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TRADE ENQUIRIES: 0418 311 235 (Tony) or 0419 536 238 (Robert)

WEBSITE: www.poppysbed.com.au

Modern Manners

Petiquette Questions Answered

Dear Miss Petiquette,

I have recently adopted a charming three-year-old Jack Russell from JRT Rescue. He's adorable and I love him to bits already. My problem is his name, it's Andrew and although not an unpleasant name, it is the name of a long ago exed-ex. I would much rather call him another name like Ringo. Many people have told me it's wrong to change the name at this stage of his life and that he won't pick it up ever and will only respond to his given name. Worse, many people have suggested that I will only confuse him and confusion can cause anxiety. I apologise to all the nice Andrews out there, but it's a name that just gives me the willies, to the point where I even considered not adopting him. But he's proved that he's the dog for me and I know I made the right choice.

Stephanie E.
St Ives

Dear Stephanie,

This is an interesting question and one I'm well familiar with. I love urban dog myths and this is a corker. I can say that I've met dogs that have had name changes when adopted and they haven't had any problems picking up their new name. A number of dogs enter the shelter system without a known name—like strays—and I've never met one who won't come for a treat because you called him by the wrong name. Some dog behaviouralists even think it's a good idea to change a dog's name once they enter a stable home. Their new name is then associated with the good things you provide and the excellent company you become.



My own dog has a number of nicknames that she is very happy to respond to and none of these sound like her 'real' name. Some people suggest changing the name to something similar or that rhymes with the original name. This may be a little hard in your case because there's not much that rhymes with Andrew. I don't believe changing the name will incur any stress for Andrew/Ringo as long as you follow some simple rules. Be consistent and if you choose Ringo then stick to it. And just like you wouldn't flip-flop back to Andrew the ex, don't be tempted to use Ringo's old name.

Miss Petiquette (not her real name) lives in a cramped urban cottage with her dog and two cockatiels. Her partially blind bunny has since crossed over the rainbow bridge. One pet down, Miss Petiquette has even more time on her hands to answer your questions regarding manners in the modern age for pet lovers. Miss Petiquette is on hand to deal with your perplexing petiquette and personal problems – when she's not at local dog parks breaking up stupid dog squabbles.

Email her at behaviour@urbananimal.net

Furry Festivals & Animal Attractions



Saturday 18th October

Barktoberfest

Tipped to be a community dog event for grown-ups and their dogs. Come along and bring your leashed, socially friendly pooch for a celebration of all things dog. This indoor/outdoor venue will be home to some of the best pet products by local businesses. Swing by for free information on animal acupuncture and advice on holistic healing for healthy pets from qualified practitioners. Book for your appointment to have a professional pet portrait by Animax's Danielle Lyonne on the day. Stop by the DogLogic stand for free training and behavioural advice. Sponsored by Urban Animal & MuttSpace, no bones about it, this is the event to come to and have a great social time. There'll even be something to wine about with hair-of-the-dog wine tasting.

Pre-bookings for photography appointments are essential—call 1300 264 629 for your reservation.

All other queries phone: 9557 8894. View details of the event at www.muttSPACE.com.au/events

12 noon until 5:00pm
St Stephens Hall, Church Street, Newtown

Sunday 31st August

Dalmatian Welfare Fun Day

10:30am to 3:30pm
Dog Ring, Castle Hill Showground, Carrington Rd, Castle Hill

Sunday 14th September

Pets & People Day, Rose Bay

11:00am to 3:00pm
Lyne Park, New South Head Road, Rose Bay
contact Laura Beattie ph: 9391 7901.

Sunday 21st September

PetFest 2008

Holroyd Gardens, Merrylands
Contact: 9840 9718

Sunday 21st September

Diamond IT Doggy Day Out

9:30am onwards
Empire Park (opp Bar Beach), Newcastle
Contact: www.doggydayout.com.au

Sunday 28th September

Pittwater Dog Day By The Bay

Between 10:00am to 3:00pm
Rowland Reserve, Bayview

Sunday 26th October

Mosman Pet's Day Out

10:00am to 3:00pm
Allan Border Oval, Mosman













urban animal

Ad Rates for November 15, 2008 and February 15, May 15, August 15, 2009

All ads appear in full colour in our tabloid-size pages, printed on 65 GSM, LWC (light weight coated), and 85 GSM cover stock. They also appear in full on our websites, embedded in all pages as PDFs and also displayed separately as JPEGs with links to our advertisers' websites. Great for Google hits.

