



AMERICAN  
KENNEL CLUB

DIGITAL



**TOPIC**

**PAGE**

Reasons to Advertise with AKC Media	2
AKC.org	3
Sole Sponsorship Email	6
YourAKC Newsletter	8
AKC Weekly Winners Gallery	9
AKC Family Dog Digital Edition	10
AKC Breeder Newsletter	11
AKC Digital Advertising Terms and Conditions	11

MEDIA KIT 2012

AKC finds your newest customers almost before they open their eyes.



# 6 Reasons to Advertise with American Kennel Club Digital Media

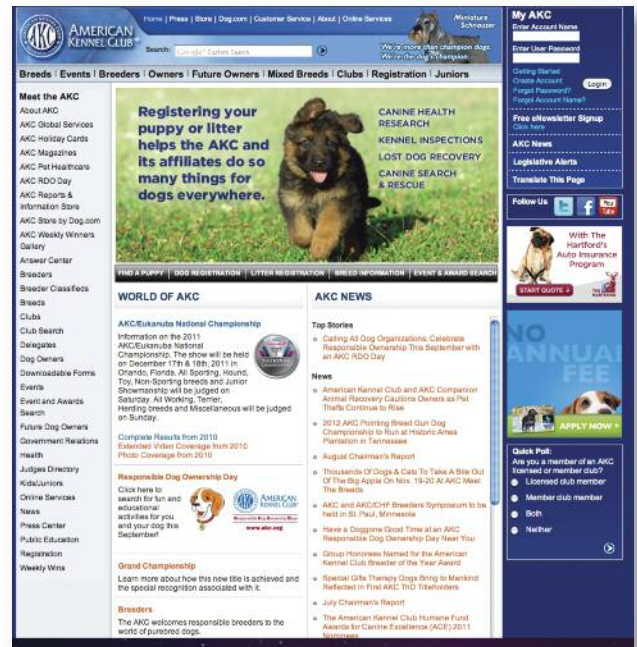
- 1.** The AKC has been the trusted source for dog information for over 125 years.
- 2.** More than 1.2 million monthly visitors visit the website.
- 3.** Reach over 1.4 million owners of purebred and family dogs, breeders, judges, and competitors through AKC's email channel.
- 4.** The AKC audience grows by a million dog owners, breeders, dogs and litters every year. They participate in over 17,000 dog events that have more than 3 million entries.
- 5.** The AKC audience is engaged by editorial content known to be knowledgeable, credible and authoritative.
- 6.** The AKC is the umbrella organization for thousands of national and local dog clubs.



AMERICAN  
KENNEL CLUB® MEDIA

260 Madison Avenue ■ New York, NY 10016 ■ 212-696-8260 ■ FAX: 212-696-8217 ■ [DIGITALADVERTISING@AKC.ORG](mailto:DIGITALADVERTISING@AKC.ORG)

AKC.org is the most popular and most visited website for dog breed information. With over one million U.S. visitors every month, AKC.org is the most trusted online resource for dog enthusiasts. Our unique breed specific structure delivers high performance, and highly efficient campaigns. Let the AKC digital channel take your message to our audience.



## Who Will See Your Ad?

- **Breeders** - AKC.org is one place to reach hundreds of thousands of important influencers.
- **Dog Owners** – most of whom own multiple dogs
- **Devoted Dog Enthusiasts** – the AKC audience travels regularly and searches to find the best for their dogs
- **Puppy Buyers** - introduce your product early in the life cycle.
- **Event Participants** – Active Lifestyle, High Household Income, Multiple Dogs, Frequent Travel

## AKC.org Statistics:

- **1.2 million** unique visitors a month
- **2.2 million** user sessions a month
- **10 million** page views a month
- Programs are **scalable** to fit your budget
- **Focused segmentation** including breed, size and geography
- **Custom** units available
- All **rich media** accepted

## IN-PAGE WEBSITE ADVERTISING

WEB AD RATE PER THOUSAND IMPRESSIONS (NET)

AD SIZE	TARGETED SECTIONS	RUN OF SITE
160x600	\$14	\$12
728x90 Leaderboard	\$14	\$12
300x250 Large Rectangle	\$17	\$15
Surround (728x90 plus 300x250 or 160x600)	\$21	NA

