



AMERICAN
KENNEL CLUB

DIGITAL



TOPIC

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MEDIA KIT 2012

AKC finds your newest customers almost before they open their eyes.



6 Reasons to Advertise with American Kennel Club Digital Media

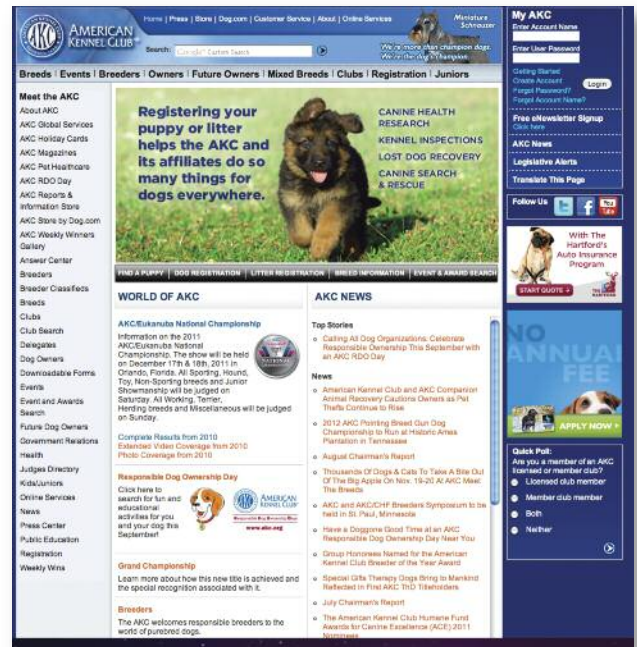
- 1.** The AKC has been the trusted source for dog information for over 125 years.
- 2.** More than 1.2 million monthly visitors visit the website.
- 3.** Reach over 1.4 million owners of purebred and family dogs, breeders, judges, and competitors through AKC's email channel.
- 4.** The AKC audience grows by a million dog owners, breeders, dogs and litters every year. They participate in over 17,000 dog events that have more than 3 million entries.
- 5.** The AKC audience is engaged by editorial content known to be knowledgeable, credible and authoritative.
- 6.** The AKC is the umbrella organization for thousands of national and local dog clubs.



AMERICAN
KENNEL CLUB® MEDIA

260 Madison Avenue ■ New York, NY 10016 ■ 212-696-8260 ■ FAX: 212-696-8217 ■ DIGITALADVERTISING@AKC.ORG

AKC.org is the most popular and most visited website for dog breed information. With over one million U.S. visitors every month, AKC.org is the most trusted online resource for dog enthusiasts. Our unique breed specific structure delivers high performance, and highly efficient campaigns. Let the AKC digital channel take your message to our audience.



Who Will See Your Ad?

- **Breeders** - AKC.org is one place to reach hundreds of thousands of important influencers.
- **Dog Owners** – most of whom own multiple dogs
- **Devoted Dog Enthusiasts** – the AKC audience travels regularly and searches to find the best for their dogs
- **Puppy Buyers** - introduce your product early in the life cycle.
- **Event Participants** – Active Lifestyle, High Household Income, Multiple Dogs, Frequent Travel

AKC.org Statistics:

- **1.2 million** unique visitors a month
- **2.2 million** user sessions a month
- **10 million** page views a month
- Programs are **scalable** to fit your budget
- **Focused segmentation** including breed, size and geography
- **Custom** units available
- All **rich media** accepted

IN-PAGE WEBSITE ADVERTISING

WEB AD RATE PER THOUSAND IMPRESSIONS (NET)

AD SIZE	TARGETED SECTIONS	RUN OF SITE
160x600	\$14	\$12
728x90 Leaderboard	\$14	\$12
300x250 Large Rectangle	\$17	\$15
Surround (728x90 plus 300x250 or 160x600)	\$21	NA

Ad Units

Does your dog's food truly fit his needs?
Try Hill's® Science Diet® Small & Toy Breed Dog Food

AKC MEET THE BREEDS®: Boykin Spaniel

The official State Dog of South Carolina, the Boykin Spaniel is a medium-sized, all-around hunting dog with a cheerful, energetic personality. Possessing a rich, chocolate-brown coat and charm to spare, the Boykin is a favorite of hunters due to its willingness to work all day as well as its smaller size, which allows the hunter to fit both dog and duck into the boat at the same time!

