

PetGroomer.com Advertising Program
Banners & Download Magazine Display Ads
800-556-5131 or
<mailto:contact@petgroomer.com>

**Gold
Plus
Level**

**Platinum
Plus
Entry Level**

**Platinum
Plus
Premium
Level**

**Diamond
Premium
Level**

Website 1: PetGroomer.com Portal 200+ Web Pages

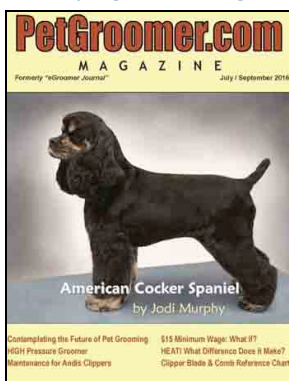
<http://www.petgroomer.com>

Right Column Text Link to Your Website on Every Page	✓	✓	✓	See below
Replace Text Link with Your Banner Above Text Links	--	--	--	✓
Grooming Products Showcase http://petgroomer.com/grooming-products-showcase/ The higher your sponsor level the more promotion in appropriate categories of products.				
Grooming Suppliers Showcase http://petgroomer.com/where-to-buy-grooming-products/ The higher your sponsor level the more promotion.				
Mobile Grooming Showcase http://petgroomer.com/mobile-grooming-showcase/ The higher your sponsor level the more promotion.	✓ Basic	✓ Good	✓ Better	✓ Best
Services for Groomers Showcase http://petgroomer.com/services-for-groomers-showcase/ The higher your sponsor level the more promotion.				
Publications for Groomers Showcase http://petgroomer.com/publications-showcase/ The higher your sponsor level the more promotion.				

Website 2: PetGroomer.com Magazine – 28,000 Subscribers

Quarterly Download eBook & Links at Magazine Website 200+ Web Pages

<http://www.petgroomermagazine.com>



Download Version of PetGroomer.com Magazine Quarterly (formerly eGroomer Magazine) www.petgroomermagazine.com Display ads in download magazine ONLY for sponsors since 2011.	Optional \$89 per ad in download version	✓ Half Page Ad	✓ Full Page Free	✓ Full Page Free Multiple Page
Right Column Text Link to Your Website on Every Web Page	✓	✓	✓	See below
Replace Text Link with Your Banner Above Text Links	--	--	--	✓

ASK ABOUT DISCOUNTS FOR GROOMER RECRUITMENT AND EDUCATIONAL ADVERTISING

PetGroomer.com Advertising Program Banners & Download Magazine Display Ads

Gold
Plus
Level

Platinum
Plus
Entry Level

Platinum
Plus
Premium
Level

Diamond
Premium
Level

Website 3: GroomerTALK Community – 25,000 Members

<http://www.petgroomerforums.com>

Your placement in this grooming Community is very important to marketing goals at PetGroomer.com.

	Gold Plus Level	Platinum Plus Entry Level	Platinum Plus Premium Level	Diamond Premium Level
Corporate Sponsor – Static Banner Display www.petgroomerforums.com Not available – contracted by Double K Industries for many years	--	--	--	--
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.	--	✓ Good	✓ Better	✓ Best Frequent
Industry Resources Buyer's Guide in GroomerTALK www.petgroomerforums.com/chat/content.php Listing and Banners for Platinum Level up	✓	✓	✓	✓
New Sponsor Announcement & Press Releases on GroomerTALKSM Message Board Frequency of announcements increases with sponsor level up to entire first year at Diamond Level. Numbers shown indicate the number of clicks by our visitors before we remove your announcement as long as your contract year has not expired.		✓ 25,000	✓ 35,000	✓ 50,000+

Website 4: Classified Ads Since 1997 – Now 2 Websites

#1 Buy & Sell Ads and 475,000+ Help Wanted Ads to Date

<http://www.petgroomerads.com> and new mobile device friendly site at <http://www.groomerads.com>

Your placement in this grooming Community is very important to marketing goals at PetGroomer.com.
New & Used Mobile, Business 4 Sale and Help Wanted Sections are World's Busiest for Groomers

PG.com Classified Ads (1 banner, 1 ad category) www.petgroomerads.com and www.groomerads.com Your Banner + 250 word sales message Higher the sponsorship more banners.	✓	✓ Good	✓ Better	✓ Best
PG.com Classified Ads Expanded Ad Categories You get extra banners in more categories of ads and more dress up of your ads too. The higher your sponsorship level, the more categories and graphic presence. Diamond includes rotating Diamond banners on all pages at the new www.groomerads.com website. www.petgroomerads.com . Platinum Plus and Diamond also includes your PetGroomer.com Magazine display ad inside your classified ad.		✓ Good	✓ Better	✓ ALL PAGES

Advertising Rates

Let us make this simple. 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.

For Platinum Plus & Diamond this is essential. We base quotes on the nature and volume of advertising to reach your goals. Call 800-556-5131 to ask for a quote, or findagroomer@earthlink.net. Attn: Stephen.

We have special discounts for groomer recruiters and educational services.

Advertising Rates – 6 month minimum 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 \$365/year	PLATINUM PLUS ENTRY LEVEL \$750/year	PLATINUM PLUS PREMIUM LEVEL As low as \$1,200/year. Top range is \$3,200/year	DIAMOND LEVEL \$3,250 6 mos and up prior any discounts.
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Measuring Our Web Traffic: IMPORTANT – We Are Several Websites and a Magazine

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.groomerads.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 site today).

AMAZING NEWS!

Guaranteed 25,000, 35,000 or 50,000+ Clicks Program

At www.petgroomerforums.com we display your sequential banner and something very special called "Announcements." When you first sign up with us you get an Announcement which thousands and thousands of visitors can click in many places on the board.

During your contract period, depending upon your sponsor level your announcement will enjoy 25,000 to over 50,000 clicks before we remove. Some have gotten 95,000 clicks in just 6 months. Nowhere else in the grooming industry is there such a deal for you. Some annual ones have gotten 125,000 clicks. There is a click counter on every announcement that you can monitor. It's amazing exposure only at PetGroomer.com.

We are also giving new Announcements for annual renewals now!

Special Advertising Programs

Groomer Recruitment in the PetGroomer.com Classifieds Since 1997

www.petgroomerads.com

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 \$750 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, 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. 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/. 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 is primarily a portal today. Our sites include. www.petgroomerforums.com, www.petgroomerads.com, www.groomerads.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 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).

Search Engine Presence

For 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 475,000 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. The ads now at 2 websites www.petgroomerads.com and www.groomerads.com which is very mobile device friendly site.

[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.

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 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 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.

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

Tracking and Statistics

Announcements described above have a live counter you can track. 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

800-556-5131 or 360-446-5348