

NAPPS Corporate Membership Opportunities





What Can NAPPS Do For You?

ABOUT NAPPS

NAPPS is the only national nonprofit association dedicated to providing support and service to more than 2,000 professional pet sitters nationwide and their more than 200,000 clients. NAPPS serves as a major resource for pet parents seeking or using professional pet sitters.

WORKING WITH NAPPS

NAPPS will help you design an effective marketing program tailored to your needs. A NAPPS representative will work closely with you throughout the year to address your marketing needs.

To learn how your company and NAPPS can develop a specific marketing effort to meet your needs, please contact Steve Milano, NAPPS Director of Corporate Development, today, to begin evaluating the benefit of working with NAPPS in marketing your products or services to professional pet sitters and their pet parent clients.

Steve Milano

NAPPS Director of Corporate Development

404-969-1400

napps.milano@gmail.com

NAPPS





Platinum Partner - \$2,000

- Opportunity to use the phrase, "Official Partner of the National Association of Professional Pet Sitters" and NAPPS logo in your marketing materials*
- 1/2 page B&W ad in each issue of *Professional Pet Sitter* magazine
- Booth at Annual Conference
- Eight banner ads on NAPPS website pages
- *Professional Pet Sitter* mailing insert (you bear cost of polybag, tip-in or blow-in)
- Exposure on NAPPS Facebook page
- Exposure on NAPPS Twitter program
- Listing in Tools You Can Use directory on www.petsitters.org
- Direct mail program (use of NAPPS membership list for your mailing)
- E-mail program (we send one blast e-mail to NAPPS membership on your behalf)
- Inclusion on Partner Page in one issue of *Professional Pet Sitter* magazine
- Educational, non-promotional article in *Professional Pet Sitter* magazine, with company information
- Co-sponsorship at annual conference of continental breakfast or refreshment break
- Co-sponsorship of a speaker/topic at the NAPPS annual conference
- Marketing materials in annual conference welcome bags
- Full-page B&W ad in annual conference program book

A la carte value = \$7,670.00

- ☐ **Member agrees to purchase a platinum level partnership offered by NAPPS for dues of Two Thousand Dollars (\$2,000.00) Member will receive all benefits above.**

Signature: _____

Date: _____

Gold Partner - \$1,000

- Opportunity to use the phrase, "Official Partner of the National Association of Professional Pet Sitters" and NAPPS logo in your marketing materials* in your marketing materials*
- 1/4-page B&W ad in each issue of *Professional Pet Sitter* magazine
- 4 banner ads on NAPPS website pages (two on public pages, 2 on Members Area pages)
- Listing in Tools You Can Use directory on www.petsitters.org
- Marketing materials in annual conference welcome bags
- 1/4-page B&W ad in annual conference program book
- Direct mail program at 50% discount (use of NAPPS membership list for your mailing).
- E-mail program at 50% discount
- *Professional Pet Sitter* magazine mailing insert at 50% discount (you bear the cost of polybag, tip-in or blow-in)

A la carte value = \$3,900.00

- ☐ **Member agrees to purchase a gold level partnership offered by NAPPS for dues of One Thousand Dollars (\$1,000.00) Member will receive all benefits above.**

Signature: _____

Date: _____

*All use of the NAPPS name and logo in company marketing must be approved, in writing, by NAPPS, prior to use.



Additional Marketing Opportunities

Booth at NAPPS Annual Conference - \$500

The NAPPS Annual Conference offers an array of seminars, networking opportunities and a trade show. The Conference provides seminars on business and animal-handling skills, while the trade show spotlights the latest products and services.

Visit www.petsitters.org for more information about our annual conference.

Banner ad on NAPPS Web site - \$500

NAPPS will work with you to place your banner for the best placement that gets and keep your message in front of professional pet sitters and pet parents year-round. The NAPPS Web site www.petsitters.org not only provides valuable information for NAPPS members, but for pet parents and pet sitters across the U.S. who have not yet joined NAPPS.

Direct mail program - \$500

Provide your marketing materials directly to more than 2,000 professional pet sitters on your behalf. You supply the materials and postage fee and NAPPS will conduct the mailing from its mailing house.

