

# Pets in the Community



During November and December 2006, the City of Sydney will offer residents a series of education programs, information sessions and events, for pet owners and non pet owners.

Pet ownership makes an enormous difference in people's lives, and parks where the public can gather with their pets draw people together, build community and break down isolation. The majority of pet owners are responsible, and these public education programs are an opportunity to learn more about companion animal ownership. The City is working to encourage responsible pet ownership and promote harmonious and equitable access to public parks for all residents. This will include sessions about animal behaviour and the City's Companion Animals Policy, and how to interact safely with other people's pets.

## Microchipping and Registration Day, 25 November 2006 10.00am-2.00pm

**Dogs:** Sydney Park, St Peters

**Cats:** The Cat Protection Society of NSW, Enmore

The City of Sydney Microchipping and Registration Day will offer free microchipping and dog washing, together with the opportunity to register your pet on the day. The free Dog Wash will be provided at Sydney Park for the first 20 dogs whose owners sign them up for microchipping before 25 November.

Numbers will be limited, so register your interest in these events or the free training program. Contact the City of Sydney on 02 9265 9333 or by email at [council@cityofsydney.nsw.gov.au](mailto:council@cityofsydney.nsw.gov.au)

### Free Companion Animals Training Program 2006

EVENT	DATE	TIME	LOCATION
<b>Dog Obedience Training</b>	18 November	10am - 1pm	Sydney Park, St Peters and
	25 November		Lawrence Hargraves Reserve,
	2 December		Kings Cross.
	9 December		
	16 December		
<b>Dog Obedience Training</b>	18 November	1pm - 4pm	Federal Park, Glebe and
	25 November		Joynton Park, Zetland.
	2 December		
	9 December		
	16 December		
<b>Dog Awareness and Safety</b>	18 November	10am - 1pm	Sydney Park, St Peters
		1pm - 4pm	Federal Park, Glebe
	25 November	10am - 1pm	Sydney Park, St Peters
	2 December	10am - 1pm	Lawrence Hargraves Reserve,
		1pm - 4pm	Kings Cross.
			Joynton Park, Zetland

# Furry Festivities, Animal Attractions



Photo by Animax

Sunday 19 November

Leichhardt Dog's Day Out

Hawthorn Canal, home of Café Bones is the location for all dog lovers. There will be a wide selection of stalls where you can purchase cool gifts for your pets or pet loving friends. There will be competitions for fancy dress and races in the large, medium and small dog categories.

Hawthorne Canal Park, Enter via Darley Road (10:00 am to 2:00 pm)

Enquiries: 9367 9222

Sunday 3rd December

Animal Welfare League Christmas with the Animals

Bring the fur-kids along to have a photo taken with Santa and join in the fun to help raise some Christmas cheer for animals who will not have homes for Christmas. The Animal Welfare League make a difference in finding homes and caring for some of our forgotten and abandoned animals needing new homes. There will be live music, sausage and veggie sizzles, light refreshments and a chance to meet some of the animals awaiting loving homes. Please bring along a non-perishable food gift, toy or blanket as a contribution for one of the many cats and dogs that won't yet have a home for Christmas.

West Hoxton Centre, 45 Herley Avenue, Rossmore (10:30 to 2:30)  
Ingleside Centre, 11 Cicada Glen Road, Ingleside

Enquiries: 9606 9333

Sunday 18th February

Mardi Gras Fair Day Victoria Park

Organisers for 2006 claimed that over 75,00 people and a large amount of dogs attended this huge fair. 'Doggywood' is the dog show part of the event where they have competitions for best dressed dog, owner and dog look alike plus a category called 'best dog for cruising' and we at Urban Animal Mag are not sure if this means packing your pooch in the back of the Holden with the windows down! There will be a 'Kids Zone' area where lots of activities including face painting and heaps of food, community and retail stalls.

Victoria Park, cnr City and Parramatta Roads, Chippendale (10:00am to 8:00pm)

*Furry Festivities and Animal Attractions calendar guidelines: All information should be submitted to the editor either by mail or by email three weeks prior to deadline. Inclusion is up to the discretion of the editor. All activities that promote responsible pet ownership, de-sexing, micro-chipping and rescue are encouraged.*



Photo by Animax

## Classifieds

### Christmas Holiday Pet Photos

By Animax Photography

Capture the festive spirit with a pet photography session at the following locations  
**Sat 11th Nov-For Dogs Sake** ph: 9690 0361  
 232-236 Cleveland St, Chippendale  
**Sat 25th Nov-Dogs & the City** ph: 9363 4560  
 15a Transvaal Ave, Double Bay  
**Sun 26th Nov-Dogue, Manly** ph: 9948 8806  
 241-243 Sydney Rd, Fairlight  
**Sun 19th Nov & Sat 2nd Dec** ph: 9519 0162  
 Animax Studios, 77 Stanmore Rd Stanmore  
 Book directly with the venue

### I Love My Dog Pet Party Planning

Want to throw the best pet party? From pet party favours, cakes, canine catering to high quality pet themed jewellery to impress your guests. Phone to discuss your needs 0438 235 890

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Great variety of Christmas ideas available online. Including personalised Christmas stockings for dogs & cats.