# Ad Units

## Leaderboard 728 x 90

- Prominent top of page placement
- This large, in-page unit is a branding powerhouse
- Rich Media accepted

## Large Rectangle 300 x 250

- Substantial visual presence within the content area
- Above the fold location for ads that drive maximum response
- Rich Media accepted

## Surround

- Dual ad units create compelling and effective product placement for powerful branding.
- This ad type combines the prominent page placement of the 728 x 90 ad unit with the either 160 x 600 ad unit or a 300 x 250 for a powerful "surround" effect.
- Rich Media accepted

# Placements

## Breed Pages

- Over 200 unique breeds
- Over 25% of site traffic is involved with breed information
- Over 1,000 breed specific pages
- 3 million monthly page impressions available



## Portal Pages

- Each of the primary navigation buttons has its own portal page that segments the audience
- These pages are the doorway to the visitor's area of interest
- Rich Media accepted



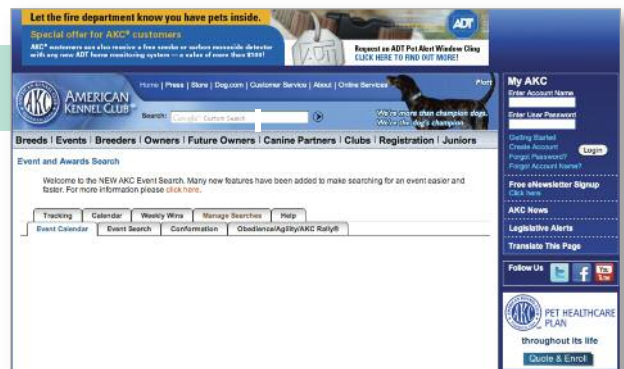
## Topical Content Pages

- Over 1,500 pages discussing health, nutrition, training, behavior and other focused topics
- Target your customers through contextual segmentation
- Rich Media accepted



## Application & Navigation Pages

- Heavy traffic flow
- Positioned to reach a broad audience cross section
- One Large Leaderboard is the exclusive ad unit on each page



# Sole Sponsorship Email

- You supply the body of the email for a powerful single message / single brand email
- Deliverable up to 1.4 million email recipients including more than a million dog owners
- List can be segmented by size, breed and age to reach your specific audience
- “From” Line displaying American Kennel Club gets your message delivered and opened
- Higher impact / higher response / higher value



**SOLE SPONSOR CUSTOM EMAIL RATES (NET)**

EMAILS DELIVERED	CPM	NET COST	DISCOUNT FOR CURRENT AKC ADVERTISERS AT ANNUAL SPENDING LEVELS		
			OVER \$100K	OVER \$150K	OVER \$200K
1,400,000	\$60	\$84,000	4%	8%	12%
500,000	\$65	\$32,500	4%	8%	12%
250,000	\$75	\$18,750	3%	6%	10%
125,000	\$85	\$10,625	3%	6%	10%
Less than 125,000	\$105				

**Maximum Segment Sizes**

<b>Toy Breeds = 270,000</b>
<b>Small &amp; Toy Breed = 475,000</b>
<b>Sporting Breeds = 400,000</b>
<b>Large Breeds = 650,000</b>
<b>Any Breed or Breeds = Call for counts</b>
<b>Dog registrants in a state(s) = Call for counts</b>
<b>Litter registrants = 125,000</b>
<b>Electronic Report Purchasers = 80,000</b>
<b>Exhibitors = 100,00</b>
<b>Dog registrants = 1,150,000</b>





# YourAKC Email Newsletter

- Delivered to **over 1.4 million** subscribers monthly
- **Limited** number of advertising spaces
- **Single** sponsorships available
- **Lowest eCPM** of any AKC digital ad product
- Reach the **broadest** consumer and fancier audience
- **Maximum immediate impact**

## YourAKC Ad Sizes

- One Leaderboard 728 x 90
- Three Side Banners 120 x 300 options
- Double Side Banner Skyscraper 120 x 600 option (this entails combining two 120 x 300's to create one large ad)

