

H.A.L.O.'S HEARTBEAT

A Resource for Pet People

2021 Media Kit

H.A.L.O.'s Heartbeat is a semi-annual publication dedicated to providing an educational and lifestyle resource for the pet-loving community!



Distribution:

- 30,000 Facebook Followers
- 11,000 Email Subscribers
- 150 Business Locations

Published By:



No-Kill Rescue
710 Jackson St. Sebastian, FL 32958
772.589.7297 www.HaloRescueFL.org

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2021 Ad Rates & Specs

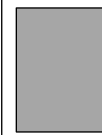
Advertising Rates

1/8 Page (Business Card)	\$150
1/4 Page	\$250
1/3 Page	\$275
1/2 Page	\$400
Full Page	\$700
Inside Front/Back Cover	\$850
Back Cover	\$1,100

1/8 Page
3.875" x 2.375"



1/4 Page
3.875" x 5.125"



1/2 Page
3.875" x 10.5"



1/2 Page
8" x 5.125"

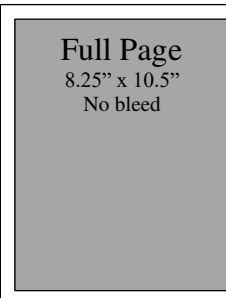


Ad Deadlines

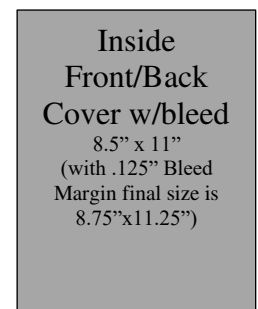
For the Spring issue, ad deadline is:
February 15, 2021

For the Fall issue, ad deadline is:
August 15, 2021.

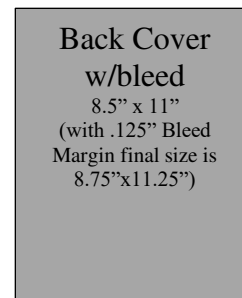
Full Page
8.25" x 10.5"
No bleed



Inside
Front/Back
Cover w/bleed
8.5" x 11"
(with .125" Bleed
Margin final size is
8.75"x11.25")



Back Cover
w/bleed
8.5" x 11"
(with .125" Bleed
Margin final size is
8.75"x11.25")



For more information on advertising,
please contact Allyson Bootes at
allysonb@halorescuefl.org.

H.A.L.O.'S HEARTBEAT

A Resource for Pet People

H.A.L.O.'s Heartbeat will reach thousands of pet lovers and will feature inspiring, educational and fun articles:

- Advice from Pet Professionals
- Local Pets and their People
- Recipes (for people & pets)
- Ask the Trainer
- Upcoming Events
- Donor Spotlights
- Happy Tails
- Pet Q&A
- Did You Know?
- Reasons we're celebrating
- LOTS of precious photos!
- In Memoriam: Honoring those who have crossed the Rainbow Bridge
- And SO MUCH MORE!

Our Journey

H.A.L.O. No-Kill Rescue was created in 2006 with a mission to create a NO-KILL safe haven for abused and abandoned animals in Indian River County. We believe in a community where there are no more homeless pets and that together we can eliminate the killing of companion animals. For over a decade, H.A.L.O. has advocated for our community's pets, paved the way for no-kill rescue, and reduced euthanasia by 92%!

Our Mission

Helping Animals Live and Overcome (H.A.L.O.) provides a no-kill safe haven where extraordinary measures are taken to save homeless pets and protect them from abuse and neglect. H.A.L.O. believes in engaging our community by providing resources, education, and programs to do the same.

Our Vision

To create a world with no more homeless pets.