners congregate, obtain products or services and take their pets. Primary venues for free pickup are:

- Pet stores
- Veterinary clinics
- Grooming and minding services
- Boarding kennels
- Animal shelters & rescue facilities
- Pet events (such as council pet days, Pet Expos and trade shows)
- Pet training operators
- Pet mobile services
- Inner urban and suburban cafes and restaurants that attract pet owners

All ads that appear in the print version of Urban Animal also appear in the web version.

The primary distribution is to Sydney and its suburbs stretching as far as Newcastle to the north, Wollongong to the south and in an arc west to Katoomba.

For Booking

Contact: Phil Tripp
 Phone: (02) 9557 7766
 Email: topdog@urbananimal.net
 Or for more information visit our site at <http://www.urbananimal.net> & <http://www.urbananimal.net.au>

For Artwork

Contact: Mark Berry
 Phone: (02) 9557 7766
 Email: artwork@urbananimal.net

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 delivered to Urban Animal, 20 Hordern Street, Newtown NSW 2042. 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.



Photo by Animax

Booking and Artwork Deadlines

For the Nov 15, 2006 edition. Booking deadline - Oct 25th. Artwork is required by Nov 1st.

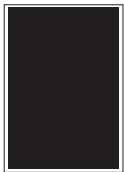
For the Feb 15, 2007 edition. Booking deadline - Jan 25th. Artwork is required by Feb 1st.

For the May 15, 2007 edition. Booking deadline - April 25th. Artwork required by May 1st.

For the Aug 15, 2007 edition. Booking deadline - July 25th. Artwork required by Aug 1st.

Advertising Shapes and Sizes

Full Page
 (26 x 38cm)
 Mono \$2400
 1 colour \$2600
 2 colour \$2750
 Full colour \$2850



Junior/Bastard Half Page
 (19 x 26cm)
 Mono \$1750
 1 colour \$1950
 2 colour \$2100
 Full colour \$2200



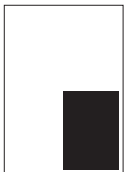
Half Page Vertical
 (13 x 38cm)
 Mono \$1500
 1 colour \$1700
 2 colour \$1850
 Full colour \$1950



Half Page Horizontal
 (26 x 18.5cm)
 Mono \$1500
 1 colour \$1700
 2 colour \$1850
 Full colour \$1950



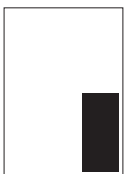
Quarter Page Vertical
 (13 x 18.5cm)
 Mono \$900
 1 colour \$1100
 2 colour \$1250
 Full colour \$1350



Quarter Page Horizontal
 (26 x 9cm)
 Mono \$900
 1 colour \$1100
 2 colour \$1250
 Full colour \$1350



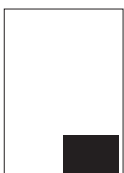
Sixth Page Vertical
 (8.5 x 18.5cm)
 Mono \$750
 1 colour \$950
 2 colour \$1100
 Full colour \$1200



Sixth Page Horizontal
 (13 x 12cm)
 Mono \$750
 1 colour \$950
 2 colour \$1100
 Full colour \$1200



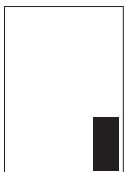
Eighth Page Rectangle
 (13 x 9cm)
 Mono \$500
 1 colour \$700
 2 colour \$850
 Full colour \$950



Eighth Page Horizontal
 (26 x 4cm)
 Mono \$500
 1 colour \$700
 2 colour \$850
 Full colour \$950



Twelfth Page Vertical
 (6 x 12.5cm)
 Mono Only \$350



Twelfth Page Horizontal
 (12.5 x 6cm)
 Mono Only \$350



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