

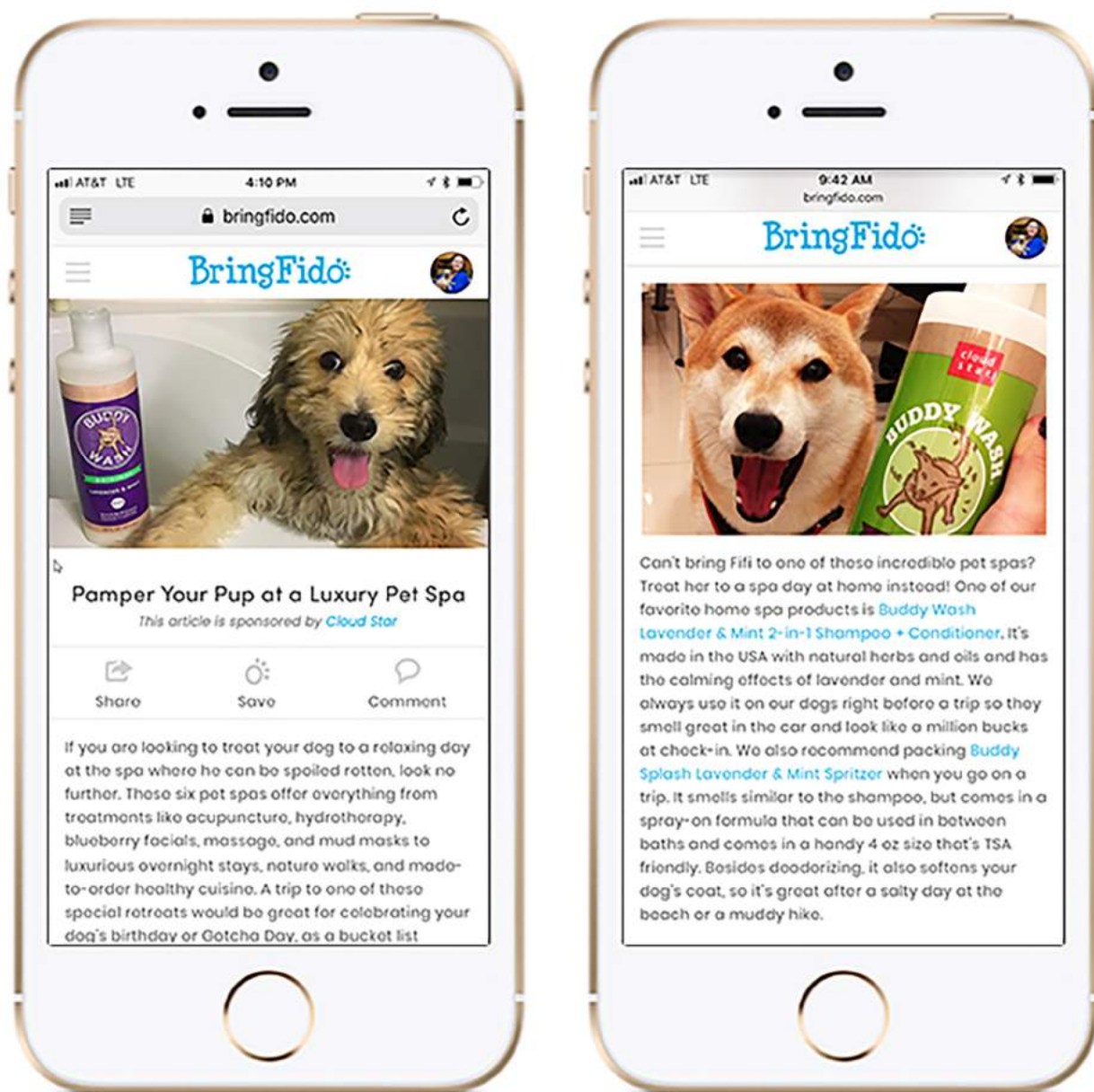
BringFido:

product guide

native content


starting at \$500

Position your brand as the solution to pet parents' needs with a native content integration. Each day, BringFido publishes a unique pet travel or lifestyle article that promotes engagement with our furry friends. BringFido's editorial team can place your brand at the top of our readers' minds by weaving your products and services into our native content. Each daily article is published on our website, on our social media channels, and in our weekly newsletter (500,000 subscribers), giving advertising partners exposure to a wide audience of pet enthusiasts.



