

**PetPR.com offers a press release distribution service to pet media, writers, editors and bloggers.** There are a number of wire services on the market today. It can be difficult to choose which one might be best for your company. There is **only one** press release distribution service dedicated solely to the pet industry. PetPR.com's network of pet news writers and bloggers is unsurpassed. We can help you reach all of your targets: print and broadcast newsrooms, individual pet reporters and editors, pet websites and pet bloggers, news syndicators, pet social media networks and more.

- **Delivery directly into newsrooms and reporters' email boxes**
- **Target by Region or Pet Theme/Subject**
- **Distribute to all pet reporters in print, radio, television and online trade media**
- **Search Engine Optimization (SEO), including keyword research and placement, embedded hyperlinks and text formatting**
- **Social media sharing links for online readers to submit your news to Facebook, Twitter, LinkedIn and other popular sharing sites**
- **Display of your full-color company logo and a link to your company site, to assist with your branding efforts**
- **Measurement reports, one free tracking report after distribution of any release**

## Distribution Services

	400 Word Release*	Each Add'l Network
National Dailies US Major Markets/Pet Writers	<b>\$150</b>	<b>\$25</b>
Pet Industry Trades	<b>\$150</b>	<b>\$25</b>
Pet Bloggers	<b>\$150</b>	<b>\$25</b>
Electronic Pet Producers, Reporters and Segment Editors	<b>\$150</b>	<b>\$25</b>
Region Specific	<b>\$150</b>	<b>\$25</b>
State Specific	<b>\$150</b>	<b>\$25</b>
City Specific	<b>\$150</b>	<b>\$25</b>

## Additional Services

Press release creation	<b>\$250</b>
Press release editing	<b>\$125</b>

## Advertising

1034 x 112	<b>\$100</b> per week
370 x 476	<b>\$75</b> per week
370 x 189	<b>\$50</b> per week

\*Please note, there is a \$50 charge per 100 word overage. Rates are in US Dollars.