



Is your pet a potential star, a cover model or just plain gorgeous?

Urban Animal needs all sorts of critters to inhabit our pages. We're especially keen to find pets that can be photographed with their cross species pals. Send images no larger than 1 Megabyte to images@urbananimal.net

Furry Festivities Animal Attractions

26th May – 23rd June

Sydney City Council Free Microchipping

This fabulous initiative is part of the City's Companion Animals Policy which is designed to promote responsible pet care and ownership. The service is free to City of Sydney residents and \$30 for residents of other council areas. Pet registration is also available on the day at an extra cost. Bookings are essential on 9265 9333.

Dog Microchipping Days

26 May, 9am to 12 noon, Harmony Park, Surry Hills
9 June, 12 noon to 3pm, Federal Park, Glebe
23 June, 12 noon to 3pm, Observatory Hill, Millers Point

Cat Microchipping Days

26 May and 23 June 11am to 3pm, Cat Protection Society, 103 Enmore Road, Newtown (Opposite Enmore Theatre).

Friday 15th June

National Groomer Appreciation Day

A day to say thanks to those wonderful folk who get down and sudsy-the groomers and clippers who make our pets smell delicious and look delightful.

Friday 22nd June

International Take Your Dog To Work Day

There are so many benefits to having your dog at work and we here at Urban Animal can attest that it increases productivity, morale and mirth.

Friday 3rd August

Pick Up A Poo In Lieu Day

Let's face it, we can't always find that elusive poo your dog did in the long grass. So today it's a good opportunity to look out for somebody else's oversight and pick up a poo in lieu.

Sunday 16th September

Annual People and Pets Day – Woollahra Council

This year's theme is 'Get Pet Smart' which aims to educate people owning and caring for a pet in general. Throughout the day people will be able to watch and participate in demonstrations, speak to pet-related exhibitors, take in the reptiles at the wildlife shows and test their dog's speed in the dog races.

For more information visit Council's website at www.woollahra.nsw.gov.au or call 02 9391 7901.

Lyne Park, Rose Bay
11:00am – 3:00pm

Sunday 16th September

PetFest 2007 – Holroyd City Council

PetFest is a special day for all our pets, from dogs and cats to mice and goldfish. There will be a large number of displays, competitions, educational activities and a whole lot more. Come on down and enjoy the fine weather, socialize with other animals and people and see the wonderful array of toys, food, products and information about your pet.

For more information contact Leesa Stephenson ph: 9840 9718
Holroyd Gardens (cnr Pitt and Walpole Streets, Merrylands)
10:00am – 3:00pm

Sunday 28th October

Pets Day Out – Mosman Council

Pet competitions for pets and their owners plus a variety of merchandise and stalls for this annual event. There will also be agility and obedience exhibitions.

For more information contact Kathy Siu ph: 9978 4106
Mosman Village Green, Mosman
12 noon – 2:00pm

Furry Festivities and Animal Attractions calendar guidelines: All information should be submitted to the editor either by mail or by email three weeks prior to deadline. Inclusion is up to the discretion of the editor. All activities that promote responsible pet ownership, de-sexing, micro-chipping and rescue are encouraged.

DHARMA THE CAT

by David & Ted (c)



"Control"



David Lourie, the creator of Dharma The Cat, has a new e-Book, "Dharma Diary – Reflections On A Path."

It's a very personal collection of stories, articles, anecdotes, beautiful photo-poems and, of course, some Dharma The Cat cartoons. It's available only online for PC users at this early stage, at www.DharmaDiary.com.au. You can download and preview the first 20 pages for free. The eBook is 133 pages, for \$US20.

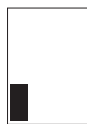
urban animal

Advertising rate and dates for August 15, November 15, 2007 and February 15, May 15, 2008

All ads appear in full colour in our tabloid size pages, printed on 65gsm LWC (light weight coated) paper (85gsm cover stock) in Sydney at Rural Press by heat set process. They also appear in full on our websites embedded in all pages as PDFs and also displayed separately as jpegs with hot links to advertisers' websites.