Want to feature your brand in the email inboxes of pet parents across America? With over 500,000 dog-loving subscribers nationwide, BringFido's weekly newsletter is the best place to reach our most loyal audience of pet enthusiasts. Our editorial team can create compelling, sponsored native content opportunities that will make your brand un-fur-gettable. Solo emails containing highly relevant and engaging content are also available, subject to editorial approval. Rates start at \$500 for native links, \$5,000 for sponsored posts, and \$10,000 for solo emails.

BringFido



How to SUP with Your Pup

Floating down the slow-moving Deschutes River on an stand-up paddleboard is one of the best ways to spend a hot summer day in Bend. Fortunately for Fido, dogs are welcome to join in on the fun too! If you don't have your own paddleboard, you can rent one from...

[Read More](#)

Namaste: Yoga with Your Dog

Namaste, y'all! We all love taking our pups with us to soak up the sun on vacation, but why stop there? You can also bring Fido with you to downward dog with doggie, tree pose with compass, and lion's breath with doggie breath at one of the many dog friendly...

[Read More](#)

17 Dog Friendly Microbreweries

If you're looking for a great place to drink a few pints with your pup, check out this list of pet-friendly breweries with attractions for both humans and dogs alike.

[Read More](#)

Hot Dog! This Hot Spring Is Pet Friendly

For many dog owners, hot springs are the perfect way to wind down from a long drive, grueling hike or a day of shredding the slopes. Your furry friends can accompany you on these adventures, why should they have to stay behind while you soak?

[Read More](#)

Where to Celebrate #NationalPizzaDay

This is not a drill! National Pizza Day is February 9th this year. If you want to 'pug out' on a slice (or four) with your pup, check out one of these 44 dog friendly pizza joints that will be having specials for you and your pup throughout the day.

[Read More](#)


Four! Dog Friendly Golf Courses

Play a round of golf with your pup at the pet-friendly Discovery Bay Golf Course in Port Townsend, located on the shores of beautiful Discovery Bay, this 18-hole resort is Washington's oldest public golf course and only pet-friendly golf course.

[Read More](#)

Dogs of the Week


Want to feature your creature? Post a photo to tell us about your favorite place to bring Fido and you might see it featured in a future issue! You can also share new dog friendly spots or cute pictures of your dog by tagging with your post [#bringfido](#) and using [#bringfido](#).



[Facebook](#) [Twitter](#) [Instagram](#) [Pinterest](#) [App Store](#) [Google Play](#)

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Need help finding a pet-friendly hotel, outdoor restaurant, dog park or other animal attraction? Contact our Canine Concierge at 877-441-9438 or concierge@bringfido.com for the most up to date information on bringing Fido!
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BringFido



It's Spring Bark! Celebrate with a Free 3-Night Stay at a '5-Bone' Pet Friendly Hotel

It's been a long winter, so we're giving one lucky dog three free nights at a '5-bone' rated pet friendly hotel for Spring Bark. Hurry! The first 500 people to enter will also receive a free 14 oz. bag of Taco Shack Snacks from the makers of BarkBox.

ENTER NOW

*The first 500 people to enter will receive a free 14 oz package of Bark's Taco Shack Snacks. The Grand Prize winner will receive a three night stay at any pet friendly hotel available on BringFido.com (with a maximum prize value of \$600). Contests ends on March 15, 2018.

