

# Advertising Rate Card 2021-22



## Way More Than Banner Advertising!

In addition to banners we offer amazing message board announcements to thousands, display ads in our popular online magazine (28,000 circulation), GroomerTALK radio appearances, email blasts to tens of thousands of groomers and a free GroomWise.com blog for your company.

Let us make this simple for you. Let us develop a custom proposal for you across our several websites. We can provide you with a written quote with links to easily click and see where we propose your banners would be. It's very helpful to share our proposal with others. Simply select an annual spending range from Gold Plus to Diamond Level in chart below.

*Remember, Platinum Plus and higher ranked sponsors get **FREE** display ads in PetGroomer.com Magazine with 28,000+ subscribers.*

We base quotes on the nature and volume of advertising to reach your goals. Call 800-556-5131 to ask for a quote, or [contact@petgroomer.com](mailto:contact@petgroomer.com). Webmaster, Stephen

**We have special discounts for groomer recruiters and educational services. Ask about first time advertiser discounts too.**

### Advertising Rates – 6 months minimum for Platinum Plus and Diamond

Starting at \$1 a day. Installment plans often available. Ask about specials. No setup fees. No banner artist? We can make basic banners for you at no charge. Individual quotes available.

Gold Plus Level	Platinum Plus Entry	Platinum Plus	Diamond Level
\$1 a day / \$365 Year	\$750 Year	\$1,200 to \$3,500 Year	\$7,500 Year \$3,750 6 months

### Measuring Our Web Traffic: IMPORTANT – We Are 7 Websites and a Magazine

It is critical to remember that PetGroomer.com is many web sites, and the Home site at [www.petgroomer.com](http://www.petgroomer.com) is primarily a portal today. Total traffic must be compiled from all sites.

[www.petgroomerforums.com](http://www.petgroomerforums.com) (New record traffic! Most users ever online simultaneously was 17,833 at 09:43 AM on 10-25-19.)

[www.petgroomerads.com](http://www.petgroomerads.com)

[www.groomerads.com](http://www.groomerads.com)

[www.groomwise.com](http://www.groomwise.com)

[www.petgroomermagazine.com](http://www.petgroomermagazine.com)

[www.findagroomer.com](http://www.findagroomer.com).

# Special Advertising Programs

## Email Blasts to Thousands

Once a month we collect fresh industry news from our participating sponsors and compile a fun and informative email blast. As a sponsor you can help us with input. Perhaps you are offering something new and need the world out. This is perfect.

## Groomer Recruitment in the PetGroomer.com Classifieds Since 1997

[www.petgroomerads.com](http://www.petgroomerads.com) and [www.groomerads.com](http://www.groomerads.com) (responsive format site)

Since 1997 we have been the #1 place for grooming help wanted service independent groomers looking for staff to the most major names of retail stores with grooming. Anyone with 5 or more locations CANNOT place free help wanted ads. If you are a small chain that only needs to place 25 or less ads per year, ask about our low cost fee to allow you to place your ads. Rates are normally under \$99 a year and we create a very easy form to request ads in a just a couple minutes. Most of our other recruiters are Platinum Plus Level or Diamond Level sponsors. Call Stephen at 800-556-5131 for a quote and special assistance. Rates are as low as \$599 year and you get some great benefits to make your ads stand out. As you can see quite a few recruiters are active now, get the best placements now, and as long as you renew on time in the future you retain them.

## On-site Schools of Pet Grooming

PetGroomer.com has special web pages only for on-site schools. We have multiple Pet Grooming School Directories. Sponsors in these sections get to really dress up their listings including any YouTube videos they made, or JPG photos of their facilities. First time sponsors can ask about a special rates. Most of our schools are now Platinum Plus or Diamond but we do offer educational discounts, and first year advertising discounts. Call Stephen at 800-556-5131 for assistance and a special quote. Here is a link for one of our School Directories. <http://petgroomer.com/schools/>

## Home Study Pet Grooming

PetGroomer.com has special web pages only for home study alternatives and not on grooming school-related web pages. We get very strong traffic from search engine requests by career seekers. Most of our schools are now Platinum Plus or Diamond but we do offer educational discounts, and first year advertising discounts. However, you can start out at our simple \$1 a day program at first. Call Stephen at 800-556-5131 for assistance and a special quote. Here is a link for one of our School Directories. <http://petgroomer.com/schools/>

## Mobile Grooming Conversion Companies

PetGroomer.com has a special plan to locate your banner ads where mobile grooming visitors are likely to go. You definitely HAVE to be in the wildly popular Mobile Grooming Classified Ads, New and Used. Let us know you are mobile-related and we can show you the territories where your ads will go. Special discounts may be available. Call Stephen at 800-556-5131 for assistance and a special quote. If you take trade-ins and need to sell them, you get special pricing as a sponsor to sell them in the Internet's number one place to sell used mobile.

