

JUST THE FACTS

PETS+ and the PSC have partnered together on a Multi-Media Fact Sheet Package. This opportunity is for PSC members to share their companies sustainable practices and successes for their company, brand, and/or products with retailers, and give the retailers the ‘Facts’ they need to buy and recommend!



Retailers are looking for Sustainable Products — they know that their customers consider sustainability when purchasing and they are willing to pay more for sustainable goods!

Join PETS+ and PSC with this unique opportunity to share your company and/or product/product line's sustainable facts. This multi-media package is being offered in the **SEPTEMBER-OCTOBER ISSUE**. PETS+ will write and design your Fact Sheet with your supplied information and images for print, digital and social media exposure!

PICK 4 OF THESE FACTS TO SHARE WITH THE RETAILERS:

1. Share Your Sustainability Successes
2. Share Your Environment Impact Initiatives and/or Certifications
3. Share Your Sustainably Sourced Material Standards and/or Certifications
4. Share Your Sustainable Packaging Initiatives and/or Certifications
5. Share Your Responsible Manufacturing Standards and/or Certifications

6. Share Your Animal Welfare Practices and/or Certifications
7. What Are Your Sustainable Protein Initiatives and/or Certifications
8. As a PSC Member, Your Sustainable Goals Are:

SEPTEMBER-OCTOBER ISSUE

MATERIAL DUE DATE:
8/18/26

TWO FORMATS:

- SPREAD:** Full-page ad with adjacent full-page Fact Sheet
FULL-PAGE: Half-page ad with adjacent half-page Fact Sheet
1/2 PAGE: Half-page facts only

HIGH EXPOSURE:

- PRINT:** Ad with Fact Sheet
WEBSITE: Fact Sheet will be posted on the PETS+ Website with link to Fact Sheet page in Digital Edition

eBULLETIN: Fact Sheet will be posted to the Daily eBulletin Newsfeed to drive traffic to the website post

SOCIAL MEDIA: Fact Sheet post to PETS+ Facebook and LinkedIn
PLUS: A Product Spotlight will be featured in the issue

FACT SHEET PRICING



→ Full-page ad with full-page "Fact Sheet" sheet: **\$3,995**



→ Half-page ad with half-page "Fact Sheet" sheet: **\$2,650**



→ Half-page "Fact Sheet": **\$1,500**



RESERVE YOUR FACT SHEET TODAY!

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pet
sustainability
coalition

THE PET SUSTAINABILITY COALITION SPOTLIGHT

Exclusive Opportunity For PSC Members



AD SIZE: 1/4 Page Bordered Ad: 3.5" Wide X 4.5" Tall
RATE: \$750

Retailers are actively seeking sustainable brands and responsible manufacturers to meet growing consumer demand. This is your opportunity to position your company as a trusted, sustainability-focused partner.

As a Pet Sustainability Coalition member, your brand stands for more. Now put that commitment front and center with the retailers who are looking to expand their sustainable brand and product assortments.

Highlight your commitment as a verified PSC Member - Book Your Ad Space Today!



CONTACT YOUR PETS+ REPRESENTATIVE:

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CLOSE DATE: 8/18/26

MATERIAL DUE DATE: 8/25/26