A Look Back
In the early 1900s, a small dog was found wandering near a church in Spartanburg, South Carolina, and one of the people attending services there, a Mr. Alexander L. White, took the dog home as a pet. Mr. White went the dog to his hunting partner Mr. L. Whitaker Boykin of the Boykin community just outside Camden, South Carolina and the little stray developed into a superb turkey dog and waterfowl retriever.

Right Breed for You?
The Boykin has the stamina to stay by its owner's side during a full day of work, as it fits in best with an active family. The breed also thrives on companionship, enjoying the company of children and other dogs. Its coat requires only minimal maintenance beyond a weekly brushing and occasional bathing.

If you are considering purchasing a Boykin Spaniel puppy, learn more here.

- Sporting Group; AKC recognized in 2009
- Ideal height: 10 1/2 - 18 inches tall at the shoulder for males and 14 - 16 1/2 inches tall at the shoulder for females.
- Hunting dog.

© The American Kennel Club, Inc.

Boykin Spaniel Breed Standard
Sporting Group

General Appearance
The Boykin Spaniel was developed in the United States as an all-around hunting dog, with a neat compact body. The Boykin Spaniel is medium in size, with emphasis placed on his hunting abilities, characterized by hunting and retrieving, with moderate speed and agility. With his perceptive ears, intelligent expression, sturdy build and friendly outgoing but confident temperament of the spaniel family.

Size, Proportion, Substance
The Boykin Spaniel is built to cover all types of ground conditions with agility and reasonable speed. He should appear as a dog for the endurance of a full day hunt with good but not too heavy bone, the shoulder should be in a medium size. He should be well-balanced and sound, showing the ability for the breed's intended function. He is a wiry-haired, well-muscled, hardy, and smooth-haired dog, somewhat longer than tall. When measured from the point of shoulder to the buttocks it is slightly longer than from the withers to the ground. The ideal height is 15 1/2 - 18 inches at the withers. Males 14 - 16 1/2 inches at the withers. Female. A dog that is either too long in body or too long in leg is not in keeping with the standard. Dogs that are large or heavy as well as those that are slight should be equally penalized.

Leaderboard 728 x 90

- Prominent top of page placement
- This large, in-page unit is a branding powerhouse
- Rich Media accepted

AKC MEET THE BREEDS®: Clumber Spaniel

One of the original nine breeds registered by the AKC, the Clumber Spaniel's long and low build is a solitary stripe among spaniels. Although not as speedy as other sporting dogs, the Clumber will work all day, toting along in his spacious slow "rolling gait. He may appear dignified and reserved, but he possesses great enthusiasm for both work and play. The breed possesses a beautiful white coat and may have lemon or orange-colored markings.

A Look Back
Some doubt exists about the origin of the Clumber Spaniel, but most believe the breed originated in 18th-century France with ancestors such as the Bassot, Hound and early Alpha Spaniel. The Clumber was prized for his ability to hunt in heavy cover and his quiet, which allowed him to come up very close to the game. The breed received its modern name when a large French noble moved Duke of Newcastle's Clumber Park at the start of the French Revolution in an effort to save its dogs.

Right Breed for You?
Playful and loving, the Clumber Spaniel fits in well with families and other animals. They enjoy daily walks, but they are not for those who enjoy jogging. Clumber spaniels moderate year-round and tend to shed and drop more than other breeds. An intelligent and independent thinker, the Clumber responds best to positive training.

