



# *Advertising Opportunities*

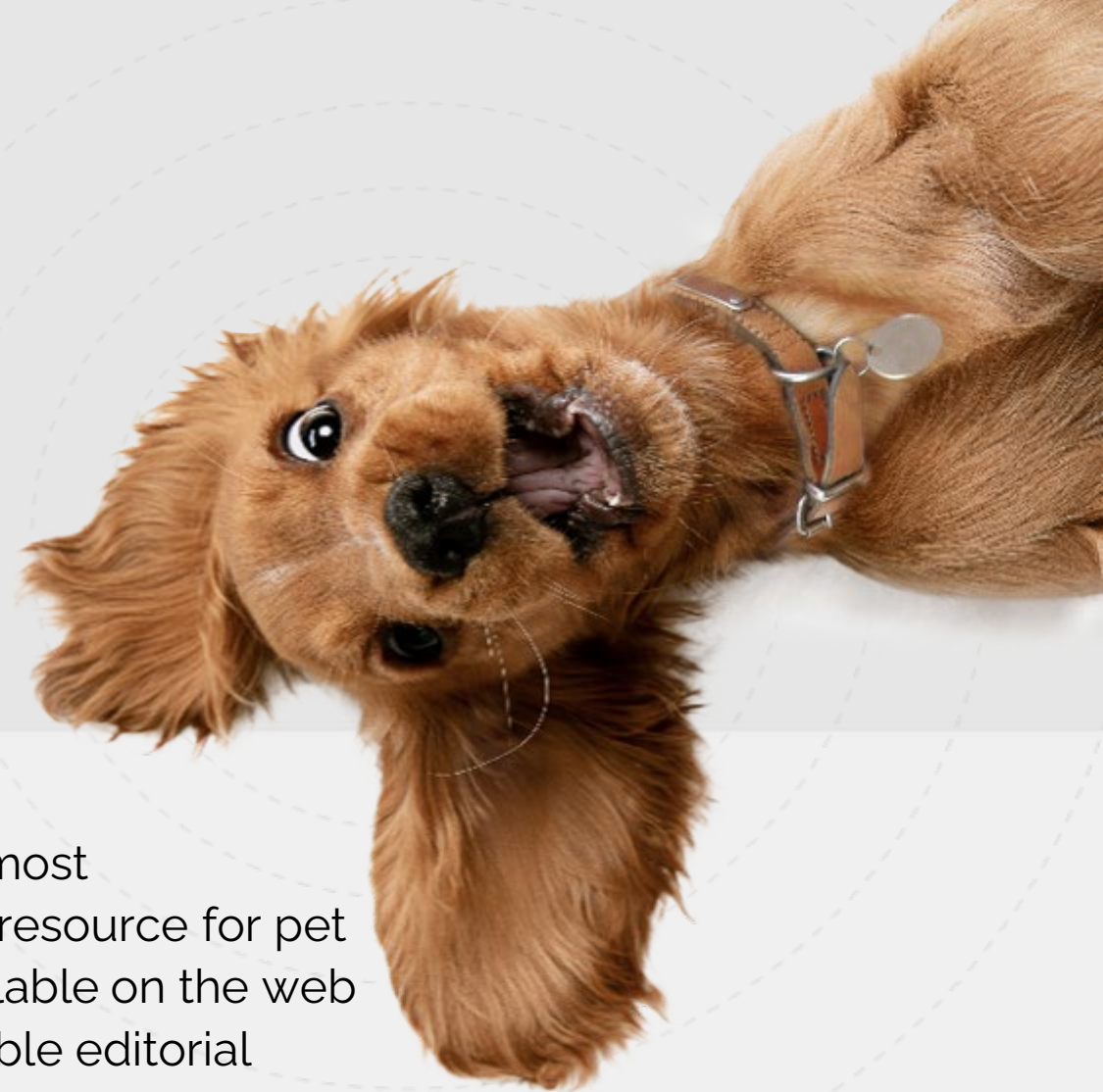
**By Vets. For Pets.**



# About PetPlace

**Founded by a veterinarian, PetPlace was created with pet parents in mind.** PetPlace is the #1 website for pet lovers, helping pet parents improve their pet's well-being through vet-sourced articles, tips from experts, and advice about the best products for pets. PetPlace allows pet enthusiasts to stay up to date on all things pet: tips, current events, research studies, how-tos, and trends.

