

# Furry Festivities and Animal Attractions

Sunday 28th May  
Backyard Outlaws Dog Day  
Ku-ring-gai Council

A fun family day designed to promote being active with your dog rather than leaving them in the backyard. It has an outlaw theme so feel free to dress your pooch up as a bushranger or outlaw. There will be prizes for best dressed and dog races. There will be speciality stalls from local businesses and welfare organisations.

St Ives Showground, St Ives  
11.00am-3:00pm  
Contact: Courtney Milton ph: 9424 0705



Contact: Mrs Andy Robertson  
ph: 9653 3506  
Free parking and free entry

Wednesday, 12th July  
National Hug Your Vet Day

Those kind hearted folk with gentle hands need to be thanked on this special day. It's your chance to show appreciation for the fine work they do in keeping our pets healthy and saving lives. If you can't get a chance to hug your vet then perhaps just send them a thank you card instead.

Friday, 4th 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.



Friday, 16th 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, 23rd 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.

Sunday, 2nd July  
Dalmatian Welfare Day – Dreaming of a spotty Christmas in July

The annual holiday for Dalmatians is where we celebrate all that's special about this spotty breed. This year's celebration takes on a festive Christmas in July theme. There will be refreshments, stalls, advice on training and lots of fun family activities. It's all in aid of the tireless work these Dalmatian enthusiasts do in finding forever families for abandoned and surrendered Dalmatians. All animal lovers are invited (it's not just for the Dali folk out there) to come along and enjoy the activities.

Dog Ring, Castle Hill Showgrounds, off Carrington Rd  
Registration: from 10:30am – 3:30pm

Sunday, 10th September  
Paws In The Park – Baulkham Hills Shire Council's Orange Blossom Festival

This event is one that is diarised by all as a must, and entrants to the ever popular Fancy Dress Parade are busy making their costumes months before the event. People can also attempt to persuade their dogs to go through tunnels and over jumps in the 'Agility Try It Yourself' ring, and of course, watch the trained dogs in the Agility demonstrations.

Other fun activities include flyball and other doggie demonstrations. There are fabulous stalls selling and promoting all sorts of pet merchandise and food concessions will be available.  
Eric Mobbs Reserve, Excelsior Avenue, Carlingford  
Castle Hill www.orangeblossom.com.au

Sunday, 17th September  
Annual People and Pets Day – Woollahra Council

This year's theme is 'Safe and Happy Pets' with demonstrations and talks on responsible pet ownership. The location is one of the prettiest in Sydney and you can grab some food, a cool drink and see some great pet related products available from a variety of stall holders.

The MC talents of 'Pet Talk Radio's' team of Kaye Brown and Brian Pickering will keep all entertained and informed of the day's events. There will be demonstrations of various reptiles from Mark Richmond of Crocodile Encounters. You can get up close and personal with salt water croc, Dr Crunch, and Diamond Tina—at a whopping 8.5 ft she's big enough to eat a small Terrier! That's an interactive display we don't want to witness.

Highlights include the 'Doggie Dash' which is always a furball, frenzy of fun. Last year it was a hot day so remember to slip, slop and slap (remember those sensitive canine noses too and hydrate your furry friend).

Lyne Park, Rose Bay  
11:00am – 3:00pm  
Contact: Mandy ph: 9391 7901

Sunday, 17th September  
Pet Fest 2006 – Holroyd City Council

Another great family day with this large community-based event that helps to keep the council's pound policy a 'low kill' one. Lot's of competitions are planned and demonstrations include 'doggie dancing', dog flyball and agility and our favourite, the 'Ferret Olympics'. There's also a category for the smallest pet. We quite liked the rat that wore the frilly dress complete with straw, floral bonnet.

All dogs must be on a leash and visiting cats should be constrained in a suitable carrier so all pets are safe. Proceeds from the day go towards helping more abandoned companion animals find new homes.