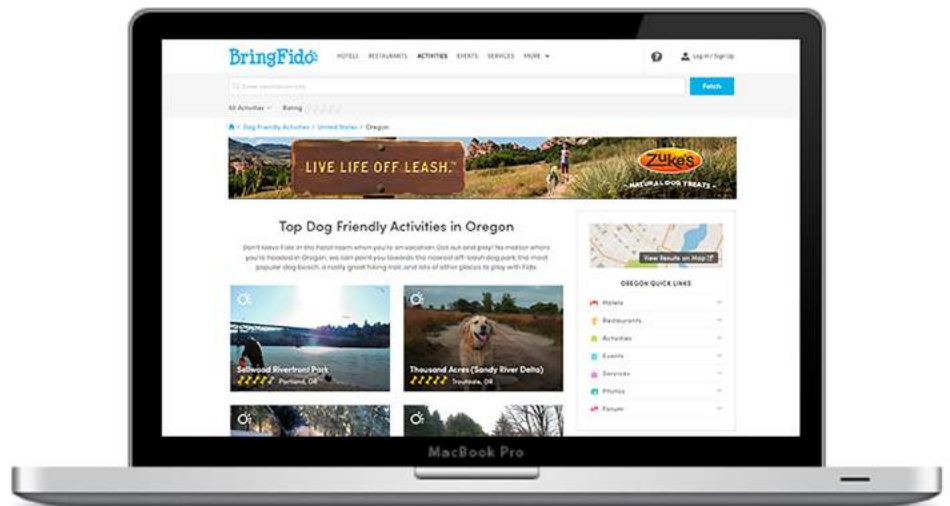
BARK

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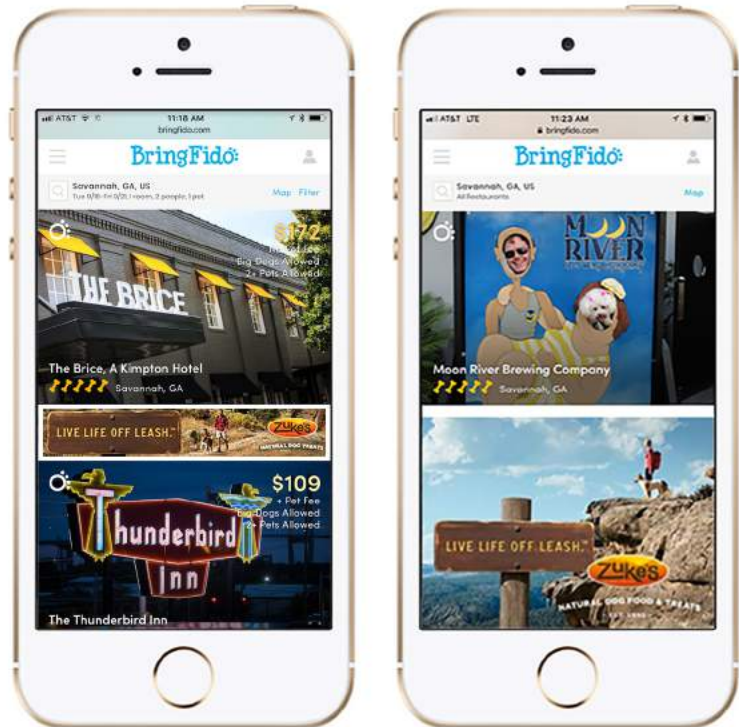
display advertising / from \$3 CPM

Launching a display advertising campaign with BringFido is a great starting point for engaging with our audience of well-educated and savvy pet lovers. We run IAB standard ad bundles in various sizes across desktop and mobile devices. Brand partners can reach our entire user base through a site-wide campaign or opt for category segmentation for more targeted advertising. Rates start at \$3 CPM. Discounts are available for extended or multi-platform campaigns.