PetPlace is the most comprehensive resource for pet information available on the web – from our credible editorial team of veterinarians, veterinary technicians, and specialized authors who want to better the lives of pets and pet parents everywhere.

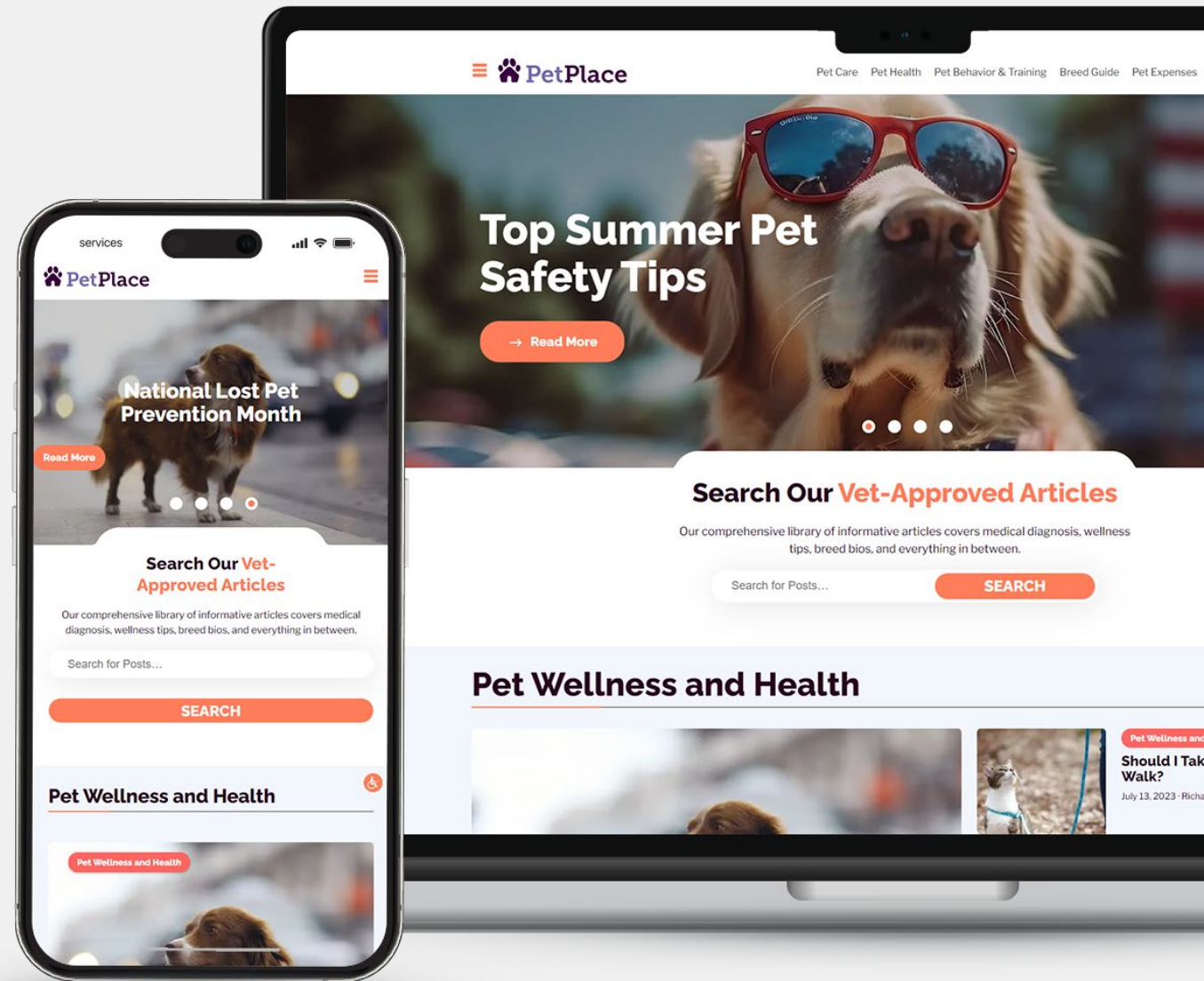


# Our Community Is A Gateway to Pet Parents

The most comprehensive resource for pet information available on the web.