## Not Sure Where Your Product or Service Would Fit at PetGroomer.com?

We have special placements for groomer software, insurance, sharpening and you name it. Any kind of grooming product is easy for us to place. But maybe you have something different, no problem. We will ask you to describe your product and service and let us provide you with a strategy. Call Stephen at 800-556-5131 for assistance and a special quote.

Let us make this easy. Contact us for a tour of PetGroomer.com while we are both online and connected by phone. Send us your questions by email to [findagroomer@earthlink.net](mailto:findagroomer@earthlink.net), or call 800-556-5131 or outside US 360-446-5348. We've been

helping vendors for over 20 years at PetGroomer.com meeting their marketing goals. No wonder so many of our advertisers have been with us 10 to 20 years EVERY DAY!

## Thank You for Considering PetGroomer.com Since 1997



### Members of the Grooming Industry Since 1961

Our founder established one of the world's largest and most profitable grooming businesses in 1961. After retiring from grooming services, she wrote the classic book that sold over 30,000 copies, From Problems to Profits in Pet Grooming, and today is part of Grooming Business in a Box®. We debuted PetGroomer.com in 1997 and continue to operate as grooming industry consultants with over 56 years of industry experience.

### Freebies for All Sponsors

Who has the most popular Blogs in grooming. We do at [www.groomwise.com](http://www.groomwise.com). Sponsors have the option for a free blog. Would you like to appear on GroomerTALK Radio? Our sponsors do and reach thousands. We archive most shows for years. [www.petgroomer.com/radio/](http://www.petgroomer.com/radio/). Did you know we are always offering contests in our Community with tons of bonus advertising when you donate something as a prize. It's a great tradition and brings us more and more traffic. Unlike just banner advertising, or display ads in our magazines, you can get involved in many ways with our activities at no further charge to you.

### Measuring Our Web Traffic

It is critical to remember that PetGroomer.com is many web sites, and the Home site at [www.petgroomer.com](http://www.petgroomer.com) is primarily a portal today. Our sites include. [www.petgroomerforums.com](http://www.petgroomerforums.com), [www.petgroomerads.com](http://www.petgroomerads.com), [www.groomerads.com](http://www.groomerads.com), [www.groomwise.com](http://www.groomwise.com), [www.driventogroom.com](http://www.driventogroom.com) and [www.petgroomermagazine.com](http://www.petgroomermagazine.com) and [www.findagroomer.com](http://www.findagroomer.com). Traffic and pageview statistics must be compiled from all sites and not [www.petgroomer.com](http://www.petgroomer.com) alone (primarily a portal site today).

Our total pageviews for all sites is always in excess of 500,000 monthly and sometimes much higher. Unique visitors easily exceeds 20,000 and sometimes more.

### Email Blasts

With over 40,000 email addresses of our visitors, members and participants including career seekers, we occasionally blast our emails about special events and always when we publish a new issue of PetGroomer.com eMagazine. It is one of the largest email lists for the industry (not available for rental per our privacy policy).

[GroomerTALK Community](#) has 25,000 registered members and allows unlimited numbers of guests as well. We have an email list of all members (we do not rent the list as required by our privacy policy).

Pageviews range from the low to medium hundreds of thousands per month. Remember, many members can subscribe to responses to discussions by email without creating new pageview statistics. Therefore pageview alone statistics do not give the whole picture.

PetGroomer.com eMagazine has over 28,000 subscribers, and groomers and career seekers. An average of 7,000 more copies are downloaded by nonsubscribers per issue. Issues for the past 7 years (as of 2018) are still available for download. **Display ads are FREE for Platinum Plus and Diamond Level sponsors.** Is there any other online or print grooming publication with FREE advertising to so many readers?

Want a FREE GROOMWISE BLOG? Yes. [www.groomwise.com](http://www.groomwise.com) is a leading collection of blogs and any sponsor can have one FREE? The most popular independent blogs average 310 visits a day based on 2017 statistics. **GroomerTALK Radio** offers you the chance to come on our radio show and talk grooming and include some promotion of your services and products. It's free for sponsors. Shows are recorded and archived for several years.

Be on GroomerTALK Radio! Over 600,000 shows have been listened to on demand from our archives.

### **Tracking and Statistics**

We do not provide clickthrough stats at this time. However, many sponsors provide us with tracking code to insert into their banner links helping them to measure results on their own. If you are interested in tracking you simply need to provide us with code we can post at our websites.

Stephen, Webmaster

Find A Groomer Inc. (Established 2002, operations located in Washington state)

[contact@petgroomer.com](mailto:contact@petgroomer.com)

800-556-5131 or 360-446-5348