If you are considering purchasing a Clumber Spaniel puppy, learn more here.

- Sporting Group; AKC recognized in 1884.
- Rating in size: 17 to 20 inches tall at the shoulder and 65 to 80 pounds.
- Gundog.

© The American Kennel Club, Inc.

Clumber Spaniel Breed Standard
Sporting Group

15 FAN FAVORITES WILL WIN A 1-YEAR SUPPLY OF HOLISTIC SELECT PET FOOD.

VOTE NOW AND GET A \$5 COUPON

Large Rectangle 300 x 250

- Substantial visual presence within the content area
- Above the fold location for ads that drive maximum response
- Rich Media accepted

THE ONLY NATURAL BRAND GUARANTEED TO IMPROVE SKIN & COAT*

AKC MEET THE BREEDS®: Brittany

The Brittany is a medium-sized, leggy, dual-purpose dog, equally skilled for sport and companionship. According to AKC's historical database, it was sculpted in popularity in the last 50 years due to its talents as both a hunting and sport dog. Originally called the Brittany Spaniel, it is now referred to simply as the Brittany, as its hunting style more closely resembles that of pointing breeds. In descent, Set or heavy coat can be orange and white or liver and white in either color or roan patterns.

A Look Back
The Brittany was named for the French province where it originated, but records of its development are largely lost. There is a great deal of resemblance between the Brittany and Welsh Springer Spaniel, which leads many people to believe that the two breeds share the same ancestors. It is possible that native Brittany spaniels mixed with English pointing dogs around 1900, reworking their hunting prowess in the process.

Right Breed for You?
The Brittany is smart, quick and agile, requiring exercise and activity to enjoy his life and mind. He is a happy and alert dog who possesses willing attitude. Regular training is important, but their shorter coats need minimal maintenance.

If you are considering purchasing a Brittany puppy, learn more here.

- Sporting Group; AKC recognized in 1834.
- Average size: 30 to 40 pounds and 17 1/2 to 20 1/2 inches at the shoulder.
- Bird dog, companion.

© The American Kennel Club, Inc.

Brittany Breed Standard
Sporting Group

IS YOUR DOG ITCHING FOR A CHANGE?

ROLLOVER TO SAVE \$5

Surround

- Dual ad units create compelling and effective product placement for powerful branding.
- This ad type combines the prominent page placement of the 728 x 90 ad unit with the either 160 x 600 ad unit or a 300 x 250 for a powerful "surround" effect.
- Rich Media accepted

Placements

Breed Pages

- Over 200 unique breeds
- Over 25% of site traffic is involved with breed information
- Over 1,000 breed specific pages
- 3 million monthly page impressions available



Portal Pages

- Each of the primary navigation buttons has its own portal page that segments the audience
- These pages are the doorway to the visitor's area of interest
- Rich Media accepted



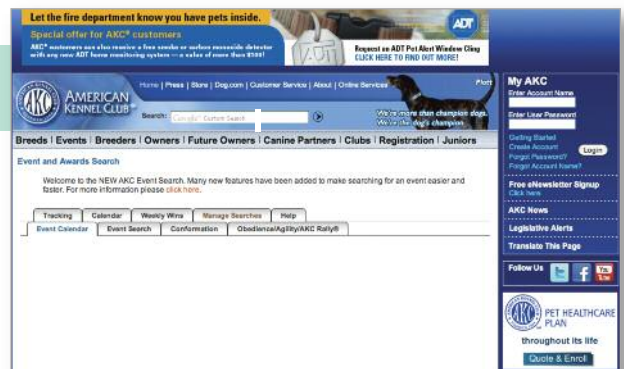
Topical Content Pages

- Over 1,500 pages discussing health, nutrition, training, behavior and other focused topics
- Target your customers through contextual segmentation
- Rich Media accepted