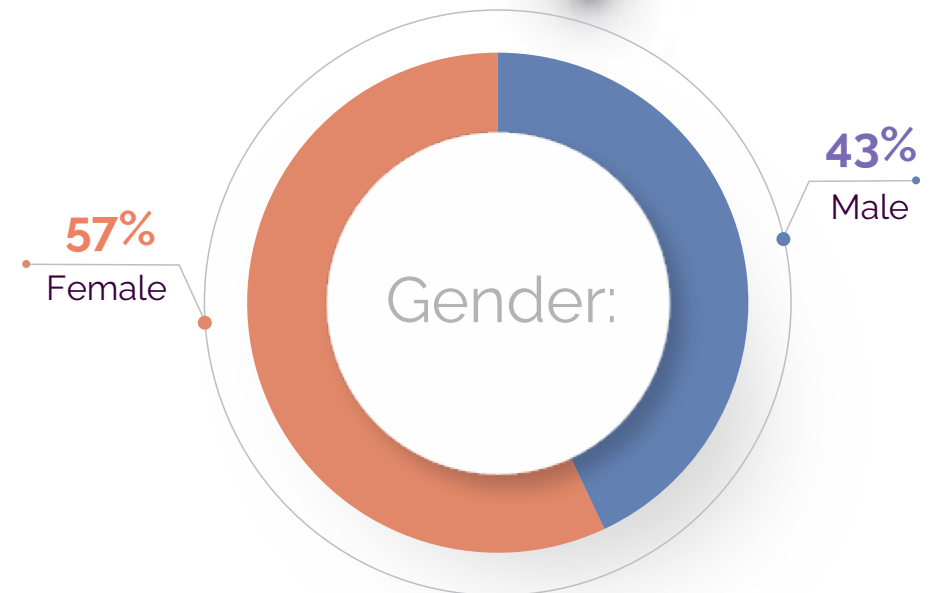
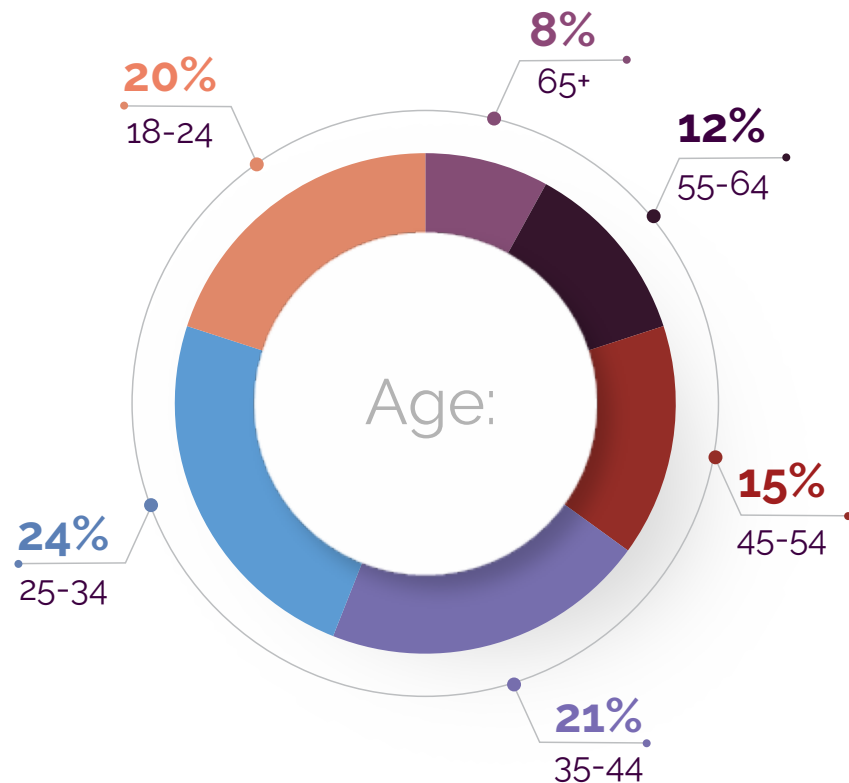
**905K**  
average page  
views per month

**1.1 pages**  
per session



# Meet Our Audience

We have a very engaged audience that touches every age group, economic bracket, and gender. They're as diverse as the pets that they love!





