



**THE #1
LISTENED-TO
PODCAST ON
PET LIFE RADIO**

**AVERAGING 600,000
LISTENERS PER WEEK**



The **#1** Pet Podcast of 2023*

Oh Behave!
WITH ARDEN MOORE

*per Feedspot's Podcaster Database



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For partnership opportunities, please contact Erin Fenstermaker via email at erin@erinfenstermaker.com or at 214-205-6825

OH BEHAVE!

WITH ARDEN MOORE

Who Is Arden Moore?

Reporter Roots. Moore's prowess as a podcast and radio host stems from her reporter roots. She spent 20 years as a reporter and editor for major newspaper dailies, giving her the skills to interview all types of people and making each show informative and entertaining for guests and listeners.

Accomplished Author. Arden has written more than 24 books on cat and dog behavior, nutrition and health. She was a regular contributor to leading pet publications, including "Dogster" and "Catster" magazines and is editor of the NAPPS magazine for professional pet sitters. Her articles have appeared in Prevention, USA Today, AARP and online sites such as VetStreet and Fear Free Pets. Arden is also author of the "Feline Fundamentals" training curriculum for Fetch Find, the premier pet professional online training company.



PET PODCAST PIONEER



TWICE NAMED ONE OF
OPRAH'S TOP 3 PET
PODCASTS

The Oh Behave! show features A-list celebrities and top headliners in the pet world, including Betty White, Jennifer Aniston, Dr. Marty Becker, Amy Schumer, Lily Tomlin, Jackson Galaxy, Dean Koontz, Rachael Ray, Apple's Steve Wozniak, Sterling "Trapking" Davis, Garfield creator Jim Davis and more....



Talented Speaker. Arden is an in-demand, engaging professional speaker on cat and dog behavior, health and safety. She has acted as keynote speaker and emcee at numerous conferences

Pet Health and Safety Coach. Arden is a Master Certified Pet First Aid Instructor and founder of Pet First Aid 4U, a veterinarian-approved, hands-on training program featuring Pet Safety Dog Kona and Pet Safety Cat Casey. Arden has also created the Pet First Aid and CPR Instructor program for Pro Trainings, a global First Aid and CPR training company.

#1: A Commercial Spot

- \$480/mo (30-second pre-recorded)
- \$795/mo (30-second host live read)
- \$715/mo (60-second pre-recorded)
- \$1030/mo (60-second host live read)

Prices based on minimum 3-month commitment/12 episodes



Includes:

- (1) 30-second radio commercial per episode;
- A 728 x 90 Leaderboard Banner on the episode page for the 'Oh Behave!' show.
- With a 6-month commitment, your commercial is also included in the Pet Life Radio network 24/7 live radio stream, and would play approximately 450x/month.

HARNESS THE REACH OF THE OH BEHAVE! SHOW

CHOOSE THE ADVERTISING OPTION THAT WORKS BEST FOR YOU

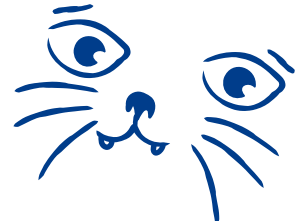


5-time Top 10 Finalist of the People's Choice Podcast Awards

#2: Sponsor the Show

- \$2,375/mo (30-second pre-recorded)
- \$2,750/mo (30-second host live read)
- \$3,575/mo (60-second pre-recorded)
- \$4,155/mo (60-second host live read)

Prices based on minimum 3-month commitment/12 episodes



Includes:

- Your commercial will run 3x per episode. You may use one specific radio spot or two different ones for the beginning and middle of the show.
- Includes exclusive sponsor line at the beginning and middle of show "this show is brought to you by....."
- Includes sponsor line "Sponsored by....." on the 'Oh Behave!' show landing page on the Pet Life Radio website.
- Includes a 728 x 90 Leaderboard banner on the 'Oh Behave!' show landing page, as well as the episode pages for this show.
- The ad is also included in the 24/7 live radio stream, and would play approximately 450x/month.

#3: Commercial Spots on the Top 6 Pet Life Radio Weekly Shows

\$1,900/mo (30-sec. pre-recorded)

\$3,800/mo (30-sec. live read by each host)

\$2,615/mo (60-sec. pre-recorded)

\$4,510/mo (60-sec. live read by each host)

Includes:

- (1) 30-second or 60-second radio commercial in Top Six shows airing weekly for that month.
- Your commercial will also be added into the Pet Life Radio network 24/7 live radio stream, which is available on smart phones, iPads, all mobile devices and in cars through iHeartRadio, iTunes Radio, TuneIn Radio, Stitcher Radio, Agogo Radio and others. It would play approximately 450x/month
- Includes a 728 x 90 Leaderboard banner on each of the episode pages for those shows!

About Pet Life Radio:

- Pet Life Radio is the largest pet podcast network on the planet, with 75 shows that can be listened to worldwide for free by live streaming or downloading them from any major podcast platform.
- Show hosts include some of the most well-known pet professionals in the industry, discussing pet health, behavior, pet products, pet fashion, pet travel and more.
- More than 7 million pet lovers tune in to PLR monthly.



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