## YourAKC EMAIL NEWSLETTER AD RATES (NET)

	TOP BANNER	SIDE BANNER	DOUBLE SIDE BANNER
Monthly issue - full list	\$7,000	\$3,400	\$6,000
Monthly Welcome Issue (20,000)	\$1,100		

## 2011 YourAKC PRODUCTION SCHEDULE

ISSUE	SPACE RESERVATION	COPY IN DATE	PROOF OUT	PUBLICATION DATE
January	November 4	January 3	January 6	January 12
February	December 9	February 7	February 10	February 16
March	January 6	March 6	March 9	March 15
April	February 3	April 3	April 6	April 12
May	March 9	May 8	May 11	May 17
June	April 6	June 5	June 8	June 14
July	May 11	July 10	July 13	July 19
August	June 8	August 7	August 10	August 16
September	July 6	September 4	September 7	September 13
October	August 10	October 9	October 12	October 18
November	September 7	November 6	November 9	November 15
December	October 5	December 4	December 7	December 13



# RATE CARD

Rate Card #3 Effective January 2012

## Reach over 100,000 Dog Show Elite!

The AKC Weekly Winners Gallery Email allows you to target the most influential dog show fanciers.

A weekly “must read” among this community of highly motivated dog show competitors, the AKC Weekly Winners Gallery Email is the perfect vehicle for reaching this unique audience of elite dog owners.

Emailed directly to 100,000 fanciers, the Gallery is the first and only medium to offer you this targeted reach & immediacy at the cost of only +/- 2 pennies per email (not including bonus web exposure)!

### About the Gallery:

- Emailed directly to over 100,000 influential dog fanciers
- Posted on AKC’s popular Weekly Wins web page for one week, where it receives thousands of additional views
- Archived for an entire year at akc.org (1.2 million unique visitors monthly)
- Posted to American Kennel Club’s Facebook page with over 65,000 followers

With two high impact ad units – a top banner that immediately follows a preview pane of the winning dogs, and a larger commercial ad unit, occupying about 30% of a 19 inch high resolution screen, the Gallery provides the most prominent exposure to this unique audience of active dog show fanciers.

*Published every Wednesday (except the last week of December).*



### AKC Weekly Winners Gallery Email Newsletter Rates (Gross):

FREQUENCY	1X	2X	4X	12X	26X	52X
TOP BANNER ONLY	\$800	\$700	\$600	N/A	N/A	N/A
SOLE SPONSOR (Top Banner PLUS Commercial Display)	\$2,495	N/A	\$2,350	\$2,225	\$1,995	\$1,650

*Space and materials deadline Every Monday at Noon ET. Sponsorship reservations are first come, first served.*

### Technical Specifications:

Top banner is a 600x90 gif or jpg displayed between the Weekly Winners Gallery title header and the first dog listing. Commercial display space is located at the conclusion of the dog listings and is 600 wide with a variable height of up to 600, gif or jpg. Rich media, flash formats, animation and third party servers are not acceptable.



## AKC Family Dog Magazine Digital Edition

	GROSS
<b>Grand Sponsorship of Issue:</b> Exclusive banner on host email and exclusive placement opposite front cover.	\$7,195
<b>Banner on host email</b> 728 x 90 gif or jpeg	\$3,995
<b>Multimedia Showcase opposite front cover</b> Family Dog will host embedded VIDEO or SLIDE SHOW furnished by client	\$4,250
<b>Featured Sponsor logo thumbnail opposite front cover</b> Includes LEARN MORE link to client's landing page	\$395
<b>Advertorial headline on News Ticker crawl</b> 20 word drop down panel links to client hosted content	\$195

### DISTRIBUTION:

**Emailed directly** to **600,000** of AKC's most active, most responsive email customers

**Linked** from **YourAKC** email newsletter

**Linked** from **AKC Facebook** page

**Linked** from **AKC web site**

**Forward to a friend** feature

**Sharing** links back through **Facebook** and **Twitter**



### CLOSING DATES

ISSUE	PUBLICATION DATE	SPACE RESERVATION	MATERIALS
JAN/FEB	January 9	December 28	January 2
MAR/APRIL	March 9	February 28	March 2
MAY/JUNE	May 9	April 27	May 2
JUL/AUG	July 9	June 28	July 2
SEPT/OCT	September 10	August 28	August 31
NOV/DEC	November 9	October 26	November 2