# Partnership At-A-Glance

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Our brand partnerships provide businesses with the opportunity to position themselves as thought leaders, innovators, experts, and go-to resources for our diverse audience of pet parents.

Together, we can craft thoughtful, engaging content that captures our audience's attention and gains you new followers.

## Content Publishing

Sponsor content on our site and lend your expertise to an article that will be seen by your target demographic.

## E-newsletter

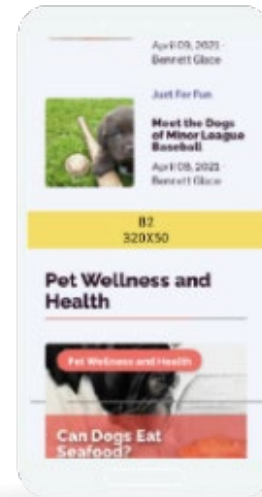
Advertise in our newsletters or in a dedicated email and promote your business to our audience of opt-in subscribers to expand your brand awareness.

## Online Advertising

Advertise either on our website via content or display ads or to our opt-in subscribers and promote your business to our highly targeted pet parent audience.

# Mobile and Desktop Banner Sizes

Name, Size (Px) and Global Frequency Weight Example.  
Other ad units, including video, accepted upon request.



**Mobile Leaderboard**

**320X50**

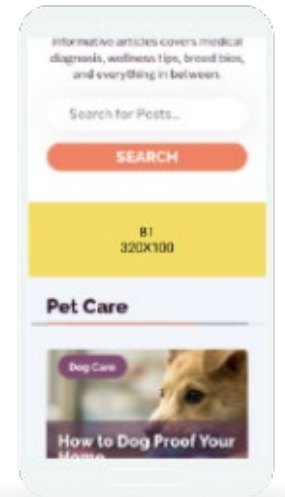
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**Mobile Full Page Flex**

**320X320**

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**Large Mobile Banner**

**320X100**

<150kb



**Billboard**

**970X250**

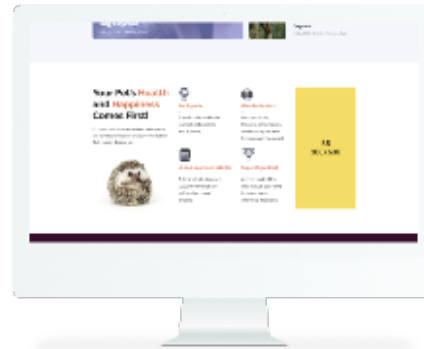
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**Leaderboard**

**728X90**

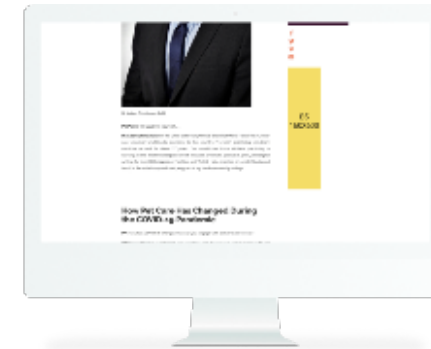
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**Half Page**

**300X600**

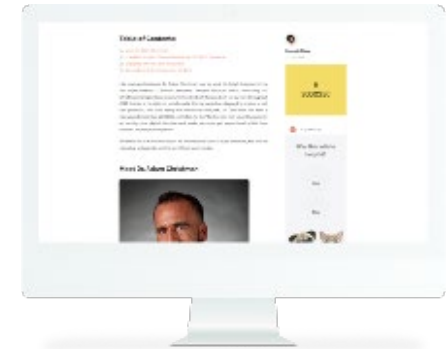
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**Wide Skyscraper**

**160X600**

<150kb



**Medium Rectangle**

**300X250**

<150kb



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

**We'd love to work with you!**



Contact ***kathy.gordon@petplace.com***  
to start the conversation.