Holroyd Gardens, Merrylands  
10:00am – 3:00pm  
Admission: gold coin

Sunday, 17th September  
Pets Day Out – Mosman Council

This is Mosman Council's third year for the pet lovers side of their annual festival. There will be community and commercial stalls and a range of fun activities. There's the hilarious human and dog egg and spoon race for under 16s and over 16s (that's human years not dog). Other competitions include best-dressed pet, best-dressed pair-owner and animal, best behaved pet, biggest and smallest pet categories and waggiest tail. Keep posted on this date as it may change.

Village Green, Spit Junction, Mosman  
11:00am – 3:00pm  
ph: 9978 4000 or 9978 4088

Sunday, 8th October  
Central Coast Pet Expo – Pioneer Dog Training School

This is the second year for this event held at the Wyong Racecourse and all pet lovers are invited to attend and enjoy the activities planned on the day. There will be a variety of stalls and products on display for the event. Competitions and various demonstrations including fancy dress and dog agility will ensure that all people attending can get involved in the action.

Wyong Racecourse, Howath Street  
10:00am – 3:00pm  
Contact: Nicole Florczak ph: 4353 5051

*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.*

## Association of Pet Dog Trainers Australia

Be inspired by Pat Miller, world-renowned dog trainer and best-selling author of

*The Power of Positive Dog Training*

on her first visit to Australia.

presents

**"Positively Pat Miller"**  
in Sydney  
27 - 29 October 2006



**Behaviour problems** Learn how to resolve problem behaviours without using force. It's easier than you think!

**Body Talk** Discover how to read and interpret your dog's signals and send the right messages back.

**It's all tricks!** Have buckets of fun teaching your dog to Commando Crawl, Take a Bow, Play the Piano, Skateboard, Say your Prayers and many more!

Visit our web site for full program and to download registration form.

Visit [www.apdt.com.au](http://www.apdt.com.au) or call 0402 956 905



## Pets As Therapy Visitors Needed!

- \* Volunteers and paid 'pets as therapy visitors' needed in all areas to visit nursing homes and hospitals
- \* Visitors need to enjoy meeting people; have transport and a friendly pet.
- \* Training required – course \$330.00 inclusive



P: (02) 9418 4343

E: [velma@velmaspetsastherapy.com.au](mailto:velma@velmaspetsastherapy.com.au) Web: [www.velmaspetsastherapy.com.au](http://www.velmaspetsastherapy.com.au)

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

Kindly sponsored by Supercoat

# Advertise with Urban Animal

August 15 & November 15, 2006, February 15 & May 25, 2007.

## Advertising Opportunities

Because of our cross-media strategy of a free print 'on-the-street' & online presence, our advertisers benefit from a synergy that attracts the greatest possible reach to a well-educated and affluent audience. Our website at <http://www.urbananimal.net> & <http://www.urbananimal.net.au> & the print magazine are a great marketing mix for:

- Pet Food Manufacturers & Specialty Foods
- Pet Retailers & Pet Stores
- Healthcare & Nutrition Products
- Pet Toy & Specialty Products
- Veterinarians & Pet Health Providers
- Pet Boarding & Minding Services
- Pet Training/Exercise Services
- Pet Travel, Tourism & Transport
- Pet Grooming Services
- Animal Art & Photography
- Pet Fashion
- Pet Safety & Enclosures
- Pet Publications & Book Suppliers
- Pet Events & Entertainment
- Pet Insurance & Medical Plans
- Pet Accessories & Frivolities

## Distribution

40,000 copies delivered free quarterly to a mix of over 370+ venues where pet owners congregate, obtain products or services and take their pets. Primary venues for free pickup are:

- Pet stores
- Veterinary clinics
- Grooming and minding services
- Boarding kennels
- Animal shelters & rescue facilities
- Pet events (such as council pet days, Pet Expos and trade shows)
- Pet training operators
- Pet mobile services
- Inner urban and suburban cafes and restaurants that attract pet owners

All ads that appear in the print version of Urban Animal also appear in the web version.