Blast e-mail program - \$500

Include your message about your products or services in the bi-monthly NAPPS branded broadcast emails received by all NAPPS members.

Sponsorship of Pet Parent News (quarterly e-zine) - \$500

Included in NAPPS membership is the ability for members to create and send a personalized e-mail newsletter, e-zine, about pet care issues. Each e-zine includes ad pages providing you with the opportunity to market your product and services to pet sitters and the pet parent clients they serve.

Tools You Can Use (Web site) directory listing and link - \$500

Promote your products and services to professional pet sitters and pet parents alike in this online guide.

Advertising in Professional Pet Sitter (see rate card)

Professional Pet Sitter is the magazine for, by and about professional pet sitters. Columns, departments and features include: Alternative Medicine, Conventional Medicine, Business, Tips of the Trade, Legislative News, Member Spotlight and Pet Sitter Safety. The magazine is mailed to the more than 2,000 NAPPS members and select pet care industry leaders.

Professional Pet Sitter mailing insert - \$250 (formerly NAPPS Network)

As a benefit of membership, members receive quarterly issues of *Professional Pet Sitter*. PPS provides members with updated information about business and pet care knowledge. Be included in the *PPS Partner Guide* and promote your programs and services.

Sponsorship of monthly mentoring teleconference - \$100

Earn affinity with new pet sitters which will last throughout their careers! Each month, NAPPS offers new members a free teleconference on business topics important to the professional pet sitters. Topics frequently covered are marketing, legal, insurance and accounting issues. As a sponsor of the teleconference, your company's name will be included in all teleconference notifications and referenced on the teleconference.

NAPPS Annual Conference

Each year, more than 100 professional pet sitters gather from across the country to attend informative seminars, network with peers and see the latest products and services in the pet care industry.

Our trade show and promotions are designed to maximize your exposure with the pet sitters in attendance.

Increase your contact with these pet sitters by sponsoring a portion of the NAPPS Annual Conference!*

- Co-Sponsorship of welcome dinner - \$1,000
- Co-Sponsorship of Saturday night dinner - \$1,000
- Sponsorship with your company logo on welcome bags - \$250
- Co-Sponsorship of a speaker/topic at the NAPPS annual conference - \$250
- Sponsorship with your company logo on badge or badge lanyards - \$250
- Sponsorship of continental breakfast (2) - \$250
- Sponsorship of refreshment break (2) - \$250
- Marketing materials in welcome bags - \$100
- Ad in program book - \$250

*Sponsoring companies will be promoted on Web site, conference signage and program book.

Professional Pet Sitter

publication of NAPPS, the authority in professional pet sitting

Summer 2010

Volume 20 • Number 2

An Old Dog
Learns New Tricks
NAPPS Member Profile

Summer & Senior Pets

Cognitive
Dysfunction
Syndrome

A Statistical Journey
Through your
Business





The Professional Pet Sitter

ADVERTISING RATES, DEADLINES, ARTWORK AND PAYMENT POLICIES

AD DEADLINES

Issue Date	Ad Closing Date
January	November 1
April	February 1
July	May 1
October	August 1

CREDIT AND PAYMENT REQUIREMENTS

1. Payment terms are net 10 days from invoice date.
2. All advertisers must make payments to NAPPS in U.S. currency. Payments in foreign currency will not be accepted.
3. Rates are subject to change without notice.
4. Frequency discounts are earned only by written agreement in advance of the first issue's placement. A signed contract/agreement ensures the advertiser is billed the earned frequency rate based on current advertising rates.
5. Advertisers will be pro-rated if, within a 12-month period from the date of the first insertion, they have not earned the frequency to which they committed in the Advertising Agreement. (Ex. A 4X frequency ad cancelled after the 3X will be billed at the 2x rate for all three insertions.)
6. Previous ads will be repeated unless a written change order to pick up different art, or new art, is received by the art deadline for the issue involved.
7. Materials coming from an outside source or other publication are the responsibility of the advertiser.

