



NAPPS

**National Association of
Professional Pet Sitters®**

*The Authority in
Professional Pet Sitting*



**CORPORATE MEMBERSHIP, ADVERTISING AND
MARKETING OPPORTUNITIES**



Influencing the PAWsibilities

www.petsitters.org





NAPPS

About NAPPS

The National Association of Professional Pet Sitters® (NAPPS) is the only national non-profit Association dedicated to providing support and service to more than 1,200 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.

Our Mission

The only national, non-profit, professional pet sitting association dedicated to raising and abiding by industry standards. We support members with education, certification and the resources to operate successful businesses. Our community welcomes pet sitters and pet parents.

The NAPPS Promise

NAPPS operates under strict criteria when evaluating the types of products and services approved for promotion through the Association's marketing channels and in-person events. Given today's pet sitters are educators and strong influencers over the purchasing decisions being made by their clients (the pet parents), and they are often being introduced to new products and services through the NAPPS network, it's critical that NAPPS is viewed as being a trusted source. NAPPS promises to only partner and collaborate with organizations who promote healthy and safe pet products and services, aligning with NAPPS mission and value proposition for what is deemed "pet friendly" by NAPPS standards.

Professional Pet Sitting On the Rise

For many years, pet parents faced a dilemma when they had to be away from home. Limited care options were available. One choice was boarding at a kennel or vet. Another was turning to family, friends, neighbors or a professional boarder. But these solutions were seldom ideal. A new alternative has changed all that. Today, pet sitters - professional pet caregivers - look after an animal or animals, at home, while their owner is away. Pet sitting has taken the anxiety out of leaving a pet behind, which is why it is one of the nation's fastest growing industries and occupations.



did you know?

Private dog sitting is a **\$2.5 billion** industry just in the U.S. alone!*



Member Testimonials

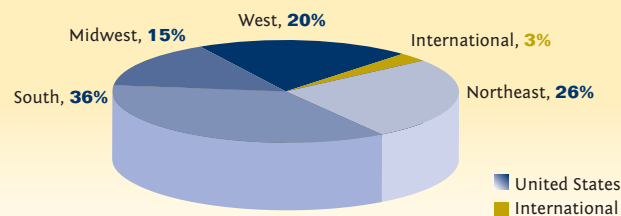
"I've learned and continue to learn, the best ways to run a pet sitting business: from legal to financial to marketing to client interaction. NAPPS gives me endless insights into animal behavior, care and emergency response to help me instill confidence and trust in clients."

" NAPPS provides me a wealth of knowledge and guidance in pet sitting as a profession from animal care to the business end, and lends credibility to my business as a supported and respected member of a prestigious national organization."

Industry Categories of Interest

- Behavioral Solutions
- Business Solutions for Pet Sitters; Marketing, Insurance, Legal, Finance, Technology
- Equipment, Pet Toys and Accessories
- Exercise
- Grooming
- Healthcare Products and Services
- First Aid and CPR for Pets
- Hygiene
- Manufacturers; Pet Care Products
- Feeding and Nutrition
- Pet Locators, Monitoring and Tracking Systems and Devices
- Pet Safety
- Retailers; Local and National
- Training and Obedience
- Travel and Transportation of Pets

Member Demographics



FINAL EDITION *The Times* **EXTRA! EXTRA!**

NAPPS MAKING HEADLINES

Over the past two years, NAPPS has been featured in the following publications as being the authority in professional pet sitting:

BellaDOG DOGFANCY
 dogtipper.com eHow msnbc.com
 npr naturaldog Newsday
 Patch THE DAILY CAT
 The New York Times The Parent Paper urban2dog
 U.S. News





NAPPS Corporate Member and Advertiser History

1-800-Help-4-Pets

Animal Behavior College

Acutraq

Betta Walka

Bluewave, Inc.

Business Insurers of the Carolinas

Central Life Sciences / Comfort Zone Complete

Natural Nutrition

DogTec

DOGTV

FetchDog

FetchFind

Go Pet Go, LLC.

Hireology

IPetTime Inc

LegalShield

Payscape

Pet Hub

Pet King Brands

Networks

PhoneValley US

Power Pet Sitter

Solvit Products, LP

The Dialogue Company

Time To Pet

Trimline Manufacturing Co. Inc

Urine Off By Bio-Pro Research

Vetericyn



did you know?

