

Doogle Banner Advertising Guidelines

June 11th 2007

The purpose of this document is to provide information and pricing on advertising on www.doogle.co.nz.

If after reading this, you are interested in advertising on Doogle or would like to discuss options to suit, please contact us by going to www.doogle.co.nz/contact.asp and filling out the form. We like to think we can do most things.

Doogle prides itself on being a free medium where dog owners can find information and share with others, everything from their favourite exercise area, lost and found, adoption services and even find new people to walk with in their area! Registered members will always be able to enjoy all these benefits for free.

As a company advertising on the Doogle Web Site you get exposure to a target audience on a unique Web Site aimed at the dog and dog owner market. All banners have click thru reporting and a monthly email will be sent to you letting you know how many clicks your banner has had. You will also get a mention in the Doogle newsletter which goes out to all registered users, as well as inclusion on the links page. While we are at it, Doogle can even create a custom banner for you - free of charge*.

If you have a promotion or just looking for maximum exposure, consider advertising on the Doogle newsletters. We aim to send these out monthly or more and can create an email campaign around your needs. Contact Doogle for more on this option by going to www.doogle.co.nz/contact.asp

Banner Options:

All banners come with monthly email reporting.
All prices are excl gst.

Top Banner



This banner is integrated into the masthead and is one of the first things seen alongside the Doogle branding.

Placement: Top right

Exposure: High

Dimensions: 157 pixels w x 109 pixels h JPG/JPEG/GIF static/animated

Price: \$80.00 per month **

Side Banner

[www.purina.com](#)

[North Shore](#)

[dand](#)

[rslie North/Remuera](#)



This banner is in a prominent position once a user is logged in and the login box is no longer visible. This banner can be doubled up as 2x single banners or one portrait banner.

Placement: Right

Exposure: Medium to high

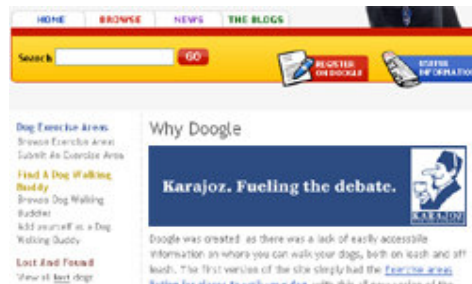
Dimensions: 149 pixels w x 105 pixels h JPG/JPEG/GIF static/animated or 149 pixels w x up to 380 pixels h JPG/JPEG/GIF static/animated

Price - single 149 pixels w x 105 pixels h: \$20.00 per month **

Price - double 149 pixels w x 105 pixels h x2: \$35.00 per month **

Price - large 149 pixels w x up to 380 pixels h: \$35.00 per month **

Internal Content Banner



This banner is a new option on Doogle and is placed on a page by page basis. The banner will generally appear below the page title and above the page content. Doogle can offer the best placement pages for this banner based on availability.

Placement: Page Content

Exposure: Very High

Dimensions: 400 pixels w x 100 pixels h JPG/JPEG/GIF static/animated

Price: \$5.00 per non listing page*** month ** (minimum 5 pages) or

\$10.00 per listing page**** month ** (no minimum)

Note: Doogle can best advise the right placement for this banner based on our page statistics. These banners can also be placed within target pages, for example, a Blog created for pet health can incorporate specific banners for that topic.

Please feel free to get in touch via www.doogle.co.nz/contact.asp.

*Doogle can create your company a custom banner free of charge up to 2 hours work. After the free 2 hours, \$50.00 per hour thereafter.

** All banner placements are renewed on a monthly basis. Doogle reserves the right to change banner and fee structure providing it gives notice of 3 months to advertiser. This may include revolving banner with a pool of other advertisers of dissimilar industry at a reduced rate.

*** Non listing pages are general content pages throughout the site that are not the initial index page for the exercise areas, lost and found, adoption services or walking buddy pages. Doogle will advise best page(s) for placement.

**** Listing pages are the initial index pages for listings on the Doogle Web Site, this includes exercise areas, lost and found, adoption services and walking buddy pages. Doogle will advise the best page(s) for placement.

Note: This Banner Advertising Guideline is current up to and a month after the date shown above.

Regards
Doogle
www.doogle.co.nz