The primary distribution is to Sydney and its suburbs stretching as far as Newcastle to the north, Wollongong to the south and in an arc west to Katoomba.

## Advertising Shapes and Sizes

### Full Page

(26 x 38cm)  
Mono \$2400  
1 colour \$2600  
2 colour \$2750  
Full colour \$2850



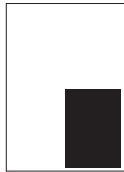
### Half Page Vertical

(13 x 38cm)  
Mono \$1500  
1 colour \$1700  
2 colour \$1850  
Full colour \$1950



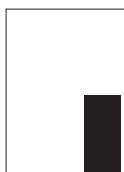
### Quarter Page Vertical

(13 x 18.5cm)  
Mono \$900  
1 colour \$1100  
2 colour \$1250  
Full colour \$1350



### Sixth Page Vertical

(8.5 x 18.5cm)  
Mono \$750  
1 colour \$950  
2 colour \$1100  
Full colour \$1200



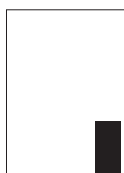
### Eighth Page Rectangle

(13 x 9cm)  
Mono \$500  
1 colour \$700  
2 colour \$850  
Full colour \$950



### Twelfth Page Vertical

(6 x 12.5cm)  
Mono Only \$350



### Junior/Bastard Half Page

(19 x 26cm)  
Mono \$1750  
1 colour \$1950  
2 colour \$2100  
Full colour \$2200



### Half Page Horizontal

(26 x 18.5cm)  
Mono \$1500  
1 colour \$1700  
2 colour \$1850  
Full colour \$1950



### Quarter Page Horizontal

(26 x 9cm)  
Mono \$900  
1 colour \$1100  
2 colour \$1250  
Full colour \$1350



### Sixth Page Horizontal

(13 x 12cm)  
Mono \$750  
1 colour \$950  
2 colour \$1100  
Full colour \$1200



### Eighth Page Horizontal

(26 x 4cm)  
Mono \$500  
1 colour \$700  
2 colour \$850  
Full colour \$950



### Twelfth Page Horizontal

(12.5 x 6cm)  
Mono Only \$350



## 10% Loading Right Hand Page

## Booking and Artwork Deadlines

For the August 15, 2006 edition. Booking deadline - July 25th. Artwork required by August 1st.  
For the November 15, 2006 edition. Booking deadline - October 25th. Artwork is required by November 1st.  
For the February 15, 2007 edition. Booking deadline - January 25th. Artwork is required by February 1st.  
For the May 15, 2007 edition. Booking deadline - April 25th. Artwork required by May 1st.

## For Artwork

Contact: Mark Berry  
p. (02) 9557 7766  
e. [markb@immedia.com.au](mailto:markb@immedia.com.au)  
All artwork must be supplied as per the exact sizes above.  
We accept electronic artwork - JPEG or PDF ONLY.  
Fonts must be included, embedded or outlined if a PDF is supplied.  
High Res 300DPI file.  
Absolutely NO Microsoft Word documents please.

## For Booking

Contact: Phil Tripp  
p. (02) 9557 7766  
e. [topdog@urbananimal.net](mailto:topdog@urbananimal.net)  
Or for more information visit our website at  
<http://www.urbananimal.net> &  
<http://www.urbananimal.net.au>