AD UNIT	DIMENSIONS
<i>Desktop Placements</i>	
8x1 Flexible Leaderboard	1200 x 150
1x1 Medium Rectangle	450x30
10x1 Super Banner	970x90
Medium Rectangle	300x250
Half Page Ad	300x600

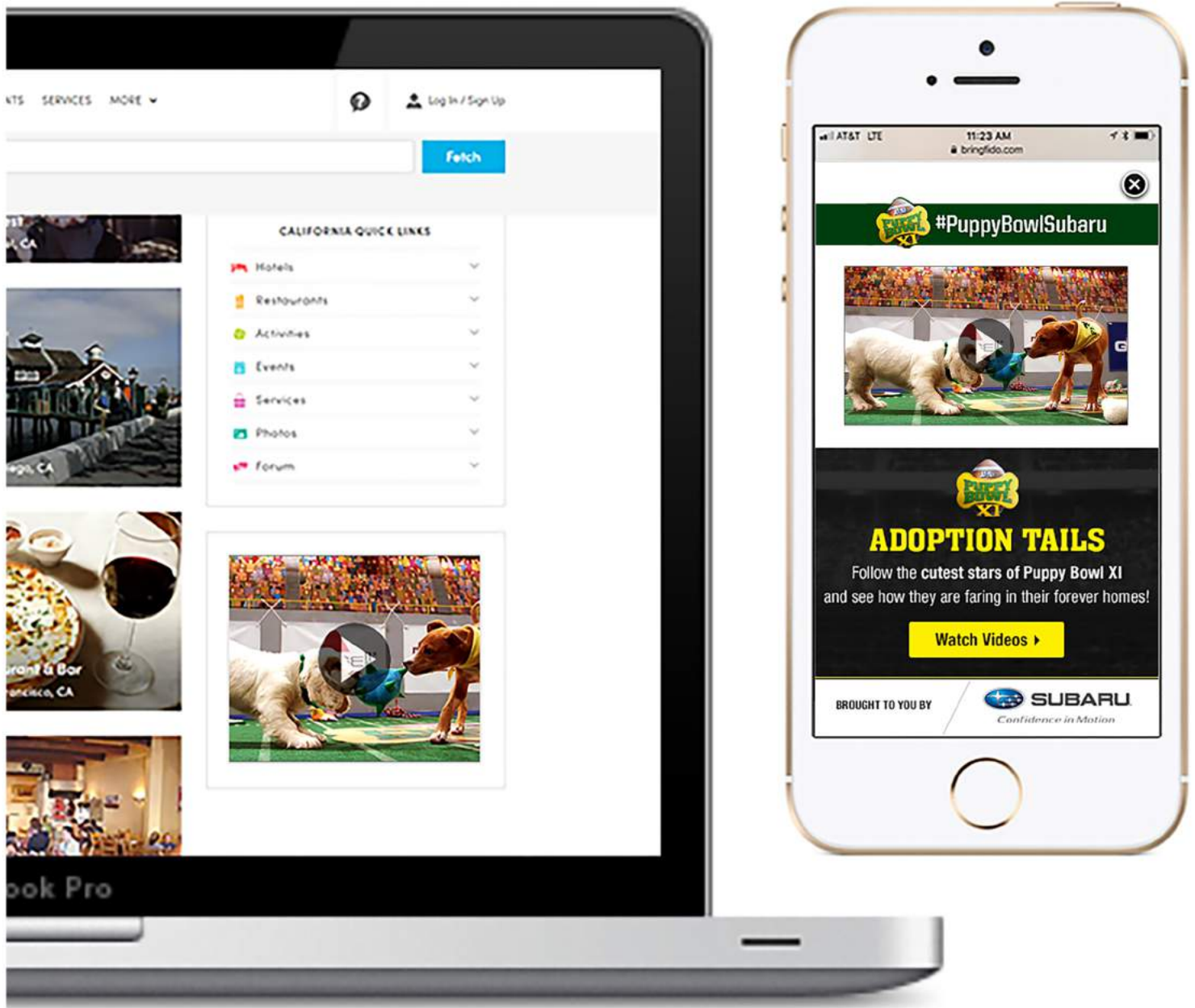


AD UNIT	DIMENSIONS
<i>Mobile Placements</i>	
6x1 Smartphone Banner	450x75
1x1 Medium Rectangle	450x300



