

Modern Manners

Petiquette Questions Answered

Dear Miss P,

Our family is relocating to the US for at least a year and that's brought up the problem about whether to take Chester, our seven year-old Golden Retriever. We're not keen on subjecting Chester to the travel and the quarantine period on our return to Australia. Boarding for this length of time isn't really an option but our neighbours have put up their hand to take Chester for the duration. They're a nice family who will take great care of him. We'll pay for his food and incidentals for the time they have him as well as vet bills etc.

What we're not sure about is their stipulation that on our return Chester would stay with them every second weekend. This seems like a strange request and we're feeling a little uncomfortable about it. Your advice please?

Mandy K.
Woollahrah

Dear Mandy,

It's great that Chester has an adoring family like yourselves who have his best interests at heart. It's also great that you have kind and caring neighbours who have selflessly put up their hand to look after Chester for such a long period, which sounds like it could be open-ended in duration.

Of course during this time there is going to be bonding by his temporary family. They've thought about this clearly to the possibility that suddenly not having Chester, on your return, would create a void. How marvellous that they have put this condition on the table. Chester will likely bond to this nice family and so you need to selflessly agree to their terms—which I think are very reasonable. You have to consider that they will have some emotional equity in Chester's care and this should entitle them to having visitation rights with sleepovers.

You may want to consider having a legal document drawn up that clearly outlines the arrangement for the time you're away and on your return. That way both parties are covered. Hopefully, Chester will behave himself and you won't find that they want to give him back without any conditions because he's chewed the Chesterfield furniture!

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.

Email her at behaviour@urbananimal.net

Furry Festivities & Animal Attractions

Sunday, 7th June

Wanda X-Treme Dog & Owner Race

Get in training with your pooch to enter the 7km endurance race through the Wanda Sandhills and beach trails at Cronulla. Test your fitness over hills-sand and unsealed road. There are various age categories—for more information www.jockathletic.com.au

8:30am. Don Lucas Reserve, Cronulla. Cost: \$37.50

Sunday, 14 June

Cesar Millan Live

Acer Arena, Homebush. Tickets available through Ticketek (www.ticketek.com)

14th to 26th July

Dogumentary

An art exhibition featuring works from several artists including Photographer Danielle Lyonne whose works from Animax Photography readers will be familiar with.

Sponsored by Bondi's Bow House pet supply store and donations for entry will go directly to Doggie Rescue.

Bondi Pavilion Art Gallery, Queen Elizabeth Drive, Bondi Beach
Open daily 10:00am to 5:00pm



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Advertising Rates, Dates and Deadlines
For August 15 and November 15, 2009,
February 15 and May 15, 2010



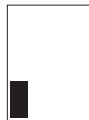
Photo by Animax

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

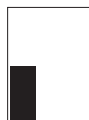
1/12 Page Vertical – 6cm wide x 12.5cm high (no bleed)
Full colour \$350



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1/6 Page Vertical – 8.5cm wide x 18.5cm high (no bleed)
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1/2 Page Vertical – 13cm wide x 38cm high (no bleed)
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Junior/Bastard Half – 19cm wide x 26cm high (no bleed)
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Full Page – 28cm wide x 39.5cm high
Please 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: Terri Dittman, Phone: (02) 9557 7766, Email: terri@immedia.com.au

Booking and Artwork Deadlines

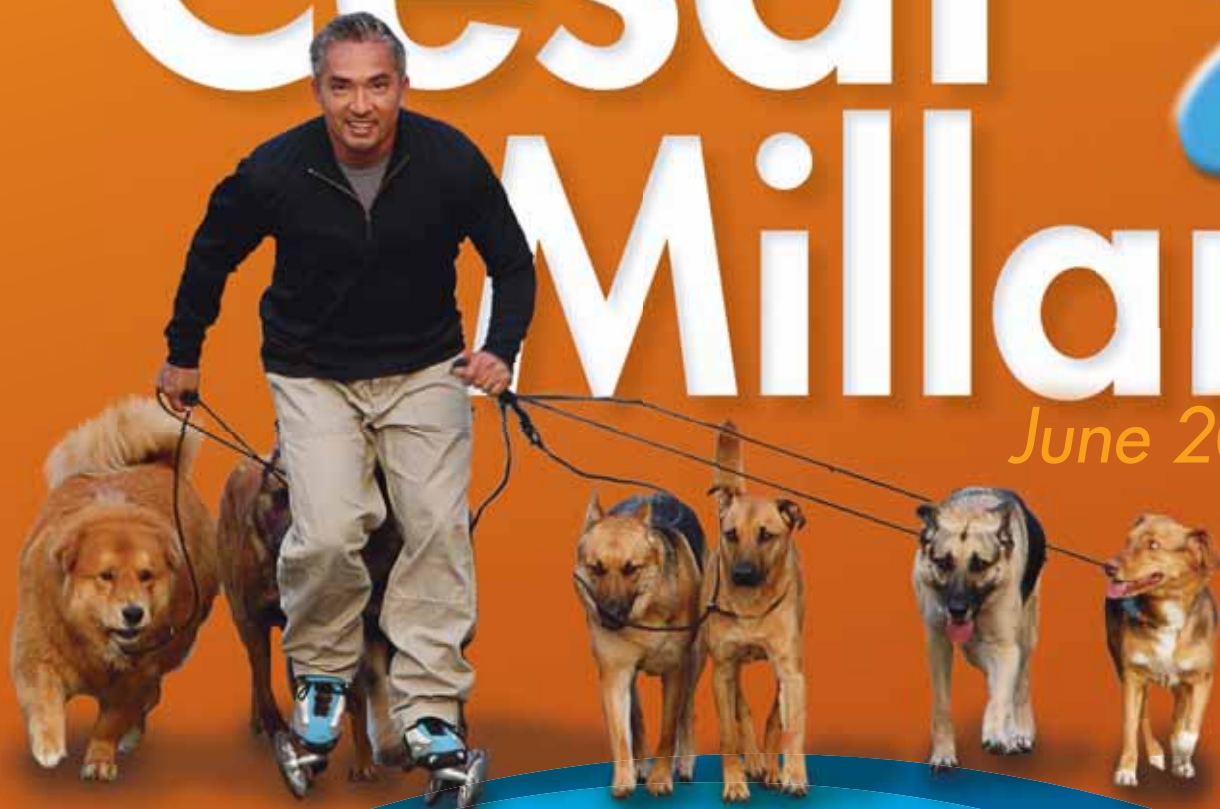
Issue Number & Street Date	Booking deadline	Artwork deadline
Issue 20, August 15, 2009	July 25	August 1
Issue 21, November 15, 2009	October 25	November 1
Issue 22, February 15, 2010	January 25	February 1
Issue 23, May 15, 2010	April 25	May 1

bio. Presents

Cesar Millan



June 2009



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Cesar will be donating \$1.00 per ticket sold to The Animal Welfare League Australia (AWLA) to help them re-home lost, abandoned, stray and surrendered animals.*

If you love dogs you can't miss this.



* AWLA, as a re-homing organisation, are not certified to make comment on training techniques.