



AMERICAN  
KENNEL CLUB®

**Time Discount: 25% off Advertising Opportunity with the American Kennel Club**

**August 2014**

# We're more than champion dogs. We're the dog's champion.



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The **American Kennel Club**, working with its affiliates, is the only not-for-profit registry devoted to the health and well-being of all dogs. We have allocated over \$30 million to fund programs for the betterment of dogs everywhere here are a few of them.



## The AKC Rescue Network

The **AKC Rescue Network** is the largest network of dog rescue groups in the country, representing more than 160 AKC-recognized breeds. AKC Parent Clubs, fanciers and breeders work tirelessly to make these purebred rescue groups possible. Learn more about the AKC Rescue Network here:

<http://www.akc.org/breeds/rescue.cfm>.

## The AKC Canine Partners

**AKC Canine Partners** opens up the sport to all dogs, including **mixed-breeds** and the owners who love them. All dogs are eligible to participate in AKC events, like Agility and Obedience, and to earn titles in those events along with like titles such as AKC Therapy Dog and Canine Good Citizen, just to name a few.

## We're the dog's champion...

- AKC Pet Disaster Relief helps local Emergency Management provide animal care services during the first 72 hours following a disaster, the critical time before FEMA support and services are deployed.
- Hundreds of AKC sponsored Responsible Dog Ownership Days each year remind dog owners of everything that is required of us in return for the wonderful privilege of having a dog.

# Social Media: Facebook Posts



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The AKC has a **loyal and engaged** Facebook fan base of over **2M** fans!

We can offer you **sponsored posts** promoting your messaging—special offers, coupons, diet tips, etc.

Facebook impressions available range from 250,000 to over 1,000,000, based on Facebook package purchased.

And again for **this August only**, test this opportunity at **25% off rate card!**

American Kennel Club  
December 28, 2013

Here's a great deal from our friends at Purina! Save 20% on Purina Pro Plan Dog & Food and Treats! Discount reflected at checkout. Applies only to products shipped and sold by Amazon.com. Click here --> <http://goo.gl/oFcgsj>

PURINA  
PRO PLAN  
CONGRATULATES  
"JEWEL"  
FUELED BY PURINA PRO PLAN  
2013  
Best in Show Winner of  
The National Dog Show  
Presented by  
PURINA  
SAVE 20% on Selected  
Purina Pro Plan Items  
SHOP NOW  
amazon

Unlike · Comment · Share  
2,684 26 56  
443,520 people saw this post  
Boost Post

# American Kennel Club Facebook Page



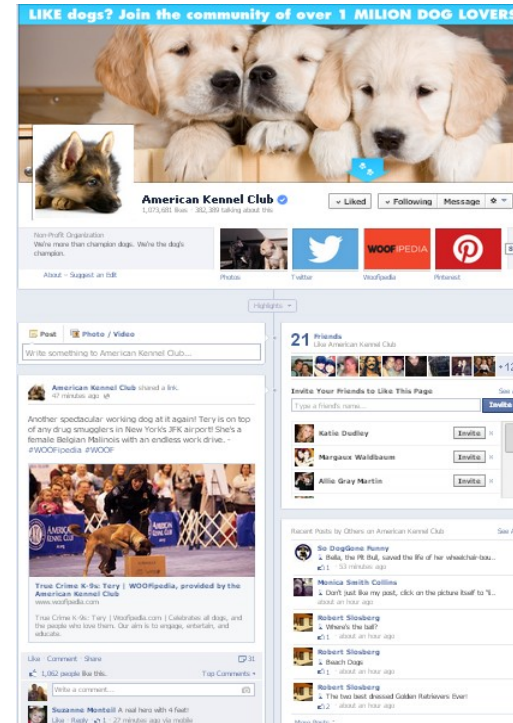
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## Over 2,000,000 Fans!

- Over **900K** fans engaging weekly
- Over **5.5M impressions** per week
- Individual posts receiving **250K-500K** views
- An average brand page garners 1-3% engagement. AKC's receives **40%-94%**.

## Opportunities

- Sweepstakes
- Social Photo Competitions
- Sponsored Posts
- "Presented by" Logo
- Couponing/Offer



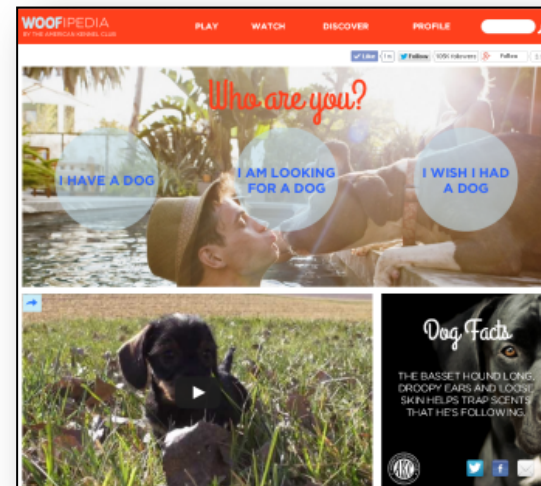
# Digital Profile: Overview



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The AKC has developed **two** unique platforms that will provide you the ability to target the most qualified cross-section of dog lovers. The platforms have over **2.8M Monthly Unique Visitors** and over **29M Page Views** monthly—reaching highly qualified, highly affluent dog owners who drive the buying decisions. By using a multi-channel approach, consumers can be contacted across web, social, mobile and video channels.

- **AKC.org** – consumers, professionals, experts, dog lovers, empty-nesters
- **WOOFipedia.com** – consumers, young families, social media experts, every-day dog owner



# AKC.org: Digital Profile



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**AKC.org** is the most popular and most trusted website for dog breed information, issues of responsible dog ownership, rescue information and breeding. Each month over **2M unique visitors** come to AKC.org at key moments of their dog-related life stages.



60% Female



45% \$100K+ Household Income



50% Have Children in the Home



\$200+ Monthly Average Spend on Pets



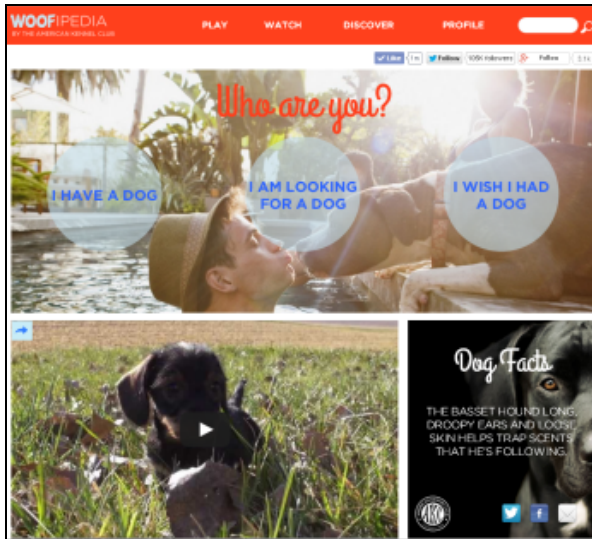
*\*Source: ComScore, October 2013; AKC Market Research.*



# WOOFipedia: Digital Profile



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**WOOFipedia.com** is the AKC's consumer friendly site that aims to engage, entertain and educate all dog lovers. WOOFipedia is geared toward millennials and young families. The site has grown to over **850K UV** per month since its launch in November 2013, averaging **over 2M page views** per month. The app, available on iOS and Android, allows for an extended mobile reach.

**Massive engagement**  
on Woofipedia articles  
Social Shares resulting  
in native content posts  
reaching **5M-7M** unique  
users

