

APPA Pet Care Community News — Reserve Your Advertising Today

Showcase your company and services in APPA's weekly Pet Care Community News e-newsletter. This digital publication is distributed weekly to more than 1,800 contacts worldwide and serves as your go-to resource for the latest pet industry news, education opportunities, updates about Global Pet Expo and the Association, and more.

There is no better way to reach decision-makers in the pet care community than with this highly targeted marketing opportunity that can positively impact your brand and boost success for your business.

Space is limited, so reserve your ad space today!



American Pet Products Association

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WEEKLY PRICING FOR BANNER ADS

- Ad Size: 468 x 60
- Accepted Formats: png or jpg

A	Exclusive Leaderboard	\$1,500
B	Banner Location #1	\$1,000
C	Banner Location #2	\$950
D	Banner Location #3	\$850
E	Banner Location #4	\$750

Maximize your visibility

with a 30-second commercial spot showcasing your business

- Video Highlight: \$650 Weekly
- Accepted Video Format: mp4

American Pet Products Association

PET CARE COMMUNITY NEWS

E-UPDATE | APRIL 30, 2020

NOTES FROM CEO

Steve King

The Long View

The realization that efforts to contain the spread of the COVID-19 coronavirus will last for the foreseeable future became apparent this weekend when the administration extended federal distancing guidelines for another month. We are urged to avoid non-essential travel or gathering in groups of more than 10 people through April 30...

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A Exclusive Leaderboard

INSPIRING & ENCOURAGING STORIES

A Service Dog in Training Brings Comfort to ER Doctors on the Frontlines

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Dogs Are Being Trained to Sniff out Coronavirus

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B Banner #1

COVID-19 & THE PET INDUSTRY

APPA and 110 Other Groups Urge All Levels of Government to Adopt Consistent Definition of "Critical Infrastructure" When Taking Action against the Threats of COVID-19

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FDA Letter to Stakeholders: Do Not Use Chloroquine Phosphate Intended for Fish as Treatment for COVID-19 in Humans

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C Banner #2

COVID-19 APPA RESOURCES

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E

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