

EVERYDAY **dog** magazine



MEDIA KIT

Sass
STUDIOS

PUBLISHED BY
SASS STUDIOS



WOOF!

The Everyday Dog Magazine, formerly The Virginia Maryland Washington DC Dog is a lifestyle-based media source for dog owners, pet professionals, and animal lovers across the nation. Our Facebook page shares carefully curated articles, videos, and photos and has a very active and engaging base of followers and a reach of over 19,000!

OUR READERS

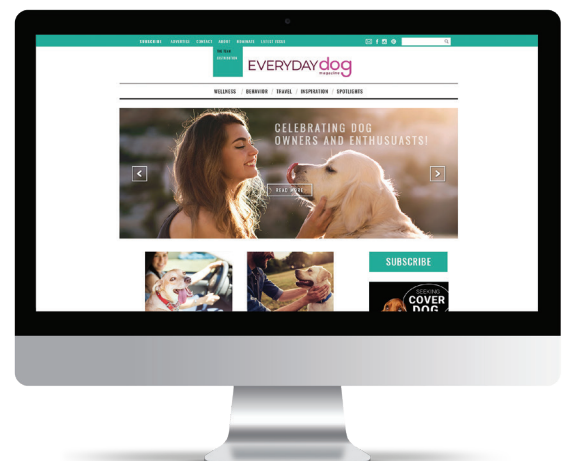
OUR READERS ARE:

Dog Owners

Pet Professionals

Canine Enthusiasts

Animal Rescues & Activists





ADVERTISING OPPORTUNITIES

Digital Ads

With thousands of unique monthly visitors and weekly editorial content posts on topics including wellness, behaviour, lifestyle, and travel, as well as spotlight articles highlighting businesses, dogs and owner's inspirational stories. EverydayDogMagazine.com is quickly becoming an online resource animal lovers are visiting time and time again. With a streamlined focus on targeted visitor growth and search engine optimization, now is the time to get your ad seen online.

Business Spotlight:

Give our readers an in-depth look at your business services and story with a business spotlight write-up. A business spotlight gives you exclusive exposure with a full write up of your business based on our tried and true Q/A system. Everyday Dog will supply an assigned writer, you supply us with a photo and your company logo. Each business spotlight includes one round of proofing and editing and your spotlight will live on our site indefinitely, becoming evergreen content. We will promote the spotlight through our social media channels and in our weekly newsletters.

Sponsored Content:

Engage with our online community in a unique way! Become a sponsor for a web article that includes links to your business at the top of the page and throughout the article. Have an article suggestion that pairs nicely with your business model, shoot us an email and pitch us your story.

Bundled Advertising Discounts:

Get more bang for your buck by advertising in both our Sass Studios Publications! Get 20% off when you commit to an annual ad contract for both The Virginia Maryland DC Dog and our sister publication, Sass Magazine! Contact your ad sales rep for details and pricing.



ADVERTISING OPPORTUNITIES

CUSTOM DESIGN:

Our award-winning graphic design team is here to help you build your brand recognition!

Not only do we offer print and web advertising design, but we can work with you to develop your entire marketing collateral and visual branding, starting with a logo, working up to a website, and everything in-between.

CONTACT US TODAY

to discuss your business' graphic and web design needs.

As an Everyday Dog advertiser, you can save up to 10% on all branding, web and graphic design services.

RATE CARD

PREMIUM FULL SERVICE PACKAGE
SPECIAL LIMITED TIME PRICE OF \$995

(valued at \$1,500!!!)

INCLUDED WITH EACH PREMIUM FULL-SERVICE PACKAGE:

1 Business Spotlight Article

Web Banner Ad (annual contract)

Web Leaderboard Ad (annual contract)

5 Sponsored Content Article

Social Media Post (Facebook, 1 per quarter)

Free Ad Design (for use in Sass Studios Publications only)



SPECIALTY ADVERTISING OPTIONS

Digital Business Spotlight: \$500

BONUS! Free quarterly web banner ad with Business Spotlight!

Sponsored Content: \$100/article

Social Media Post: \$50 per post (Facebook Only)

DIGITAL ADVERTISING OPTIONS

Digital Ad	Quarterly	Annually	Digital Specs
Web Banner	\$75	\$180	300x250px
Leaderboard	\$95	\$250	728x90px

Please send all advertising files directly to our Art Department by the **ISSUE AD DEADLINE**

Email:
kim@sasscreativestudios.com

Mail:
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Frederick, MD 21702



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