



Arden Moore's 'Oh Behave!' Podcast on Pet Life Radio:

- Named the #1 listened-to podcast on Pet Life Radio, the world's largest pet podcast network.
- Averages 600,000 listeners per weekly episode.
- Designated as one of the Top 3 pet podcasts by Oprah Winfrey for the last two years.
- 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, Lucky Dog show host Brandon McMillan, Rachael Ray, Apple's Steve Wozniak, Garfield creator Jim Davis and more.



Oh Behave!
with Arden Moore

One of Oprah's
Top 3 Favorite
Pet Podcasts!


OPRAH.COM



Podcast Awards

The People's Choice

3-TIME TOP 10 FINALIST

PEOPLE'S CHOICE

PODCAST AWARDS



Facts About Arden Moore:

- **Reporter Roots.** Moore's prowess as a 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 is 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.
- **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.
- **Known as the 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 created the Pet First Aid and CPR Instructor program for Pro Trainings, a global First Aid and CPR training company.





Facts About Pet Life Radio:

- Pet Life Radio is the largest pet podcast network on the planet, with 75 shows that anyone worldwide can listen to for free by live streaming or downloading them on iTunes, Google Play or any other major podcast platform. It is also the only pet radio network on iHeart Radio.
- 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 Pet Life Radio monthly.



Harness the Reach of Arden Moore's 'Oh Behave!' Podcast and the Pet Life Radio Network with the Following Advertising Options:

PACKAGE 1: Commercial Spot on Arden Moore's 'Oh Behave!' show

\$300 per month (30-second pre-recorded)

\$500 per month (30-second host live read)

\$450 per month (60-second pre-recorded)

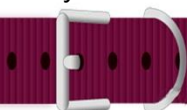
\$650 per month (60-second host live read)

(Prices based on 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.

Sample Episode Leaderboard Banner





PACKAGE 2: Become a Sponsor of Arden Moore's 'Oh Behave!' Show

\$1,500/mo (30-second pre-recorded commercial)

\$1,750/mo (30-second host live read)

(Prices based on 3-month commitment/12 episodes)



Sample Show Landing Page Banner



Sample Episode Leaderboard Banner



Includes:

- Your 30-second commercial will run 3 times per episode—at the beginning, middle and end. 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.

PACKAGE 3: Commercial Spots on the Top 6 Pet Life Radio Shows that Air Weekly

\$1,200/month (30-second pre-recorded commercial)

\$2,400/month (30-second host live read)

\$1,650/month (60-second pre-recorded commercial)

\$2,850/month (60-second host live read)

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.

