



AMERICAN
KENNEL CLUBSM

Demand AKC Papers **Classified Advertising Program for Clubs**

The American Kennel Club spends millions of dollars annually on advertising and public relations campaigns that promote our brand and communicate our mission to the public. However, as competition from other “registries” continues to grow and the sale of puppies over the Internet becomes more common, we know we still need to do more. And to have the most impact, we know it needs to be a collective effort involving our most important resource: our clubs. **Therefore, we are asking you to take part in an aggressive campaign with the goal of reaching puppy buyers at the grass roots level.**

The Board recently approved a program called “Demand AKC Papers” whereby we are asking clubs to place classified ads in their hometown papers that direct puppy buyers to www.demandakcpapers.com, www.puppybuyerinfo.com or www.akc.org to locate information and resources that will assist them in making smart decisions throughout the process of acquiring a new pet.

For more than a century, generations of American consumers instinctively knew that AKC “papers” came hand-in-hand with a purebred pup from a responsible breeder. But in today’s environment, it is no longer sufficient for us to assume that the average puppy buyer understands the value of the AKC in the dog ownership experience.

Besides the unrivaled integrity of our registry, the value of AKC registration has grown over the years to include complimentary 60-day AKC Pet Healthcare Plan coverage, dog.com e-certificates equal to the value of the registration fee, and a free veterinarian visit. And with the millions of dollars that AKC donates annually to its affiliated organizations, the AKC Canine Health Foundation, the AKC Companion Animal Recovery and the AKC Museum of the Dog, the dogs benefit too. AKC registration dollars go toward inspection of breeders, promoting responsible dog ownership through public education, and advocating for the rights of responsible dog owners and breeders.

AKC values the important work its affiliated clubs conduct each year to reach the public and we know that your time is limited. However “Demand AKC Papers” is designed to be simple and to bring together all our clubs in a common cause that we deeply believe can have a tremendous impact on the future of our organization. **In addition to promoting the AKC and the sport you love, participation will meet one of the eligibility requirements to hold future dog shows in Category A of your club’s event application.**

“DEMAND AKC PAPERS” – LET’S GET STARTED

What is classified advertising? **Classified advertising** is found in the paid classified section of a newspaper or magazine, and nowadays, online. Many clubs already utilize classified sections to list information on their breeder referral programs, obedience classes or handling seminars. In the spirit of cooperation, AKC and clubs together can reach millions of potential puppy buyers through the placement of small local classified ads at the grass roots level to educate the public about the value of AKC Registration papers when purchasing a purebred puppy.

ELEMENTS OF A SUCCESSFUL CLASSIFIED ADVERTISEMENT

Compelling Headline and Text

- It’s most important that your ad delivers a clear and compelling message. **Sample Ads** can be found on Page 5. Many of these can be used “as is” by simply “cutting and pasting” electronically from the page to a new document, adding your club name and providing the new ad to your chosen media outlet. Or, clubs can use the concepts demonstrated by the ads to create their own, and incorporating more club-specific elements such as web sites and logos.
- If your ad allows visual elements such as underlining or bolding, make sure to take advantage of that.

Audience

- An ideal goal would be a **minimum reach of 200,000 readers** in the **club’s territory** per year via classified advertising. This may be achieved in a combination of ways, and allows each club to implement the program in whichever way it makes sense based on the local media outlets available to them, the size of the market and their budget.
- For example, a club could chose to reach this audience in one day by placing the ad once on a Sunday in a large newspaper with a 200,000 circulation, or by placing it 20 times consecutively in a small paper with a circulation of 10,000.

Web Site & Club Contact Information

- Ads should direct readers to www.akc.org, www.demandakcpapers.com, or www.puppybuyerinfo.com. The last two web sites land at the page shown below which is part of the AKC web site. Clubs can customize their contact information on the ad by including an email, web site or breeder referral phone number.

The screenshot shows the top navigation bar of the American Kennel Club website. It includes the AKC logo, a search bar with 'Google Custom Search', and a banner for German Shorthaired Pointers with the slogan 'We're more than champion dogs. We're the dog's champion.' Below the navigation bar is a horizontal menu with links: Breeds | Events | Breeders | Dog Owners | Future Dog Owners | Clubs | Registration | Kids/Juniors. On the left side, there is a vertical menu under 'Before You Buy' with links: About Buying a Dog, Health Information, Are You Ready for a Dog?, Finding Your Dog, Puppy Buyers Beware, Registering a Dog, Responsible Dog Owner, Responsible Dog Ownership Day, The Right Dog for You, Why Register with AKC?. The main content area features a large image of a beagle puppy with the text 'AKC Puppies'. Below this are two columns of information: 'Breeder Information' (Find out more about breeding from AKC.) and 'Before You Buy a Dog' (Things to know before you make your decision.). Under 'Breeder Information' are links for 'Parent Club Breeder Referral' (The AKC recommends puppy buyers begin the search process by contacting the AKC Parent Club.) and 'Local Club Breeder Referral' (Officers may be able to help you find a breeder in your area.). Under 'Before You Buy a Dog' are links for 'Benefits of AKC Registration' (Join the fun and tradition! Discover all of the benefits that AKC registration offers you and your purebred dog.) and 'Printable Puppy Buying Sheet' (Helpful information in printable form that you can use when buying your puppy.).