Pet sitters do more than just provide in home care for your two and four-legged friends. These professionals will keep a close eye on your home and even complete small household tasks, leaving you with **peace of mind** while you are away.



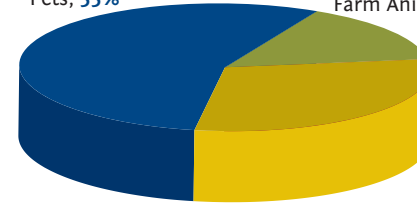
Client Types



Domestic Animals and Pets, 55%

Farm Animals, 15%

Exotic Pets, 30%



The NAPPS Reach

By targeting NAPPS' 2,000 Pet Sitters, your company's message and product has a potential to reach more than 200,000 pet parents, nationwide

NAPPS arms its constituency with the latest advancements and best practices in animal care through a variety of educational channels such as the Annual Conference, *Professional Pet Sitter Magazine*, NAPPS University, the web site and eNewsletter



Today's pet sitters are extremely so sophisticated and knowledgeable regarding an array of topics such as healthcare, proper nutrition, grooming, equipment, etc. and, aim to educate pet parents on better care for their animals

Pet sitters are significant drivers of product sales through their direct recommendations and influencing power to pet parents

NAPPS recommends the pet sitting be done in the home and/or in the place where the animal is most comfortable; therefore, the relationship that is formed between a pet sitter and their client is one of trust and mutual respect

Pet sitters are often the first-line resource for information (even before the vet) for pet owners

SAVE THE DATE!

ANNUAL CORPORATE MEMBERSHIP PACKAGES

NAPPS 2027 Conference

February 26 - February 28, 2027

Each year, 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. Join us!

Sponsorship & Marketing Opportunities:

- Tabletop Exhibit \$500
- Co-Sponsorship of Welcome Reception \$1,000
- Exclusive Sponsorship of Welcome Bags PLUS one (1) Insert \$1,000
 - Exclusive Sponsorship of Lanyards \$1,000
 - Co-Sponsorship of Beverage Service \$300
 - Co-Sponsorship of Snack Service \$200
- Exclusive Sponsorship of Buffet Lunch \$2,000
 - Welcome Bag Insert \$250
- Product Distribution and/or Attendee Gifts \$500
 - Seat Drop \$250

Diamond ~ \$2000

- Conference Sponsorship
- Advertising in Professional Pet Sitter Magazine (IFC 2x)
- Listing in the Benefits & Discounts Page
- eNewsletter Advertising (3 months - 6 issues)
- Monthly Mentoring Webinar (1 month)
- Blog Post (quarterly)

Platinum ~ \$1250

- Conference Sponsorship
- Advertising in Professional Pet Sitter Magazine (Full Page 2x B&W)
- Listing & Link in the Benefits & Discounts Page
- Blog Post (x2)

Gold ~ \$750

- Advertising in Professional Pet Sitter Magazine (1/2 Page B&W)
- Listing & Link in Tools You Can Use Directory

NAPPS Exclusive Website Advertising

NAPPS will work with you to get your message in front of thousands of professional pet sitters and pet owners year-round. The NAPPS website receives approximately 15,000 unique visitors per month and houses resources for members, non-members and pet parents, nationwide.

Exclusive logo and text on the NAPPS Home Page ~ \$750.00

Direct Mail Program

Partner with NAPPS on your next direct mail campaign and reach the entire membership base with your message! Let us know if you are interested in doing a basic campaign such as a postcard mailing or, something more creative and out-of-the-box! We will work with you to customize a solution that fits your needs.

All marketing materials will be co-branded by NAPPS and advertiser. Materials need to be supplied directly to NAPPS' dedicated mail house and any postage, shipping or handling charges will be the advertiser's responsibility.

eNewsletter Advertising

Include your logo, web link and 75 word company description and promotional message about your products or services in the bi-monthly NAPPS branded broadcast emails received by all NAPPS members.