Advertising Rates and Sizes

1/12 Page Vertical
(6 x 12.5cm)
Full colour \$350



1/12 Page Horizontal
(12.5 x 6cm)
Full colour \$350



1/8 Page Rectangle
(13 x 9cm)
Full colour \$550



1/8 Page Horizontal
(26 x 4cm)
Full colour \$550



1/6 Page Vertical
(8.5 x 18.5cm)
Full colour \$750



1/6 Page Horizontal
(13 x 12cm)
Full colour \$750



1/4 Page Vertical
(13 x 18.5cm)
Full colour \$1000



1/4 Page Horizontal
(26 x 9cm)
Full colour \$1000



1/2 Page Vertical
(13 x 38cm)
Full colour \$1850



1/2 Page Horizontal
(26 x 18.5cm)
Full colour \$1850



Junior/Bastard Half
(19 x 26cm)
Full colour \$2000



Full Page
(26 x 38cm)
Full colour \$2750



Special Positions

- Back Cover–Full Colour Only Gloss 85 GSM stock–\$3750
- Inside Front Cover–Full Colour Only Gloss 85GSM stock–\$3300
- Right Hand Page Guarantee (Subject to Availability)–10% Loading
- Unfortunately we can not do inserts or stick on additions to magazines.
We can not do giveaways or special promotions in our editorial.

Discounts

10% for two or more insertions (applied from second insertion, credited back to first)
20% for four or more insertions (applied from fourth insertion, credited back to previous three)

10% discount for registered charities, rescue, re-homing or rehabilitation organisations

Ad Agencies: 10% for originating booking–applied only to net amount (after GST & insertion discount)

TERMS: All advertising must be paid, with art, unless credit arrangements have been previously approved. Discounts only apply with prepayment or within 30 days on credit accounts.

Artwork Details

All artwork must be supplied as per the exact sizes detailed below. We accept electronic artwork (acceptable media–JPEG or PDF ONLY) via email or CD. All ads should be supplied as high resolution 300DPI, CMYK files. Fonts must be included, embedded or outlined if a PDF is supplied.

Absolutely NO Microsoft Word or Powerpoint documents please.

Urban Animal Contacts

Bookings: Phil Tripp Ph: (02) 9557 7766 E: topdog@urbananimal.net
Artwork: Mark Berry Ph: (02) 9557 7766 E: artwork@urbananimal.net

Booking and Artwork Deadlines

Issue Number & Street Date	Booking deadline	Artwork deadline
Issue 12, August 15, 2007	July 25th	August 1st
Issue 13, November 15, 2007	October 25th	November 1st
Issue 14, February 15, 2008	January 25th	February 1st
Issue 15, May 15, 2008	April 25th	May 1st

See our inside front cover for advertising policies and why we will not accept some ads.

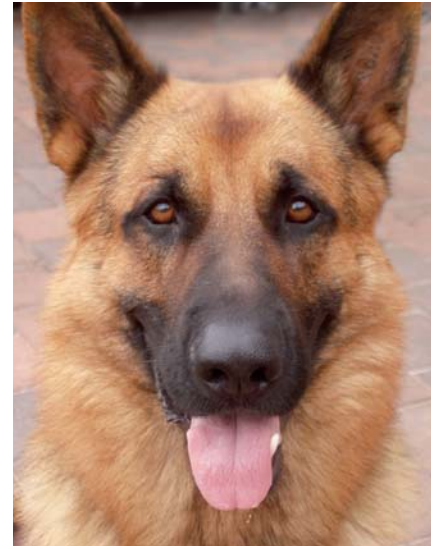
Want
The best
looking
Ad art
in the pet
business?

At very
reasonable
rates

No job
too large
or too small



Phil Donoghue GRAPHIC ART AND DESIGN
0434 930 567



Spot the dog not treated with the world's leading heartworm treatment.

HEARTGARD³⁰® protects more dogs worldwide from heartworm than any other treatment.¹ What's more, HEARTGARD³⁰ PLUS also protects your dog from roundworm and hookworm. When you consider HEARTGARD³⁰ comes in an easily administered, safe[†] and effective meaty treat that dogs just love, it's hardly surprising that HEARTGARD³⁰ is the world's number one.

Heartgard³⁰® 
Plus
Works like a treat.



1. Data on file. [†]When used as recommended. Merial Australia Pty Ltd, Level 6, 79 George Street, Parramatta NSW 2150 (ABN 53 071 187 285). ©HEARTGARD³⁰ is a registered trademark of Merial. ©2007 Merial Limited. All rights reserved. HTGD-07-009. H&T MCA0131/UA