Application & Navigation Pages

- Heavy traffic flow
- Positioned to reach a broad audience cross section
- One Large Leaderboard is the exclusive ad unit on each page



Sole Sponsorship Email

- You supply the body of the email for a powerful single message / single brand email
- Deliverable up to 1.4 million email recipients including more than a million dog owners
- List can be segmented by size, breed and age to reach your specific audience
- “From” Line displaying American Kennel Club gets your message delivered and opened
- Higher impact / higher response / higher value



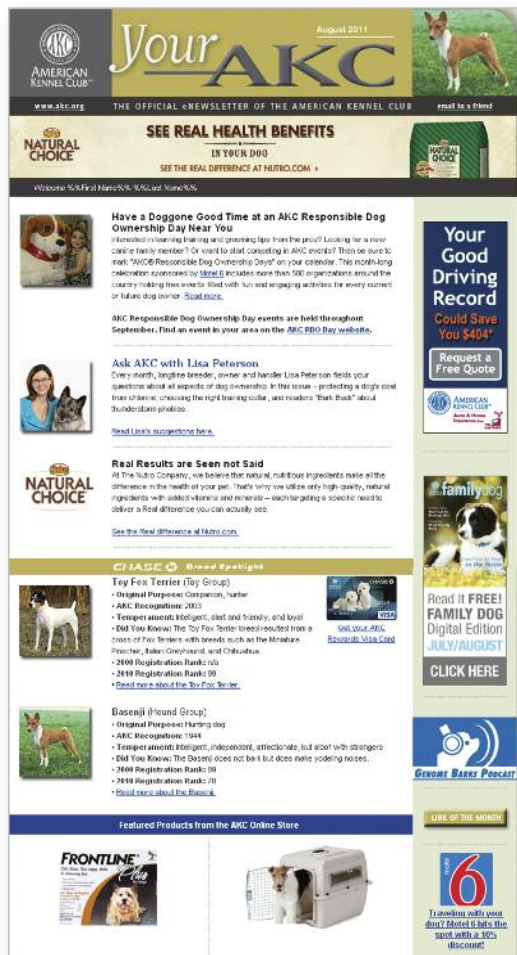
SOLE SPONSOR CUSTOM EMAIL RATES (NET)

EMAILS DELIVERED	CPM	NET COST	DISCOUNT FOR CURRENT AKC ADVERTISERS AT ANNUAL SPENDING LEVELS		
			OVER \$100K	OVER \$150K	OVER \$200K
1,400,000	\$60	\$84,000	4%	8%	12%
500,000	\$65	\$32,500	4%	8%	12%
250,000	\$75	\$18,750	3%	6%	10%
125,000	\$85	\$10,625	3%	6%	10%
Less than 125,000	\$105				

Maximum Segment Sizes

Toy Breeds = 270,000
Small & Toy Breed = 475,000
Sporting Breeds = 400,000
Large Breeds = 650,000
Any Breed or Breeds = Call for counts
Dog registrants in a state(s) = Call for counts
Litter registrants = 125,000
Electronic Report Purchasers = 80,000
Exhibitors = 100,00
Dog registrants = 1,150,000





YourAKC Email Newsletter

- Delivered to **over 1.4 million** subscribers monthly
- **Limited** number of advertising spaces
- **Single** sponsorships available
- **Lowest eCPM** of any AKC digital ad product
- Reach the **broadest** consumer and fancier audience
- **Maximum immediate impact**

YourAKC Ad Sizes

- One Leaderboard 728 x 90
- Three Side Banners 120 x 300 options
- Double Side Banner Skyscraper 120 x 600 option (this entails combining two 120 x 300's to create one large ad)

YourAKC EMAIL NEWSLETTER AD RATES (NET)

	TOP BANNER	SIDE BANNER	DOUBLE SIDE BANNER
Monthly issue - full list	\$7,000	\$3,400	\$6,000
Monthly Welcome Issue (20,000)	\$1,100		