All ads are full colour and one price. We do not normally do contracts. We extend discounts of 10% on two insertions at the second and 20% once the fourth is reached—both retroactive to all previous insertions provided invoices are paid on time. If invoices are not paid within 30 days of publication, no discount can be claimed.

Advertising Rates and Sizes

1/12 Page Vertical 6cm wide x 12.5cm high (no bleed) Full colour \$350		1/12 Page Horizontal 12.5cm wide x 6cm high (no bleed) Full colour \$350	
1/8 Page Rectangle 13cm wide x 9cm high (no bleed) Full colour \$550		1/8 Page Horizontal 26cm wide x 4cm high (no bleed) Full colour \$550	
1/6 Page Vertical 8.5cm wide x 18.5cm high (no bleed) Full colour \$750		1/6 Page Horizontal 13cm wide x 12cm high (no bleed) Full colour \$750	
1/4 Page Vertical 13cm wide x 18.5cm high (no bleed) Full colour \$1000		1/4 Page Horizontal 26cm wide x 9cm high (no bleed) Full colour \$1000	
1/2 Page Vertical 13cm wide x 38cm high (no bleed) Full colour \$1850		1/2 Page Horizontal 26cm wide x 18.5cm high (no bleed) Full colour \$1850	
Junior/Bastard Half 19cm wide x 26cm high (no bleed) Full colour \$2000		Full Page 28cm wide x 39.5cm high + include an additional 5mm bleed all around Full colour \$2750	

Special Positions

- Back Cover—Full Colour Only Gloss 85 GSM stock—\$3750
- Inside Front Cover—Full Colour Only Gloss 85 GSM stock—\$3300
- Right-Hand Page Guarantee (Subject to Availability)—10% Loading
- Unfortunately we cannot do inserts or stick-on additions to magazines.
- We cannot do giveaways or special promotions in our editorial.

Discounts

10% for two or more insertions (applied from second insertion, credited back to first)

20% for four or more insertions (applied from fourth insertion, credited back to previous three)

10% discount for registered charities, rescue, re-homing or rehabilitation organisations

Ad Agencies: Commission to accredited agencies of 10% for originating booking—applied only to net amount (after GST & insertion discount). So a \$2750 FP FC would be \$2750 less GST of \$250 would be \$2500 gross of which \$250 agency commission applies for a net amount of \$2250. For a 20% discount (4-insert) ad rate of \$2750 less 20% for \$2250, less 10% GST for a gross of \$2025 of which \$202.50 would be agency commission for a net amount of \$1822.50.

Terms: All advertising must be paid, with art, unless credit arrangements have been previously approved. Discounts only apply with prepayment or within 30 days on credit accounts. For agencies, payment terms must be guaranteed in advance at time of booking, as 45 days or under from publication date before commission and discount can be credited. Otherwise, commission and client discount can be paid back to agency after timely payment is made.

Artwork Details

All artwork must be supplied as per the exact sizes detailed below. We accept electronic artwork (acceptable media—JPEG or PDF ONLY) via email or CD. All ads should be supplied as high-resolution 300DPI, CMYK files. Fonts must be included, embedded or outlined if a PDF is supplied.

Absolutely NO Microsoft Word or Powerpoint documents, please—JPEG or PDF ONLY.

Urban Animal Contacts

Bookings: Phil Tripp, Phone: (02) 9557 7766, Email: topdog@urbananimal.net

Artwork: Mark Berry, Phone: (02) 9557 7766, Email: artwork@immedia.com.au

Booking and Artwork Deadlines

Issue Number & Street Date	Booking deadline	Artwork deadline
Issue 17, November 15, 2008	October 25	November 1
Issue 18, February 15, 2009	January 25	February 1
Issue 19, May 15, 2009	April 25	May 1
Issue 20, August 15, 2009	July 25	August 1

Photo by Animax

