

modern manners

Petiquette Questions Answered



Dear Miss Petiquette,

I have a relationship question that I'm hoping you can help with. I have a new boyfriend and he really likes Pepper, my five year-old Schnauzer. The problem is that Pepper doesn't like him-she doesn't like many men actually. She's growled at him a number of times and doesn't seem very happy that he's around. She even nipped at his feet when he walked into the kitchen while she was eating her food.

He laughed this off but I can't help but think he is a little sad she doesn't like him and possibly shaken that she nipped him. Is there anything we can do to make Pepper like him?

Mandy P.

Dear Mandy,

I know exactly what you're dealing with here and all us single ladies can relate to this. It's been a while between men and we tend to get a little introverted and perhaps a bit shy. We tend to neglect things like grooming and find ourselves making do with a cup of soup and four Tim Tams as our evening meal that we scoff, forgoing the use of cutlery and table manners.

Then a man comes on the scene and suddenly we force ourselves to shave our armpits regularly and get re-acquainted with soup-spoons. All this pressure can have a negative

effect as we quickly change daily routines and sleeping arrangements. Pepper's probably wondering why you're no longer slipping her your soggy, reconstituted croutons while she sits on the couch, keeping you company during endless re-plays of Sex and the City.

They say the way to a man's heart is through his stomach and so it is with dogs too. My advice is simple. Get your new boyfriend to feed Pepper when he comes over. It needn't be her whole meal-just half a handful of her daily ration of normal food. Get your boyfriend to make Pepper sit, and stay and then give her the okay command. And then watch the mutual admiration unfold as he feels in command and she gets extra chow.

Practice this often and in no time he'll feel like Pepper is eating out of his hand rather than biting it off! Good luck with it all and nice to know there is one less Sydney singleton, roaming the bleak aisles, searching for man candy.

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



Get your own **urban animal** T-shirt!



\$25

Plus \$5 postage and handling throughout Australia

For the female feline lover:

"Women and cats will do as they please and men and dogs should relax & get used to the idea"

For canine enthusiasts:

"The more men I meet the more I like dogs"

All T-shirts include the Urban Animal logo on the back.

New style, suitable for men and women and made from 100% US Cotton. Dog design (our most popular):

- Small: 49.5 cms measurement half-chest
- Medium: 52 cms measurement half-chest
- Large: 55 cms measurement half-chest
- XLarge: 61 cms measurement half-chest

Womens' fitted dog design:

- Small: 38 cms measurement half-chest
- Medium: 40 cms measurement half-chest

Womens' fitted cat design:

- Small: 38 cms measurement half-chest
- Medium: 40 cms measurement half-chest
- Large: 42 cms measurement half-chest
- XLarge: 44 cms measurement half-chest

Fill out your credit card details or enclose a cheque for \$30 to Urban Animal, 20 Hordern Street, Newtown NSW 2042

Name

Address

Town State Postcode

Phone (in case we need to reach you)

Credit card type Mastercard Visa

Card Number

Expiry Date.....

CCV Number (the last three digits of the number on the back of the card)

Signature.....

'Pets As Therapy' Volunteers Needed!

"We enrich the lives of people and pets by bringing them together."

- Volunteers needed in all areas to visit nursing homes and hospitals to bring companionship and happiness.
- You need to enjoy meeting people, have transport and access to a friendly pet
- Full training required - course fee, uniform and insurance \$362.00 inclusive



Pets As Therapy Training School
Phone: (02) 9418 4343
www.velmaspetsastherapy.com.au
Email: petcourses@yahoo.com

Furry Festivities & Animal Attractions

Sunday, 30 August

Warringah Dog's Big Day Out 2009

The annual Dogs Big Day Out is set to be a fun day for the whole family including pet competitions, face painting, sausage sizzle, animal demonstrations and children's entertainment. Also stallholders will offer everything 'doggy' for sale. Special guests, dog behaviorist Steven Austin and Ravi Wasan will MC the event.

Frenchs Forest Showground, Blackbutts Road, Frenchs Forest

Website: http://www.warringah.nsw.gov.au/services/dog_big_day_out.aspx

Contact: Liz Romer, Projects Coordinator ph: 9942 2715

Email: Liz.Romer@warringah.nsw.gov.au

10:30am to 2:30pm

Sunday, 13 September

Woollahra People & Pets Day

Annual charity event proudly presented by Woollahra Council. There will be a charity sausage sizzle (with all proceeds go to Assistance Dogs Australia), charity dog wash (bring a dry towel), children's entertainment, a petting farm, Q&A sessions, stalls and pets competitions including Best Trick and cutest Cat Photo Competition.

