



Dane County Humane Society

5132 Voges Road • Madison, WI 53718

Direct Advertising

Targeted, Affordable, Charitable

Too many new clients? Schedules constantly booked? **No!** If your business is like most, you struggle to bring more qualified clients in the door on a very limited marketing budget. And that's why I'm pleased to announce new targeted, very affordable advertising options that will not only greatly benefit your business but our shelter and shelter animals as well!

We have a variety of options from online advertising to printed publications:

Adoption Packets
\$0.50 per packet

Include a flyer, coupon, or brochure in every adoption packet.

Petpourri Newsletter
\$250 per issue or
\$800 per year (4 issues)

Receive a ¼ page advertisement in our quarterly newsletter.

Gateway Guardian
\$500 per year

Sponsor and engrave a plaque to post on a shelter cat cage, dog kennel, or critter clubhouse.

Pawprints E-Newsletter
\$100 per month (2 issues) or
\$1,000 per year (24 issues)

Include a logo and blurb in our bimonthly e-newsletter.

Businesses That Support Us
\$200 per year

Post a logo and profile on our "Businesses That Support Us" page and rotation on our homepage.

GiveShelter.org Banner Ad
\$500 per year

Post a banner ad on a featured web page and also be included on our "Businesses That Support Us" page.

Some important points to consider:

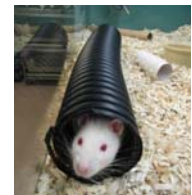
- 🐾 You are only paying for advertising that is going directly into the hands of your most targeted market. And it's extremely affordable, especially compared to other "shotgun" advertising costs in mainstream media outlets that cost considerably more and may or may not reach your intended audience.
- 🐾 No lengthy contracts or requirements - only pay for the solicitations you wish to deliver.
- 🐾 Create and craft any offer or message you wish to deliver. We will accept any content and layout as long as it benefits the animals. We have listed our most popular advertising plans, but please ask me about special event sponsoring, too!
- 🐾 Your advertising dollars go directly to the care of homeless animals and give back to the community rather than somebody else's bottom line. Help us help animals...and we all benefit!

Dane County Humane Society wants only the best for our animals as they join their new families. That includes quality pet services. We hope this program not only encourages new adopters to seek out those services but to do so at caring businesses like yours.

Please contact me to join in these great new marketing opportunities or to learn more. I look forward to creating a great partnership!

Sincerely,

Angela Rhodes, Resource Development Manager
arhodes@giveshelter.org • (608) 838-0413 ext. 118



www.giveshelter.org