2011 YourAKC PRODUCTION SCHEDULE

ISSUE	SPACE RESERVATION	COPY IN DATE	PROOF OUT	PUBLICATION DATE
January	November 4	January 3	January 6	January 12
February	December 9	February 7	February 10	February 16
March	January 6	March 6	March 9	March 15
April	February 3	April 3	April 6	April 12
May	March 9	May 8	May 11	May 17
June	April 6	June 5	June 8	June 14
July	May 11	July 10	July 13	July 19
August	June 8	August 7	August 10	August 16
September	July 6	September 4	September 7	September 13
October	August 10	October 9	October 12	October 18
November	September 7	November 6	November 9	November 15
December	October 5	December 4	December 7	December 13

RATE CARD

Rate Card #3 Effective January 2012

Reach over 100,000 Dog Show Elite!

The AKC Weekly Winners Gallery Email allows you to target the most influential dog show fanciers.

A weekly “must read” among this community of highly motivated dog show competitors, the AKC Weekly Winners Gallery Email is the perfect vehicle for reaching this unique audience of elite dog owners.

Emailed directly to 100,000 fanciers, the Gallery is the first and only medium to offer you this targeted reach & immediacy at the cost of only +/- 2 pennies per email (not including bonus web exposure)!

About the Gallery:

- Emailed directly to over 100,000 influential dog fanciers
- Posted on AKC’s popular Weekly Wins web page for one week, where it receives thousands of additional views
- Archived for an entire year at akc.org (1.2 million unique visitors monthly)
- Posted to American Kennel Club’s Facebook page with over 65,000 followers

With two high impact ad units – a top banner that immediately follows a preview pane of the winning dogs, and a larger commercial ad unit, occupying about 30% of a 19 inch high resolution screen, the Gallery provides the most prominent exposure to this unique audience of active dog show fanciers.

Published every Wednesday (except the last week of December).



AKC Weekly Winners Gallery Email Newsletter Rates (Gross):

FREQUENCY	1X	2X	4X	12X	26X	52X
TOP BANNER ONLY	\$800	\$700	\$600	N/A	N/A	N/A
SOLE SPONSOR (Top Banner PLUS Commercial Display)	\$2,495	N/A	\$2,350	\$2,225	\$1,995	\$1,650

Space and materials deadline Every Monday at Noon ET. Sponsorship reservations are first come, first served.

Technical Specifications:

Top banner is a 600x90 gif or jpg displayed between the Weekly Winners Gallery title header and the first dog listing. Commercial display space is located at the conclusion of the dog listings and is 600 wide with a variable height of up to 600, gif or jpg. Rich media, flash formats, animation and third party servers are not acceptable.



AKC Family Dog Magazine Digital Edition

	GROSS
Grand Sponsorship of Issue: Exclusive banner on host email and exclusive placement opposite front cover.	\$7,195
Banner on host email 728 x 90 gif or jpeg	\$3,995
Multimedia Showcase opposite front cover Family Dog will host embedded VIDEO or SLIDE SHOW furnished by client	\$4,250
Featured Sponsor logo thumbnail opposite front cover Includes LEARN MORE link to client's landing page	\$395
Advertorial headline on News Ticker crawl 20 word drop down panel links to client hosted content	\$195

DISTRIBUTION:

Emailed directly to **600,000** of AKC's most active, most responsive email customers

Linked from **YourAKC** email newsletter

Linked from **AKC Facebook** page

Linked from **AKC web site**

Forward to a friend feature

Sharing links back through **Facebook** and **Twitter**



CLOSING DATES

ISSUE	PUBLICATION DATE	SPACE RESERVATION	MATERIALS
JAN/FEB	January 9	December 28	January 2
MAR/APRIL	March 9	February 28	March 2
MAY/JUNE	May 9	April 27	May 2
JUL/AUG	July 9	June 28	July 2
SEPT/OCT	September 10	August 28	August 31
NOV/DEC	November 9	October 26	November 2