- 1 month (2 issues) - \$100
- 2 months (4 issues) - \$200
- 3 months (6 issues) - \$300
- 6 months (12 issues) - \$550,
Volume discount of \$50
- 9 months (18 issues) - \$750,
Volume discount of \$150
- 12 months, Annual (24 issues) - \$950,
Volume discount of \$250

Special Add-on Opportunity Available in the NAPPS eNewsletter*:

Advertisers have the option of adding downloadable content to their ad. Some examples include: Articles, white papers, promotional offers, research reports and studies, press releases or a URL to landing page where members can register for a free sample or gift.

** Cost to be determined based on the number of months this will be featured as part of the ad.*

Advertising in *Professional Pet Sitter Magazine* (see rate card on page 7)

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.

Special Opportunities Available in *Professional Pet Sitter Magazine**:

- Educational Magazine Supplement
- Advertorials

**Cost to be determined based on the nature of the promotion and piece.*

Benefits & Discounts (Web site) Page Listing and Link

This on-line directory provides educational resources that help to improve the state of pet sitting and pet care today. Find solutions for such problems as: Transporting pets with ease, Stress-related behavior problems, Recurring ear infections, Caring for stitches from surgery, Pet urine removal, Identification of dog behavior traits, Easy client scheduling, Obedience & behavior training, Business protection with liability insurance, Itchy/Allergic skin...and many more.

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

Annual Listing and Link (12 months from the date posted) - \$500

Mentoring Monthly Webinars

Earn affinity with professional pet sitters! NAPPS offers all members the opportunity to attend and participate in free webinars on pertinent business topics important to their young and growing business. Topics frequently covered include marketing, legal, insurance and accounting issues. As a sponsor of a NAPPS Mentoring Webinars, you can position your company as a leader in this field. Webinars are held on a monthly basis.

Sponsorship includes your company's name and organizational description, logo and contact details in all notifications and promotional announcements.

Exposure and sponsorship of one(1) Webinar - \$200

Website Blog Post

Include your logo, web link and 125 word count in the website blog (shared via social media)

\$50 per blog post





PROFESSIONAL PET SITTER MAGAZINE ADVERTISING OPPORTUNITIES

Advertising Rates*

Unit	1x	2x	4x
4-COLOR ADVERTISEMENTS:			
Inside Front Cover	\$600	\$575	\$550
Inside Back Cover	\$600	\$575	\$550
Back Cover	\$700	\$675	\$650
BLACK & WHITE ADVERTISEMENTS: <i>4-color ads are available at an additional cost depending on ad size</i>			
Inside Full Page	\$345	\$315	\$295
2/3 Page	\$265	\$245	\$215
1/2 Page Island	\$225	\$205	\$175
1/2 Page Horizontal	\$185	\$165	\$150
1/3 Page	\$125	\$115	\$100
1/4 Page	\$95	\$85	\$75
1/6 Page	\$50	\$45	\$35

Advertisement Submission Deadlines:

Issue Date	Ad Closing Date
Spring: March 8	January 25
Summer: June 3	April 5
Fall: September 10	July 22
Winter: December 10	October 18

* 3x Advertising rates available upon request



Advertisement Artwork Guidelines

Electronic Acceptable Media:

✓ 100 MB ✓ CD ROM

Created in:

✓ QuarkXpress® ✓ AdobePhotoshop® ✓ Adobe Illustrator®

All files under 3MB (compressed/stuffed) may be e-mailed to cstamm@petsitters.org. 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

Please note: Ads that require reversing, outlining, screening, enlarging, reducing or positioning are not finished art and cannot be used.

Cancellation Policy

All cancellations must be made in writing to: The National Association of Professional Pet Sitters (NAPPS) • PO BOX 362 Huron, Ohio 44839

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.

Ad Sizes and Dimensions

Unit	Width	Details
Full Page, Bleed <i>(specs apply to inside front/back cover and back cover ads)</i>	8.375" x 10.875" <i>(Add .125 all sides to enable bleed; Important information should stay at least 3/16 from page/trim size)</i>	For Non-Bleed, Full Page Ads, 7.375" x 9.875"
2/3 Page	4.8472" x 9.8661"	
1/2 Page Island	4.8472" x 7.3472"	
1/2 Page Horizontal	7.3889" x 4.8333"	
1/3 Page	2.3472" x 9.8661"	
1/4 Page	4.8472" x 3.7"	
1/6 Page	2.3472" x 4.8661"	

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.