BringFido®

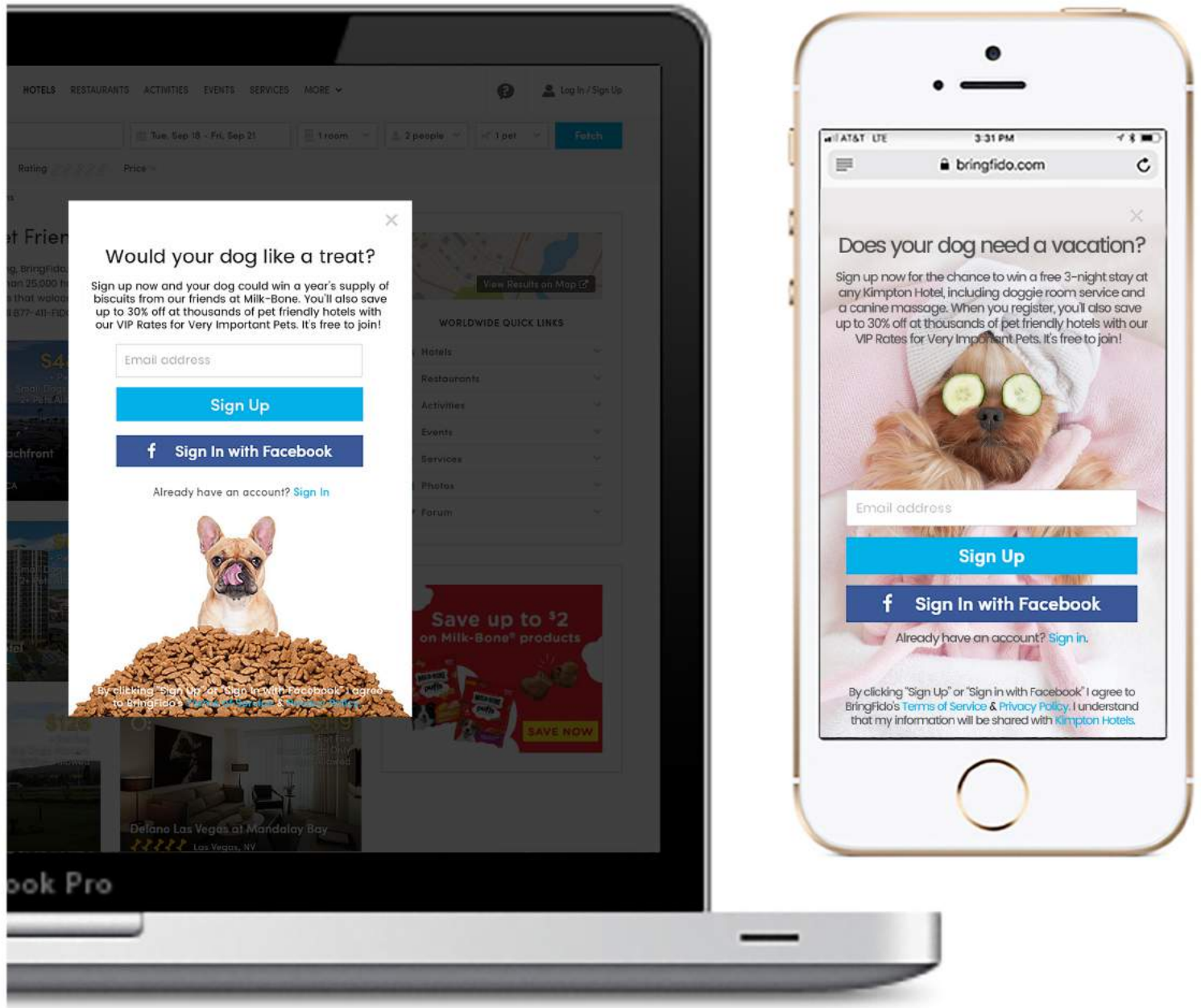
Share your brand's story with BringFido's loyal audience of dog lovers using the power of video. Our team works with consumer brand partners to seamlessly integrate video into the core user experience across our desktop and mobile applications. Video marketing provides meaningful engagement that simply can't be replicated with other advertising solutions.