Landing page for www.demandakcpapers.com & www.puppybuyerinfo.com

AKC Logo



- Clubs can opt for larger ads that can accommodate graphics. By adding the AKC logo, you not only increase visibility on the crowded classified pages but promote the AKC brand.
- Clubs are encouraged to identify themselves as AKC-affiliated and to use the AKC logo however, it is **not mandatory**.
- To access downloadable AKC logo files go to:
http://www.akc.org/clubs/logo_info.cfm
- Clubs log-in information (case sensitive) to the AKC logos:
 - **Username: akclogo**
 - **Password: club**

BEYOND NEWSPAPERS

Online classified advertising also qualifies for this program, whether it be additional exposure through the print ad purchase (often newspapers include online listings as part of the print edition purchase) or online ads placed directly by the club. **Magazines** with classified purebred puppy listings can also be utilized. **Billboards** would also apply, assuming that they reached the minimum audience and included the AKC logo and web site.

ADOPT-A-MARKET

Parent Clubs with no regional territories could consider the market where their National Specialties are being held. Alternatively, they could “adopt-a-market” where All-Breed and Specialty clubs are lacking a presence.

PLACEMENT AND DISCOUNTS

As community based non-profit organizations, clubs can work with newspapers or other mass media advertising outlets -- such as magazines, web sites or billboards -- to secure the best placement for ads at a favorable rate.

When calling for rate information, mention your club is a non-profit and inquire if the media outlet offers discount in recognition of this. Ads should be placed in the “pets for sale” section.

COSTS

Papers widely vary as to how they price ads, some by character, others by line or column inch. Here is an example of classified ad placements in both a small and mid-sized market:

The Hartford Courant – circulation 272,000 on Sunday and 185,000 weekdays -- \$1,200 on Sundays and \$750 weekdays for a 3 X 2.5 inch ad (smallest they offer).

The *Newtown Bee* (more rural area of Connecticut) – weekly circulation of 15,000 -- \$11 per column inch.

A club advertising in the Hartford paper could meet the criteria with one ad in the Sunday paper for a total cost of \$1,200. The Newtown club would have to place the ad 14 times to reach the required 200,000 circulation, spending approximately \$308 (for a 2” ad).

DOCUMENTING PARTICIPATION

Please submit program participation documentation using the form below to: Lisa Peterson, Director of Club Communications, American Kennel Club, 260 Madison Avenue, New York, NY 10016, or fax to: 212-696-8345 or e-mail to: lxp@akc.org

SAMPLE ADS

Use "as is" or for inspiration to create your own

Looking to Buy a Puppy?

Don't Get Scammed!

www.puppybuyerinfo.com

or Morgan Court Kennel Club

Breeder Referral

555-1234 or www.MCKC.org

* * *

Looking for a Puppy?

Research Breeds before you buy

www.puppybuyerinfo.com

Or contact the AKC-Affiliated

Morgan Court Kennel Club

Breeder Referral

555-1234 or www.MCKC.org

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CONSUMER ALERT!

Buying a purebred puppy?

Demand AKC Registration

Find out why at

www.puppybuyerinfo.com

* * *

Don't Be Fooled!

Demand the Best

AKC Purebred Puppies

Find Breeders at:

www.puppybuyerinfo.com

* * *

Purebred? Only AKC Puppies

Have the Papers to Prove It!

Find a breeder near you at:

www.DemandAKCPapers.com

* * *

No AKC Papers? No Puppy!

Don't Get Scammed!

Find out more

www.DemandAKCPapers.com

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AMERICAN
KENNEL CLUB

**LOOKING FOR
AN AKC PUPPY?**

Research Breeds Before You Buy

Visit **AKC.ORG**

and contact the

AKC-Affiliated

Morgan Court Kennel Club for

Breeder Referral

555-1234 or www.MCKC.org



AMERICAN
KENNEL CLUB

AKC PUPPIES

AKC.ORG

and the

AKC-Affiliated

Morgan Court Kennel Club

Breeder Referral

555-1234 or www.MCKC.org

Documentation of "Demand AKC Papers" participation

Club Name: _____

Club Member Contact Information: _____
(name)

_____ (phone) _____ (e-mail)

Classified Ad Information

Media Outlet Name: _____

Type of Media Outlet: _____
(i.e., newspaper, magazine, online, billboard)

Frequency of Media Outlet publication: _____
(i.e., daily, weekly, monthly)

Date(s) of Publication: _____

Media Outlet Circulation on Pub Date: _____

Number of placements to meet minimum audience requirements: _____
(i.e., 20 placements x 10,000 circulation = 200,000 total audience)

Attach one (1) classified ad print sample and/or print-out of online ad:

Please submit form to:

*Lisa Peterson, Director of Club Communications
American Kennel Club, 260 Madison Ave., New York, NY 10016
Fax: 212-696-8345 ~ E-mail: LXP@AKC.ORG*