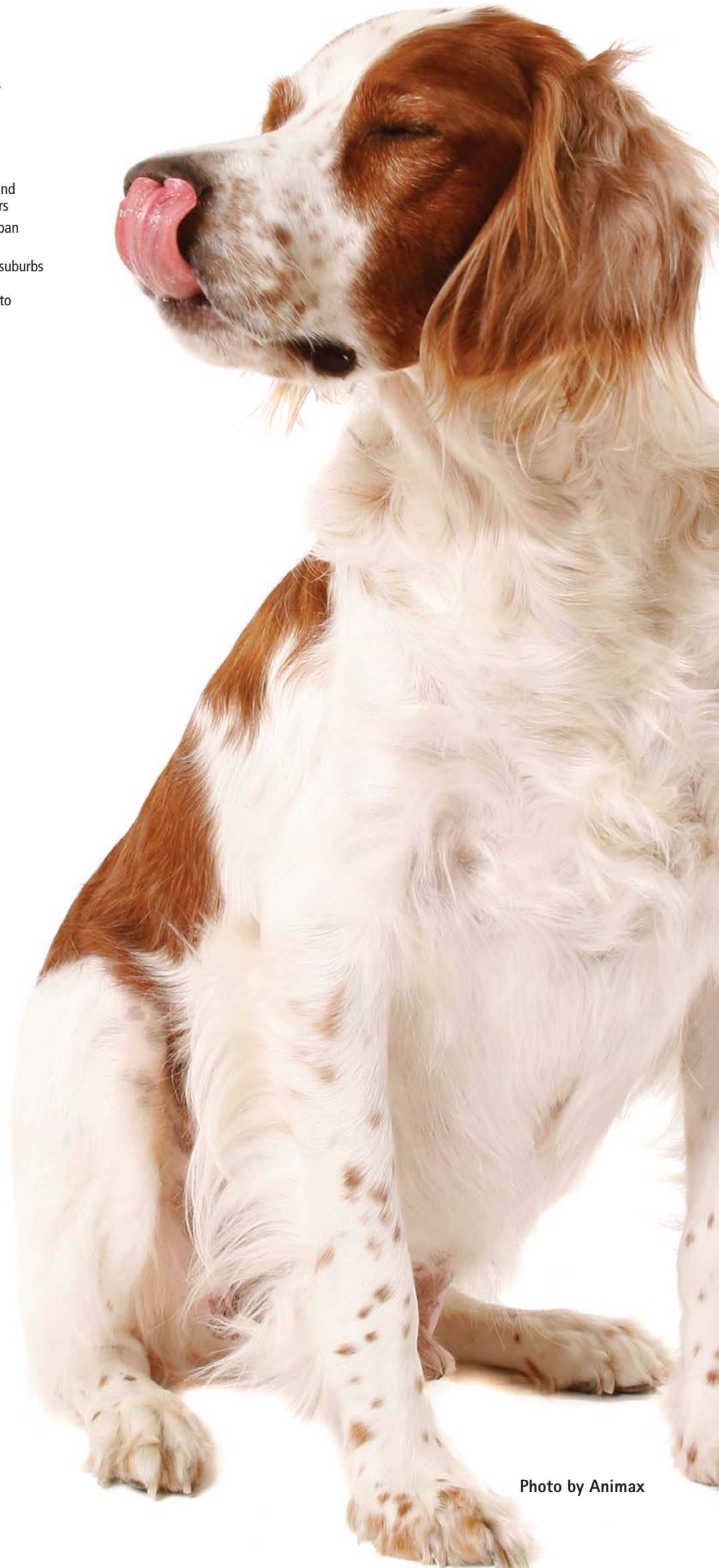


Photo by Animax

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Hill's\* Science Diet\* products for healthy pets aged 7+ are specially fortified to help protect against the risk of disease and delay the signs of premature ageing, with:

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- ✓ Taurine for good vision and a healthy heart in cats
- ✓ Added joint protectors to help maintain healthy joints in dogs
- ✓ A special fibre mix for healthy digestion
- ✓ A special formula that helps maintain good kidney function
- ✓ A softer kibble for easier chewing.



Available exclusively at premium pet food retailers, RSPCA and veterinarians.  
For more information call the Hill's Help Line 1800 679 932 or visit [www.HillsPet.com.au](http://www.HillsPet.com.au)

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