data capture

Inquire for Rates

Interested in acquiring email newsletter subscribers for your pet consumer brand? Or want to engage a group of active dog owners with a physical mailer? BringFido brand partners can access valuable consumer data through a consent-based data capture campaign. These campaigns are usually launched in conjunction with a sponsored contest or sweepstakes, but they work great with sampling promotions as well. Rates vary based on the number of data points, fulfillment requirements and prize value.



BringFido®

product sampling

Inquire for Rates

Have a new product that you'd like to get in the hands of pet consumers? BringFido's product sampling solution may be the perfect fit. We work with brand partners to distribute treat and food samples directly to BringFido customers. We also ship product to pet-friendly hotels across the country. Dogs love getting a treat in the mail or at check-in, and your brand can be the focus of that happy moment. Campaigns can be targeted by region or hotel chain, and coupons can be included to encourage product purchase. Rates vary based on shipping costs.

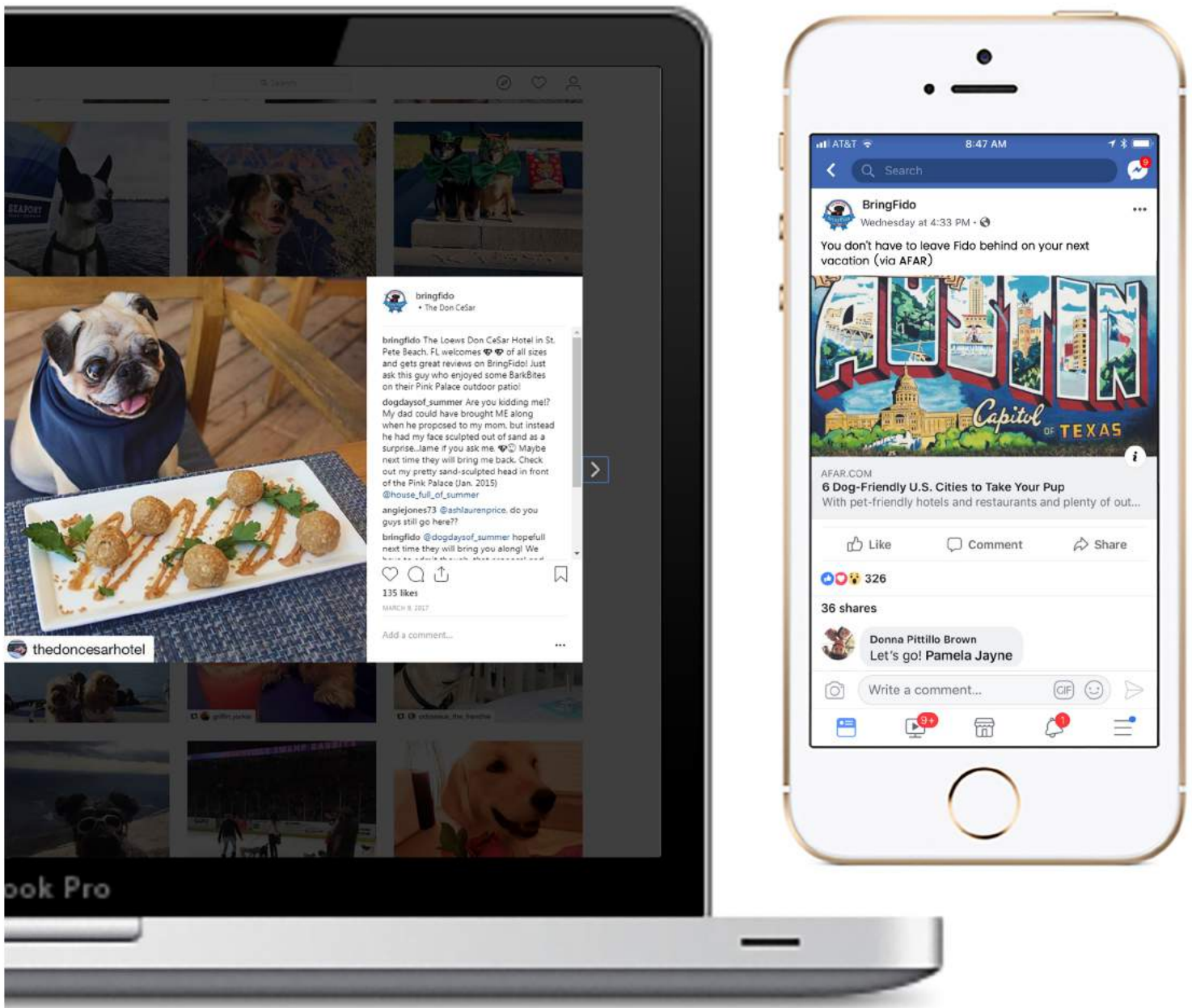


BringFido

social campaigns

from \$500

Have a product, service, or newsworthy announcement that would be of interest to our loyal followers? Feature your brand on BringFido's social media channels. Our editorial team works with brand partners to highlight articles of interest to our dog-loving community. Social boosts are also a great way to promote and increase attendance at pop-up events for brand activation campaigns. We include social mentions in most advertising packages, but standalone posts are also offered. Rates start at \$500 for social campaigns.



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There is no Poop Fairy. Unless you partner with BringFido for your next product launch event! Brand activation campaigns are a great way to introduce your product or service to our audience of dog lovers. We work with our advertising partners to imagine, promote and execute truly memorable dog-friendly experiences that showcase their brands alongside our own. Pop-up events, yappy hours, dog park takeovers, or bark in the park promotions – whatever you're looking for, we'll find a way to make the event a howling good time.



content licensing

\$100k minimum

Curious about integrating BringFido's proprietary content into your brand's custom application? We work with popular consumer brands to embed our unique data-rich content into new product apps and promotional websites. Curated BringFido content can also be used to power ancillary services that are beneficial to the pet community. Licensing arrangements are limited to products and services that complement, rather than compete with, BringFido's own offerings. Content licensing rates start at \$100,000.



Note: Data can only be used in applications that don't directly compete with or clone the BringFido website.