### TECHNICAL SPECIFICATIONS:

#### VIDEO/MOTION GRAPHICS

640 x 480 pixels

#### ACCEPTABLE FORMATS: AVI, FLV, MPG, SWF, WMV

Video files should not exceed 25 Mb in size

Adobe Flash (SWF) files should not exceed 700 Kb in size

#### SPONSORSHIP LOGO THUMBNAIL IMAGE

105 x 130 pixels at resolution of 300 dpi

Acceptable formats: JPG, TIFF, PSD, EPS

# AKC Breeder Newsletter

135,000 digital readers who breed purebred dogs  
Most efficient way to reach the most powerful influencers

## AKC Breeder Newsletter Ad Units

- One Leaderboard 728 x 90
- Large Rectangle 300 x 250



## AKC Breeder

AD RATES (NET)

Top Banner (728x90)	\$3,825
In column Rectangle (300x250)	\$3,000
No Flash - No Animation	

## Digital Advertising Terms And Contract Conditions

1. All insertion orders are accepted subject to the provisions of our current rate card. Rates and other conditions are subject to change upon notice from The American Kennel Club, Inc. ("Publisher"). All first-time advertisers are requested to pre-pay the first insertion. Any future insertions will be billed monthly. Net 30 days. All signed insertion orders received via facsimile are considered legally binding agreements. No terms or conditions, printed or otherwise, appearing on contracts, orders, copy instructions, or otherwise which conflict with or amend the provisions of this rate card or which are inserted unilaterally by the agency or the advertiser will be binding on the Publisher.
2. The Publisher reserves the right to decline, reject, or cancel any advertising for any reason at any time without liability, even though previously acknowledged or accepted.
3. The advertiser and its agency, if there is one each represents that it is fully authorized to publish said advertisement and the contents therein. The advertiser and its agency, if there be one, hereby jointly and severally, indemnify and hold the Publisher harmless from and against any and all claims, damages, liabilities, obligations, losses and expenses (including without limitation attorneys' fees and disbursements) in connection with the publication of such advertisements, including without limitation, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all other claims now known or hereafter devised. All advertisements are accepted and published upon the representation by the agency and advertiser that they are authorized to grant the right to publish the entire contents and subject matter

- thereof in Publisher's publications and that such publication will not violate any law or infringe upon any right of any person or entity in consideration of the publication of advertisements.
4. The advertiser and agency are jointly and severally liable for payment of invoices and all other obligations in connection with advertising published in any of Publisher's publications.
  5. Advertisements that simulate editorial content must be clearly labeled "Advertisement" or such label will be inserted.
  6. Publisher assumes no liability for occurrences beyond the Publisher's control that prevent or interrupt the producing, publishing, or distribution of the digital media.
  7. 2% cash discount on net, after agency commission, if paid within 10 days of billing date. First time advertisers excluded.
  8. Past due accounts are subject to a 2% per month interest charge. Collection costs, attorneys' fees, and court costs incurred by the AKC in collecting amounts due for any AKC publication will be paid by the advertiser and/or its agency.
  9. All invoices delinquent in excess of 60 days will be subjected to an additional 10% on existing balance.
  10. All invoices delinquent in excess of 90 days will be forwarded for collection.
  11. For conditions not specifically covered by AKC Advertising Terms and Contract Conditions, reference Version 3.0 of the IAB/AAAA Terms and Conditions for Internet Advertising for Media Buys One Year or Less. This standard may be downloaded from: [http://www.iab.net/media/file/IAB\\_4As-tsandcs-FINAL.pdf](http://www.iab.net/media/file/IAB_4As-tsandcs-FINAL.pdf)

Scan to download the AKC 2012 Digital Media Kit or visit  
[www.akc.org](http://www.akc.org) and search keyword  
DIGITALMEDIKIT



Scan to download the AKC 2012 Digital Advertising Technical  
Specifications Guide or visit [www.akc.org](http://www.akc.org) and search keyword  
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