

Modern Manners

Petiquette questions answered

Animal Care Short Courses

at
TAFE NSW - Western Sydney Institute
Richmond College

Dog Grooming for the Pet Industry
Reptile & Amphibian Care
Introduction to Animal Training
Film & TV Work - Trick Dog Training
Microchipping

For more information ☎ 4570 9033

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Dear Miss Petiquette,

We live in a street that has a little park specifically for children. There is an off-leash park not far and many of the neighbourhood dogs are exercised there. One of my neighbours has a little dog that he chooses to let run in the playground. Ordinarily I wouldn't have cause for complaint but he doesn't pick up its poo. I offered him a dog poo bag one morning when his dog was in a full squat, but he just laughed and said it was so little that he needn't bother. I now find myself irritated by this blatant and irresponsible display of dog ownership and I really want to report him. Should I ring the local ranger and dob him in?

Sincerely,

M.R.

Dear M. R.,

Your complaint is not unusual. You may be surprised and even alarmed at how often I hear about poor poo pick-up etiquette—especially about men and small dogs.

Ringling the Council Ranger is an extreme measure and I really think you would be better dealing with this with a more light-hearted approach. A girl-friend of mine took matters into her own hands when confronted by a similar situation. Instead of alerting authorities she decorated the front fence of a park with poo bags collected from Council dispensers. She decorated each post with a poo bag tied in a bow. She also erected a hand made sign alerting folk to the fact that the park was not a dog toilet. The effect was not only decorative, it brought attention to most neighbours and even generated a story in her local media. Dog dobbing should be avoided at all costs—yet a little local neighbourhood shame can have greater impact.



Miss Petiquette (not her real name) lives in a cramped urban cottage with her dog, two cockatiels and a partially blind bunny. Reluctantly embracing singledom, she's got plenty of time on her hands to answer your questions regarding manners in the modern age for pet lovers. Miss Petiquette is on hand to deal with your perplexing petiquette problems when not calling for more convenient locations for dog poo bag dispensers

Email her at behaviour@urbananimal.net

Furry Festivals and Animal Attractions

Sunday December 2, 2007

Leichhardt Dog's Day Out

Come on down to Hawthorn Canal and make a day of this fun event on the pet calendar. Brink your dogs, lots of drinking water and some spare cash as there will be plenty of stalls that will offer all sorts of products for sale. There will be a range of new products that are being launched on the day—and people attending will be able to sample all sorts of cool stuff. A great opportunity to do your Christmas shopping for animal loving friends and fur kids.

Other attractions include demonstrations and competitions. The Urban Animal team will be there, so drop by our stand as we have Trudi and Julie from DogLogic on hand to answer your curious dog behaviour or training questions.

Hawthorn Canal Park, enter via Darley Road

11am to 3pm

For more info, contact Louise Keightley, Council's Community Liaison Officer on 9367 9047

NSW Animal Welfare League—Christmas with the animals

This annual event is held at both the West Hoxton and Ingleside shelters.

Bring the fur-kids along to have a photo taken with Santa and join in the fun to help raise some Christmas cheer for animals who will not have homes for Christmas. The Animal Welfare League make a difference in finding homes and caring for some of our forgotten and abandoned animals needing new homes. There will be a barbeque, light refreshments and a chance to meet some of the animals awaiting loving homes. Please bring along a non-perishable food gift, toy or blanket as a contribution for one of the many cats and dogs that won't yet have a home for Christmas.

West Hoxton Centre
45 Herley Avenue, Rossmore
Enquiries: 9606 9333
10:30 to 2:30

Ingleside Centre
11 Cicada Glen Road, Ingleside

You could be Pippa's Guardian Angel...

Visit our
West Hoxton or
Ingleside Shelter
any day to meet
my many friends

Or meet us at
Christmas with the Animals
Sunday 2 December 2007
10.30am - 2.30pm



Call 1800 880 190 or visit www.animalwelfareleague.com.au

Pets As Therapy Visitors Needed!

- * Volunteers needed in all area to visit nursing homes and hospitals
- * You need to enjoy meeting people; have transport and a friendly pet
- * Training required – course fee \$352.00 inclusive
- * Generous expense allowance



Phone: (02) 9418 4343
Email: velma@velmaspetsastherapy.com.au
Web: www.velmaspetsastherapy.com.au

"Our mission: is to enrich the lives of people and pets by bringing them together."

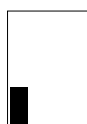
urban animal

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



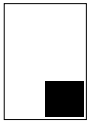
1/8 Page Horizontal
(26 x 4cm)
Full colour \$550



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



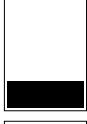
1/6 Page Horizontal
(13 x 12cm)
Full colour \$750



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 14, February 15, 2008 | January 25th | February 1st |
| Issue 15, May 15, 2008 | April 25th | May 1st |
| Issue 16, August 15, 2008 | July 25th | August 1st |
| Issue 17, November 15, 2008 | October 25th | November 1st |



Photo by Animax



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

Love is ... a Supa Natural thing!

100% Chicken

98% Fat Free

75% Protein

NO Artificial Flavours,
Colours or Preservatives



It's gotta be good for 'em!

At Woolworths, Safeway, K-Mart and leading pet retailers.