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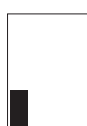
# Advertising with urban animal

February 15, May 15, August 15 and November 15, 2007

All ads appear in full colour in our tabloid size pages, printed on 65gsm LWC (light weight coated) paper (85gsm cover stock) in Sydney at Rural Press by heat set process. They also appear in full on our websites embedded in all pages as PDFs and also displayed separately as jpegs with hot links to advertisers' websites.

With our 8th edition being full colour gloss, cover-to-cover, we have achieved an economy of scale and more cost-effective printing rates which allow us to pass on savings to our ad clients. Due to our increased number of advertisers, no discounts, side deals or distressed ad rates, we are happy to offer the following:

1/12 Page Vertical  
(6 x 12.5cm)  
Full colour \$350



1/12 Page Vertical  
(12.5 x 6cm)  
Full colour \$350



1/8 Page Rectangle  
(13 x 9cm)  
Full colour \$550



1/8 Page Horizontal  
(26 x 4cm)  
Full colour \$550



1/6 Page Vertical  
(8.5 x 18.5cm)  
Full colour \$750



1/6 Page Horizontal  
(13 x 12cm)  
Full colour \$750



1/4 Page Vertical  
(13 x 18.5cm)  
Full colour \$1000



1/4 Page Horizontal  
(26 x 9cm)  
Full colour \$1000



1/2 Page Vertical  
(13 x 38cm)  
Full colour \$1850



1/2 Page Horizontal  
(26 x 18.5cm)  
Full colour \$1850



Junior/Bastard Half  
(19 x 26cm)  
Full colour \$2000



Full Page  
(26 x 38cm)  
Full colour \$2750



## Special Positions

- Back Cover-Full Colour Only Gloss 85 GSM stock-\$3750
- Inside Front Cover-Full Colour Only Gloss 85GSM stock-\$3300
- Right Hand Page Guarantee (Subject to Availability)-10% Loading
- Unfortunately we can not do inserts or stick on additions to magazines. We can not 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: 10% for originating booking-applied only to net amount (after GST & insertion discount)

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.

## 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.

## Urban Animal Contacts

Bookings: Phil Tripp Ph: (02) 9557 7766 E: topdog@urbananimal.net  
Artwork: Mark Berry Ph: (02) 9557 7766 E: artwork@urbananimal.net

## Booking and Artwork Deadlines

Issue Number & Street Date	Booking deadline	Artwork deadline
Issue 10, February 15, 2007	January 25th	February 1st
Issue 11, May 15, 2007	April 25th	May 1st
Issue 12, August 15, 2007	July 25th	August 1st
Issue 13, November 15, 2007	October 25th	November 1st

## Classified Sections Now Available!!

Due to demand from smaller businesses and services for text based, classified-style ads, we have decided to create a new class of ad which will offer our lowest rates for maximum exposure. There are no discounts for multiple insertions and our deadline dates for classifieds are earlier than for the above display ads.

**Option 1** (top right): 60mm x 60mm square ad can include colour logo and text of your design. You must submit finished art as a jpeg or PDF. Or just send us the headline and text and we'll put a colour behind it. \$200.

**Option 2** (bottom left): 30mm high by 60mm wide, text only, no logos or special fonts. Consists of one headline of 30 characters and spaces, five lines of text for only \$100.

We can't accept ads or classifieds for livestock or from pet breeders.

*Does your dog need  
a new doo?*

**DOGGY DOO!**

Is your dog's hair an unruly, matted mess? Then call up DOGGY DOO, the dog clipping professionals! With over ten years experience we'll shampoo and cut your dog & even come to your place!

Phone: (02) 9557 7766

[www.doggydoo.com.au](http://www.doggydoo.com.au)

## Inner-West Dog Walking Service

Derrick Rodger's Inner-West, Sydney-based service provides a super friendly and cost efficient alternative for the busy pet owner. Pick up the phone for a quote today! Contact: 041 22 666 77.

Deadlines for classifieds - Payment must be made with booking-ph (02) 9557 7766

Urban Animal Issue Number & Street Date	Booking deadline	Art or text delivery
Issue 10, February 15, 2007	January 15th	January 25th
Issue 11, May 15, 2007	April 15th	April 25th
Issue 12, August 15, 2007	July 15th	July 25th
Issue 9, November 15, 2007	October 15th	October 25th

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  - Interior/exterior spring-loaded locking slides
  - Energy efficient structural foam molded plastic
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- Available in: S - M - XL - SL



For our full product range please visit  
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or telephone  
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