CANCELLATION POLICY

All cancellations must be in writing to:

NAPPS Professional Pet Sitter, 15000 Commerce Parkway, Suite C, Mt. Laurel, NJ 08054.

No cancellations will be accepted after the closing date for space reservation as specified on the current rate card. After the closing date, ads will be billed, in full, for space reserved, whether or not artwork has been submitted for the ad. NAPPS reserves the right to change credit and payment terms as necessary.

SEND SPACE ORDERS, ART MATERIALS AND PAYMENT TO:

Steve Milano, NAPPS Director of Corporate Development
Professional Pet Sitter
110 Roswell Farms Lane
Roswell, GA 30075
Phone: 404-969-1400 • E-mail: napps.milano@gmail.com

AD SIZES AND DIMENSIONS

UNIT	Width	Depth
1 page	7"	10"
2/3 page	4-9/16"	10"
1/2 page island	4-9/16"	7-3/8"
1/2 page	4-9/16"	7-3/8"
1/2 page	7"	4-7/8"
1/3 page	2-3/16"	10"
1/3 page	4-9/16"	4-7/8"
1/4 page	4-9/16"	3-5/8"
1/6 page	2-3/16"	3-5/8"

ADVERTISING RATES

UNIT	1X	2X	4X
4-COLOR ONLY			
Inside Front Cover	\$650	\$625	\$600
Inside Back Cover	\$650	\$625	\$600
Back Cover	\$750	\$725	\$700
BLACK & WHITE ONLY			
Inside Full Page	\$395	\$365	\$340
2/3 Page	\$315	\$290	\$260
1/2 Page island	\$275	\$255	\$230
1/2 Page	\$240	\$220	\$205
1/3 Page	\$175	\$160	\$145
1/4 Page	\$145	\$135	\$125
1/6 Page	\$100	\$ 95	\$ 90
Classified Advertising	25 words - \$35. Each additional word \$1.40.		

HOW ARTWORK MAY BE SUBMITTED

Electronic Acceptable Media:

- 100 MB • CD ROM

Created in:

- QuarkXpress® • AdobePhotoshop® • Adobe Illustrator®

All files under 3MB (compressed/stuffed) may be e-mailed to flembesis@ahint.com. All stuffed or compressed files must be self-extracting.

The following information must accompany your file:

- A print out of file (100% of ad size)
- Color separations for ad
- All screens and printer fonts used in document and/or art
- All photo and art files
- Contact person and phone number

UNACCEPTABLE ARTWORK

Ads that require reversing, outlining, screening, enlarging, reducing or positioning are not finished art.



Magazine Advertising Agreement

Name of Company: _____

Name of Advertising Contact: _____

Address: _____

City/State/Zip: _____

Telephone: _____ Fax: _____

ADVERTISEMENT SIZE:

	1X	2X	4X
4-COLOR ONLY			
Inside Front Cover	\$650	\$625	\$600
Inside Back Cover	\$650	\$625	\$600
Back Cover	\$750	\$725	\$700
BLACK & WHITE ONLY			
Inside Full Page	\$395	\$365	\$340
2/3 Page	\$315	\$290	\$260
1/2 Page island	\$275	\$255	\$230
1/2 Page	\$240	\$220	\$205
1/3 Page	\$175	\$160	\$145
1/4 Page	\$145	\$135	\$125
1/6 Page	\$100	\$ 95	\$ 90

Indicate which issue(s) in which the advertisement is to appear:

DEADLINE

____ January November 1
____ April February 1
____ July May 1
____ October August 1

ADVERTISEMENT INFORMATION

Ad Size/Position: _____

TOTAL PAYMENT DUE: \$ _____

PAYMENT INFORMATION

Send payment—along with art materials to the following address:

NAPPS, 15000 Commerce Pkwy., Suite C, Mt. Laurel, NJ 08054

Phone: 856-439-0324 Fax: 856-439-0525 E-mail: napps@ahint.com

Check method of payment: _____ Check made payable to NAPPS, or

_____ Credit Card (check one): ☐ AMEX ☐ VISA ☐ MC

Account Number: _____

Expiration Date: _____

Name on Card: _____

Signature: _____