BringFido®

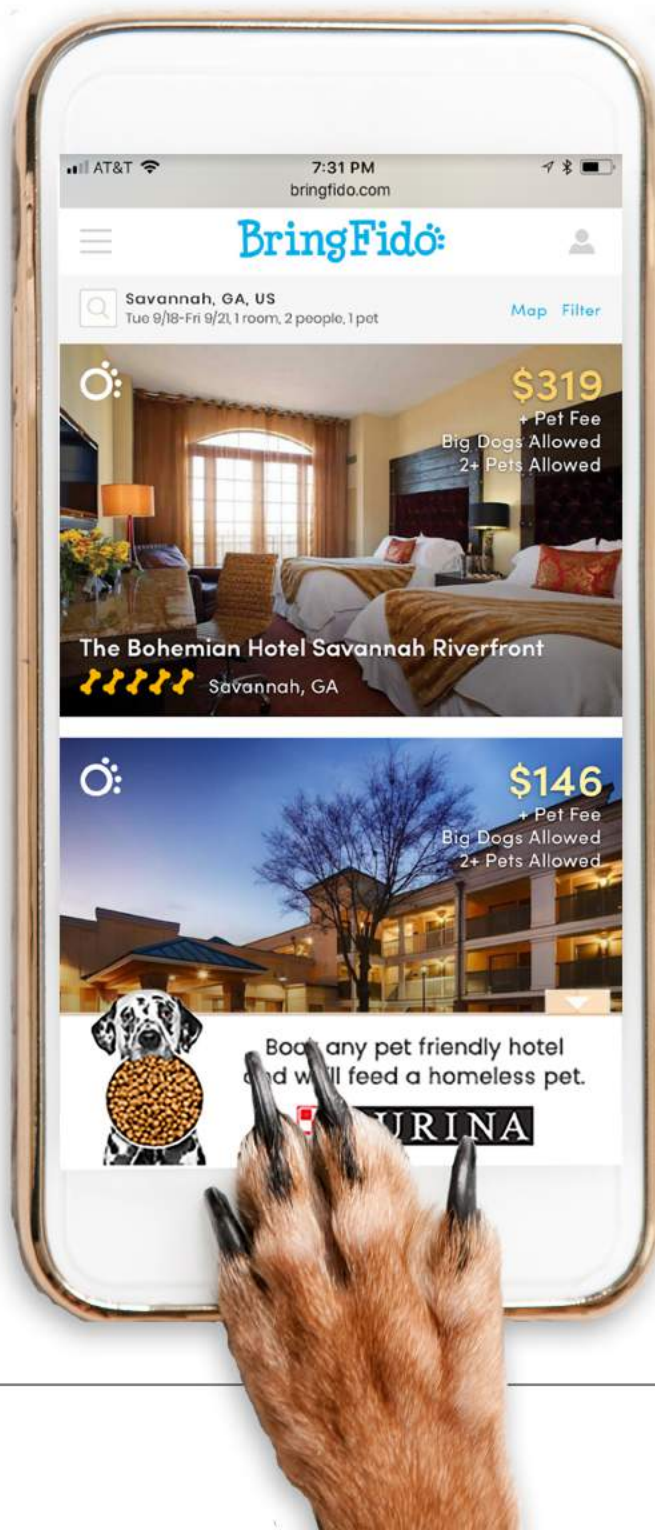
Considering a new product launch and need insight into pet consumers' preferences? BringFido's marketing team works with brand partners to develop on-site interactive surveys that generate actionable data to help advertisers make successful product marketing decisions. With BringFido's help, companies can grow brand awareness and stay on top of the latest consumer trends. Research survey pricing varies based on the method of collection, complexity of the dataset, and sample size. Inquire for rates.



sponsor packages

Inquire for Rates

Advertising partners in search of maximum brand exposure when rolling out a new product or launching a mixed-media campaign should consider BringFido's multi-platform package. This sponsor package is fully customized to satisfy the overall business objectives of the advertiser and the specific KPIs of the campaign. We'll work with your team to develop a budget, outline project goals and craft a solution that will make your brand stand out from the crowd. Volume discounts are available with ad budgets of \$100,000 or more.



BringFido

rate card



NATIVE CONTENT SOLUTIONS

from \$500

EMAIL MARKETING

\$500 to \$10k

DISPLAY ADVERTISING

from \$3 CPM

VIDEO ADS

inquire for rates

DATA CAPTURE

inquire for rates

PRODUCT SAMPLING

inquire for rates

SOCIAL CAMPAIGNS

from \$500

EVENTS / EXPERIENTIAL

inquire for rates

CONTENT LICENSING

starting at \$100k

CUSTOM RESEARCH

inquire for rates

MULTI-PLATFORM SPONSORSHIPS

inquire for rates

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contact us

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