

# The Dog Directory

## Distribution

Phase 1 - The directory will be made available FREE to the general public at large shows and exhibitions, including Crufts and the London Pet Show, to place the directory into the hands of enthusiasts, clubs, breeders and suppliers. It will also be distributed via vets, pets shops, animal shelters, garden centres and other outlets.

Phase 2 – Via Supermarkets and small outlets nationwide

Phase 3 – 1,600 Independent newsagents throughout the country, as well as breeders, kennels, catteries, vets, pet shops and more.

## Layout

'Web Directory' section. At the front of the publication, priced at £85 for the year, this offers a 6.5 x 2.4 cm colour display advertisement to highlight your website, and includes all contact details and 5-10 words of description.

The directory will then be split into three sections, which will contain additional classifications designed to make each company easy to find according to your speciality(ies) :

- Dog breeders
- Dog supplies & services
- Dog Kennels

**Each section will have editorial relevant to its title, at the front of each segment.**

A brand new competition section, offering readers the chance to win valuable ticket prizes. Advertised on the front cover, enhancing distribution and shelf life.

## Competitions

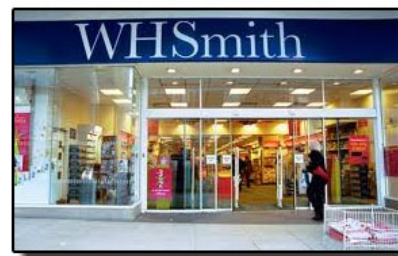
**This year: Crufts!**

We will publish in late August, and you will not be invoiced for your advertising until then when you will be sent a complimentary directory with your bill, although pre payment will attract a 10% further discount. Along with your entry you will receive a free listing on the website directory which will go live at the same time. We have many other benefits of advertising on the web site – please see below for further details.

**Gives you exposure  
in multimedia - hard copy  
website, twitter and facebook**



**Circulated via pets shops, vets,  
WHSmiths, major  
shows and exhibitions**



**MEDIA  
CHAMELEON**  
limited

Media Chameleon Limited,  
Suite 6Bi / Bii Britannia House, Leagrave Road,  
Luton, Bedfordshire LU3 1RJ  
Tel: 01582 488385 Fax: 01582 459776

Email: [info@mediachameleon.co.uk](mailto:info@mediachameleon.co.uk)  
Company registration number 1637485



**www.dogs-directory.co.uk**

Advertising every service in the Directory and more besides, the site has received an average of 486,000 hits a month this year making it a high traffic and cost effective media to ensure you attract new customers directly to your business. Set out as packages, we can offer:

- **Listings** – company contact details which can be searched by either product/service or alphabetically by company name.
- **Web Packages** – a variety of packages to maximise your web exposure – see below.
- **Banner advertising** – placed in the most relevant position for you on the directory, either on the front page or under your category listing, this display advertisement can also include a hyperlink.
- **Web Site Design** – if you do not yet have your own company website, talk to our sales team about our web design service. It doesn't have to be a headache, and is a fast and accurate process...you supply the information and images...and we do the rest!

In addition to the Dog directory, we also offer the [www.dogs-directory.co.uk](http://www.dogs-directory.co.uk), our highly successful online directory giving you wide internet exposure at great prices.

#### The Dog Directory Home Page



#### Extended Web Advertising



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**FAX BACK TO HAQ Publishing Limited ON 01582 459 776**

<b>FROM (your name)</b>		
Your company		
Your address		
Your Tel		
Your Fax		
Your web address (URL)		http://www.
Your email		
Your classified category		
Type	Directory Price (mono)	Directory Price (colour)
<b>CLASSIFIED AND WEB SITE ADVERTISEMENTS (A5 Directories)</b>		
<b>BOLD</b> entry	£45.00	-
Boxed <b>BOLD</b> entry	£55.00	-
Boxed <b>BOLD</b> 15 word profile	£60.00	-
Boxed <b>BOLD</b> 15 word Profile with Logo		£75.00
Classified (24mmx65mm width)		£85.00
Eighth Page (49mmx65mm width)		£155.00
Quarter Page (97mmx65mm width)		£300.00
Half Page (97mmx133mm width)		£475.00
Full Page (197mmx133mm width)		£900.00
Double page spread		POA
Inside front cover / Back cover / Inside back cover		POA
<b>Web Directory</b> Section (Front of the A5 directory)	Classified web banner (24mmx65mm width)	£80.00
<b>WEB ADVERTISING</b>		
<b>GOLD PACKAGE</b> – Up to 25 classified headings, National coverage across all counties, 150 word company profile, Company logo image, display advertisement image, hyperlink, guaranteed first page position on the web site, Full access key (to edit / add or change your details adverts at any time during the year).		£350.00
<b>SILVER PACKAGE</b> - Up to 5 classified headings, coverage across 3 towns, 60 word company profile, Company logo image, display advertisement image, hyperlink, Full access key (to edit / add or change your details adverts at any time during the year).		£250.00
<b>ENTRY LEVEL PLUS PACKAGE</b> - 1 classified heading, coverage across 1 town, hyperlink, 30 word company profile, Display advert		£105.00
<b>WEB CLASSIFIED BANNER</b> – Advert at the top of 1 classified heading.		- 6 Months £350.00
<b>WEB TOWN BANNER</b> – Advert at the top of 1 town heading.		- 6 Months £350.00
<b>WEB ALL PAGES BANNER</b> – Advert displayed at the side of the website on all pages		- 6 Months £600.00
<b>WEB HOME PAGE ADVERT BANNNER</b> Advert displayed on the home page of the website		- 6 Months £600.00
(Advert sizes from (120 wide x 90 pixels)		



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