

fetch

THE PAPER

fetch ADVERTISING

FETCH's advertising opportunities are compelling for businesses that make and market products that are part of a pet owner's lifestyle, either directly (pet food, health care, training) or indirectly (cleaning services, transportation, pet-friendly housing). Today, these businesses do not have an opportunity to advertise in a general distribution, pet-focused lifestyle publication in the North Bay. FETCH provides a high-quality, monthly newspaper with editorial topics ranging from health and recreation to cultural, legal, and spiritual aspects of living with companion animals. Unlike national magazines and a few organization newsletters that are currently available, FETCH provides a marketplace which benefits from its focus on the north bay's unique community of companion pets and their people. FETCH offers space advertising, marketing programs, sponsorship opportunities, and classified advertising.



ADDED BENEFITS

- Free membership in our "Mention FETCH" Marketing Program
- Free website link at www.fetchthepaper.com

"MENTION fetch" MARKETING

A key component of our paper is the Mention Fetch Marketing Program. Designed to help promote and leverage the advertising dollar of small and medium businesses that advertise in FETCH. This type of marketing program is ideal for a regional, community-based publication such as FETCH.

Mention FETCH provides additional value for each ad dollar spent. Key features of this program include significant space within the paper (up to 5% of each issue) promoting Mention FETCH advertisers to our readers, and the exclusive Mention FETCH index in each issue. Readers will be able to clip out this index and use it to receive discounts or gifts from the FETCH advertisers they visit or purchase from. Both advertisers and readers benefit from the Mention Fetch program. FETCH will provide the Mention FETCH logo to each participating advertiser at no charge.

ADDITIONAL ADVANTAGES

- Additional exposure through the Mention Fetch Index
- A great way to track the success of your advertising
- Another avenue to promote products and services

FETCH is available at over 150 locations in the North Bay. We have selected these locations to reach the ideal market for our advertisers and readers. Many FETCH readers will return to these locations regularly and pick up the latest issue, encouraging repeat exposure for our distributors and our advertisers.