TECHNICAL SPECIFICATIONS:

VIDEO/MOTION GRAPHICS

640 x 480 pixels

ACCEPTABLE FORMATS: AVI, FLV, MPG, SWF, WMV

Video files should not exceed 25 Mb in size

Adobe Flash (SWF) files should not exceed 700 Kb in size

SPONSORSHIP LOGO THUMBNAIL IMAGE

105 x 130 pixels at resolution of 300 dpi

Acceptable formats: JPG, TIFF, PSD, EPS

AKC Breeder Newsletter

135,000 digital readers who breed purebred dogs
Most efficient way to reach the most powerful influencers

AKC Breeder Newsletter Ad Units

- One Leaderboard 728 x 90
- Large Rectangle 300 x 250



AKC Breeder

AD RATES (NET)

Top Banner (728x90)	\$3,825
In column Rectangle (300x250)	\$3,000
No Flash - No Animation	

Digital Advertising Terms And Contract Conditions

1. All insertion orders are accepted subject to the provisions of our current rate card. Rates and other conditions are subject to change upon notice from The American Kennel Club, Inc. ("Publisher"). All first-time advertisers are requested to pre-pay the first insertion. Any future insertions will be billed monthly. Net 30 days. All signed insertion orders received via facsimile are considered legally binding agreements. No terms or conditions, printed or otherwise, appearing on contracts, orders, copy instructions, or otherwise which conflict with or amend the provisions of this rate card or which are inserted unilaterally by the agency or the advertiser will be binding on the Publisher.
2. The Publisher reserves the right to decline, reject, or cancel any advertising for any reason at any time without liability, even though previously acknowledged or accepted.
3. The advertiser and its agency, if there is one each represents that it is fully authorized to publish said advertisement and the contents therein. The advertiser and its agency, if there be one, hereby jointly and severally, indemnify and hold the Publisher harmless from and against any and all claims, damages, liabilities, obligations, losses and expenses (including without limitation attorneys' fees and disbursements) in connection with the publication of such advertisements, including without limitation, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all other claims now known or hereafter devised. All advertisements are accepted and published upon the representation by the agency and advertiser that they are authorized to grant the right to publish the entire contents and subject matter

- thereof in Publisher's publications and that such publication will not violate any law or infringe upon any right of any person or entity in consideration of the publication of advertisements.
4. The advertiser and agency are jointly and severally liable for payment of invoices and all other obligations in connection with advertising published in any of Publisher's publications.
 5. Advertisements that simulate editorial content must be clearly labeled "Advertisement" or such label will be inserted.
 6. Publisher assumes no liability for occurrences beyond the Publisher's control that prevent or interrupt the producing, publishing, or distribution of the digital media.
 7. 2% cash discount on net, after agency commission, if paid within 10 days of billing date. First time advertisers excluded.
 8. Past due accounts are subject to a 2% per month interest charge. Collection costs, attorneys' fees, and court costs incurred by the AKC in collecting amounts due for any AKC publication will be paid by the advertiser and/or its agency.
 9. All invoices delinquent in excess of 60 days will be subjected to an additional 10% on existing balance.
 10. All invoices delinquent in excess of 90 days will be forwarded for collection.
 11. For conditions not specifically covered by AKC Advertising Terms and Contract Conditions, reference Version 3.0 of the IAB/AAAA Terms and Conditions for Internet Advertising for Media Buys One Year or Less. This standard may be downloaded from: http://www.iab.net/media/file/IAB_4As-tsandcs-FINAL.pdf

Scan to download the AKC 2012 Digital Media Kit or visit
www.akc.org and search keyword
DIGITALMEDIKIT



Scan to download the AKC 2012 Digital Advertising Technical
Specifications Guide or visit www.akc.org and search keyword
DIGITALADSPECS



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