Lyne Park, New South Head Road, Rose Bay

Contact: Laura Beattie, Events & Communications Officer ph: 9391 7901

11am to 2pm

Sunday, 20 September

Newcastle Doggy Fun Day

Now in its third year, this event will include a parade of pooches, pet-orientated market stalls, kids dog competition, Canine Cafe, K9 games, dog competitions including doggy dress up, Dancing with Dogs, Daschund Soccer, pet product demonstrations, giveaways and stage events as well as an array of international food stalls. Exhibits of rare breeds, working dogs, RAAF guard dogs and Husky rides as well as small dog races. Funds raised on the day will be towards supporting Hunter Animal Rescue and Hunter Surf Life Saving Club.

Empire Park, Bar Beach, Newcastle

Website: <http://www.doggyfunday.com>

9:30am to 2:30pm

Sunday, 20 September

Holroyd PetsFest 2009

Fun day out for pet lovers (and their pets) with a large number of stalls, displays, competitions, educational activities and information with free entertainment all day. A Petfest Flyball Cup and Pet Passion for Fashion Parade for animals to strut their stuff amongst other animal activities.

Holroyd Gardens, Cnr Walpole & Pitt Streets, Merrylands

Website: http://www.holroyd.nsw.gov.au/your_city/events/petfest

10am to 3pm

14th to 26th July

Pittwater Dog Day by the Bay

Various exhibitions and demonstrations at this annual event. Always check weather due to the timing of the year, past events have been postponed or cancelled due to bad weather. Remember to pack a towel if your pooch will take a plunge in the water.

Rowland Reserve, Bayview

Email: rennae_projceski@pittwater.nsw.gov.au

10am to 3pm

Sunday, 25 October

Mosman Festival

Part of the Mosman Festival Fair day, this is annual event will have agility displays, stalls and competitions for young and old.

Allan Border Oval, The Crescent, Mosman

Web: www.mosmanfestival.info

10am to 3pm

31 October - 1 November

Purina World Dog Games



Dogs dashing, splashing, weaving, retrieving, catching and dispatching all assembled under the one 'woof'. The World Dog Games (WDG) is set to be the biggest canine event ever held in Australia. Expect an action-packed two-hour dog sport spectacular with Aussie canines competing to become 'Top Dog' in the four official sports - Agility, Canine Disc, Flyball and the latest dog sport sensation Diving Dogs.

As well as the sporting showcase, there will be a Dog Fest with live competitions/shows, panels and seminars from international and Australian pet experts, a breed showcase, demonstration areas, lots of doggy stalls and merchandise.

Urban Animal will be having a stall there, plus as an Official Media partner, will be bringing exclusive WDG lowdown in our next issue.

Acer Arena, Sydney Olympic Park

Website: <http://worlddoggames.com.au/>

9am to 5pm each day

**The Original Stain
and Odour
Eliminator!**

Urine-Off™
Finally... Something that Actually Works!



discover more at vcaworld.com

urban animal

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

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.

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.

Advertising Rates and Sizes

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



1/8 Page Rectangle – 13cm wide x 9cm high (no bleed)
Full colour \$550



1/6 Page Vertical – 8.5cm wide x 18.5cm high (no bleed)
Full colour \$750



1/4 Page Vertical – 13cm wide x 18.5cm high (no bleed)
Full colour \$1000



1/2 Page Vertical – 13cm wide x 38cm high (no bleed)
Full colour \$1850



Junior/Bastard Half – 19cm wide x 26cm high (no bleed)
Full colour \$2000



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.

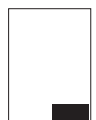
Urban Animal Contacts

Bookings: Phil Tripp, Phone: (02) 9557 7766, Email: topdog@urbananimal.net
Artwork: Terri Dittman, Phone: (02) 9557 7766, Email: terri@immedia.com.au

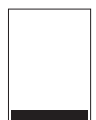
Booking and Artwork Deadlines

Issue Number & Street Date	Booking deadline	Artwork deadline
Issue 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
Issue 24, August 15, 2010	July 25	August 1

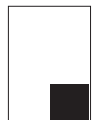
1/12 Page Horizontal – 12.5cm wide x 6cm high (no bleed)
Full colour \$350



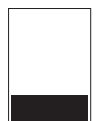
1/8 Page Horizontal – 26cm wide x 4cm high (no bleed)
Full colour \$550



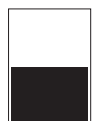
1/6 Page Horizontal – 13cm wide x 12cm high (no bleed)
Full colour \$750



1/4 Page Horizontal – 26cm wide x 9cm high (no bleed)
Full colour \$1000



1/2 Page Horizontal – 26cm wide x 18.5cm high (no bleed)
Full colour \$1850



Full Page – 28cm wide x 39.5cm high
Please include an additional 5mm bleed all around
Full colour \$2750

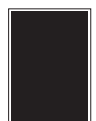


Photo by Animax