WALA Website Puppy and Breeder Advertising

Types of Advertising Available

Puppy Ads:

Ads are listed in alphabetical order under country and state. Ads will be deleted after three months. The three months begins on the day the ad is published to the WALA website. Please note, puppy ads must include a specific litter. For general ads, please choose the Breeder Ad option that most suits your needs.

- Published for 3 months for $100 for puppy/litter advertising.

- The following items must be included on your puppy ad:

  o Breeding Program Name
  o Date born or expected date of birth.
  o Contact Info: phone number and/or email.

Breeder Ads on Website:

Ads are listed in alphabetical order under your country and state. Ads will be deleted after the time paid for has been reached. The time begins on the day the ad is published to the WALA website.

- Published for 3 months for $100.

- Published for 12 months for $250.

Ad Requirements and Submission:

Artwork Specifications:

Please submit a .jpg of your ad with the dimensions of 1100 wide x 400 pixels tall. For SEO purposes, it is important the picture be a .jpg. If the ad does not conform to these dimensions, it cannot be added to the website.

Submittal

Submit your ads to Advertising@WALALabradoodles.org and pay for your ad on the *Member Forms & Fees* page of the website. All ads are linked to the Program website, so please **include your programs web address in your email**.

Ads are generally placed within five days of submission or acceptance of proper artwork. You will be notified by email when your ad is live on the WALA website. Please note, this is a volunteer position. Our volunteers make every effort to get ads placed in a timely manner, but please be patient if there is a delay.

WALA Created Ad Option:

If you would like us to create your ad, there is an additional fee of $25. Please pay the additional fee with the button below the *Ad Charge* button.

To create the ad, WALA requires you submit specific items listed below:

For Puppy Ads:

- Program name

- Preferred method of contact (e.g. text with number provided)

- High resolution pictures

- Date of birth or expected date of birth

- Web Address

- Additional Recommended Items:

  o Logo

  o Facebook Address

  o Instagram Address

  o Color palette used for your website. E.g. Dark Blue – 17,52,103 for RGB or Dark Blue – 113467 for Hex. If you need assistance in determining this, ask at Advertising@WALALabradoodles.org.

For Breeder Ads:

- Program name

- Preferred method of contact (e.g. text with number provided)

- High resolution pictures

- Web Address

- Additional Recommended Items:

- o Logo
- o Facebook Address
- o Instagram Address
- o Color palette used for your website. E.g. Dark Blue – 17,52,103 for RGB or Dark Blue – 113467 for Hex. If you need assistance in determining this, ask at Advertising@WALALabradoodles.org.

Notes

Providing a range of pictures the creator can choose from is encouraged. Unless you indicate specific items you would like to include, the ad creator will use their best judgement on which items to use or not use. Some ads may use multiple pictures, some may use a single picture. Similarly, some will include your Facebook and/or Instagram address and some will not. The decision will be based on what works from a creative standpoint, while still ensuring ways to reach out to the Breeder are easily identifiable. The creator will email the created ad prior to posting for final approval from the Breeder. All ads will "clickable," with a link to the Program website.

It is your responsibility to ensure you provide all necessary information to the Advertising Team and payment is received. The Team will not reach out to you until they receive notification of payment made and items needed to move forward with either posting the ad or creating the ad. If an item is missing or they need further information, they will communicate that to you, but please make every effort to include all items listed as required above.