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NAPPS Corporate Membership, Advertising and Marketing Application

COMPANY NAME (AS IT SHOULD APPEAR IN PRINT) _____

KEY CONTACT NAME _____

JOB TITLE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

E-MAIL _____

Pet Sitters need TLC too. Your support goes a long way in their success and will continue to help shape the future of this growing industry.

For more information or to become a Corporate Partner, contact:

Cathleen Delaney

The National Association of Professional Pet Sitters (NAPPS)

PO Box 362 Huron, Ohio 44839

Direct: 856.793.0905

Email: cdelaney@petsitters.org

Visit Us:

www.petsitters.org

PAYMENT INFORMATION:

Please return your completed application , along with full payment information below to:

National Association of Professional Pet Sitters (NAPPS)
Attn: Cathleen Delaney
PO Box 362 Huron, Ohio 44839

PLEASE CHARGE MY

VISA MASTER CARD AMERICAN EXPRESS

NAME ON CARD _____

AMOUNT TO BE CHARGED \$ _____

ACCOUNT NUMBER _____

EXP DATE _____

SIGNATURE _____

ANNUAL CORPORATE MEMBERSHIP PACKAGES:

- DIAMOND PARTNER \$2000 GOLD PARTNER \$750
- PLATINUM PARTNER \$1250

ANNUAL CONFERENCE A LA CARTE OPPORTUNITIES:

MARKETING AND SPONSORSHIP:

- WEBINAR SPONSORSHIP \$200

GENERAL ADVERTISING:

NAPPS WEBSITE:

- ANNUAL BANNER AD
- BANNER AD FOR 9 MONTHS
- BANNER AD FOR 6 MONTHS
- BANNER AD FOR 3 MONTHS
- TOOLS YOU CAN USE DIRECTORY LISTING

MISCELLANEOUS:

- WEBINAR
- DIRECT MAIL PROGRAM

(DIRECT MAIL PROGRAM - PLEASE INDICATE):

- EDUCATIONAL SUPPLEMENT
- ADVERTORIAL

eNEWSLETTER ADVERTISING:

- 1 MONTH (2 ISSUES) \$100
- 2 MONTHS (4 ISSUES) \$200
- 3 MONTHS (6 ISSUES) \$300
- 6 MONTHS (12 ISSUES) \$550
- 9 MONTHS (18 ISSUES) \$750
- 12 MONTHS (24 ISSUES) \$950
- CONTENT ADD-ON \$_____

NAPPS PAWSIBILITIES IN PET SITTING PROGRAM:

- ONE ITEM FOR ANNUAL MAILING \$3,000



PROFESSIONAL PET SITTER MAGAZINE ADVERTISING:

*all PROFESSIONAL PET SITTER MAGAZINE ad ARTWORK MUST be in high resolution PER NAPPS ARTWORK GUIDELINES

ISSUE(S) IN WHICH ADVERTISEMENT IS TO APPEAR (TICK ALL THAT APPLY):

- SPRING SUMMER
- FALL WINTER

AD SIZE/POSITION (PLEASE INDICATE):

4-COLOR ADVERTISEMENTS:

- INSIDE FRONT COVER
- INSIDE BACK COVER
- BACK COVER

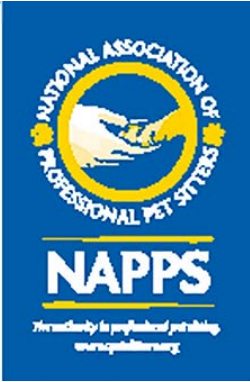
BLACK AND WHITE ADVERTISEMENTS:

- INSIDE FULL PAGE
- 2/3 PAGE
- 1/2 PAGE ISLAND
- 1/2 PAGE HORIZONTAL
- 1/3 PAGE
- 1/4 PAGE
- 1/6 PAGE

- SPECIAL OPPORTUNITIES \$ _____
- B&W UPGRADE TO 4-COLOR \$ _____

TOTAL PAYMENT DUE: \$ _____





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