

PetGroomer.com Advertising Program PetGroomer.com Magazine Online <i>Our new magazine website is a must see!</i> 800-556-5131 findagroomer@earthlink.net	Gold Plus 1	Gold Plus 2	Platinum	Platinum School Special	Platinum Plus	Diamond
Premium PG.com Home Page Diamond Banner www.petgroomer.com/index3.html						✓
PetGroomer.com Magazine (formerly eGroomer) www.petgroomermagazine.com Free or low cost display ads in online magazine, and an incredible web site with articles, radio shows, lectures, school directory, products, reference material and much more. New articles weekly. A grooming site like no other for grooming. Opened May 10, 2015. ALL SPONSORS LISTED ON ALL PAGES <i>Very Mobile Friendly Site</i>	Optional \$89 per ad in download version	Optional \$89 per ad in download version	Optional \$89 per ad in download version	Optional \$89 per ad in download version	✓ Half Page Free	✓ Full Page Free
Premium Sequential Banner Display – All Pages of GroomerTALK Community www.petgroomerforums.com/chat/forum.php Each new page displayed loads a new banner sequentially selected from Diamond and Platinum Plus sponsors only. 100,000's of pages loaded monthly. <i>Very Mobile Friendly Site</i>					✓	✓
PG.com Home Page TEXT Linked to Your Site www.petgroomer.com/index3.html Note: format used on 5 other popular pages including sponsor page at new eGroomer.com, and more.	Text Link	Text Link	Text Link	Text Link	Large Text Link	DIAMOND BANNER
PG.com Classified Ads (1 banner, 1 section) www.petgroomerads.com Your Large Banner + 250 word sales message Higher the sponsorship more banners. <i>Mobile Friendly Site Coming Summer 2015</i>	✓	✓	✓	✓	✓	✓
PG.com Classified Ads Expanded Presence (extra banners in more sections of busy classifieds) www.petgroomerads.com		✓	✓		✓	✓
Industry Resources (1 banner, 1 section) www.petgroomerforums.com/chat/content.php Your Large Banner + 250 word sales message	✓	✓	✓	✓	✓	✓
Industry Resources Expanded Presence (extra banner(s) in more sections of Buyer's Guide) www.petgroomerforums.com/chat/content.php		✓	✓	School Directory	✓	✓
School Directory #2 Banner(s) www.petgroomer.com/pet_grooming_schools.htm A must for every school!				✓	✓	✓
GroomWiseSM Blogs www.groomwise.com Complimentary blog.					✓	✓
New Sponsor Announcement & Press Releases on GroomerTALKSM Message Board Frequency of announcements increases with sponsor level up to entire first year at Diamond Level.	✓	✓	✓	✓	✓	✓
Advertising Rates – 6 month minimum Starting at \$1 a day. Additional savings for making 1 annual payment may be available in Diamond class. Installments are available. Discounts for educational vendors available. Ask about specials. No setup fees.	\$250 6 mo. \$365 year Save \$135	\$375 6 mo. \$562.50 year Save \$187.50	\$250 3 mo. \$750 year Save \$200	\$250 3 mo. \$750 year Save \$750	\$900 6 mo. \$1,575 year Save \$225 Ask About Discounts	\$3,750 6 mo. \$7,500 year and up Ask About Discounts



Measuring Our Web Traffic

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

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).

Search Engine Presence

For nearly 20 years PetGroomer.com has consistently shown in Google Top 10 results for many pet groomer and pet grooming related searches. Our [GroomerTALK Community](#) is well-indexed as well with Google and other top search engines. It's near 700,000 messages/discussions makes it the largest indexed grooming community of its kind, and it is accessible with Facebook Connect too. Also the ever busy PetGroomer.com Classified Ads consistently shows up in Google Top 10 results for pet-grooming related searches.

[PetGroomer.com Classified Ads](#) is the industry's top buy and sell online site. Over 400,000 help wanted ads have been posted along with the top spot to sell grooming businesses, and new and used mobile vehicles. Over 10,000 visitors a month, and sometimes twice that, make this site busy year round. The variance in numbers relates to the help wanted traffic which surges in Spring and early Summer each year.

[GroomerTALK Community](#) has nearly 24,000 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.

On average there are over 230 members and guests at any one time on the message year round. It is very important to have a strong advertising presence at this site.



PetGroomer.com eMagazine has over 25,000 subscribers, and groomers and career seekers. An average of 7,000 more copies are downloaded by nonsubscribers per issue. Issues for the past 6 years 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 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 2016 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.

Over 600,000 shows have been listened to on demand from our archives.

Tracking and Statistics

On a calendar quarterly basis we provide banner impression 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.