PIJAC CANADA

AD RETARGETING

Reach PIJAC's online pet sector audience year-round with our new digital marketing sponsorship.

Partnered With Feathr

- Brand Awareness
- Digital Reach
- Targeted Audience

INTELLIGENT PET SECTOR MARKETING STARTS HERE

How does it work?

Retargeting uses cookies to track visitors of one website and then reach those same visitors with ads on other websites. Now you can retarget and advertise directly to Canada's pet business sector.

Quality Audience

Our readers and website visitors are from the pet industry:

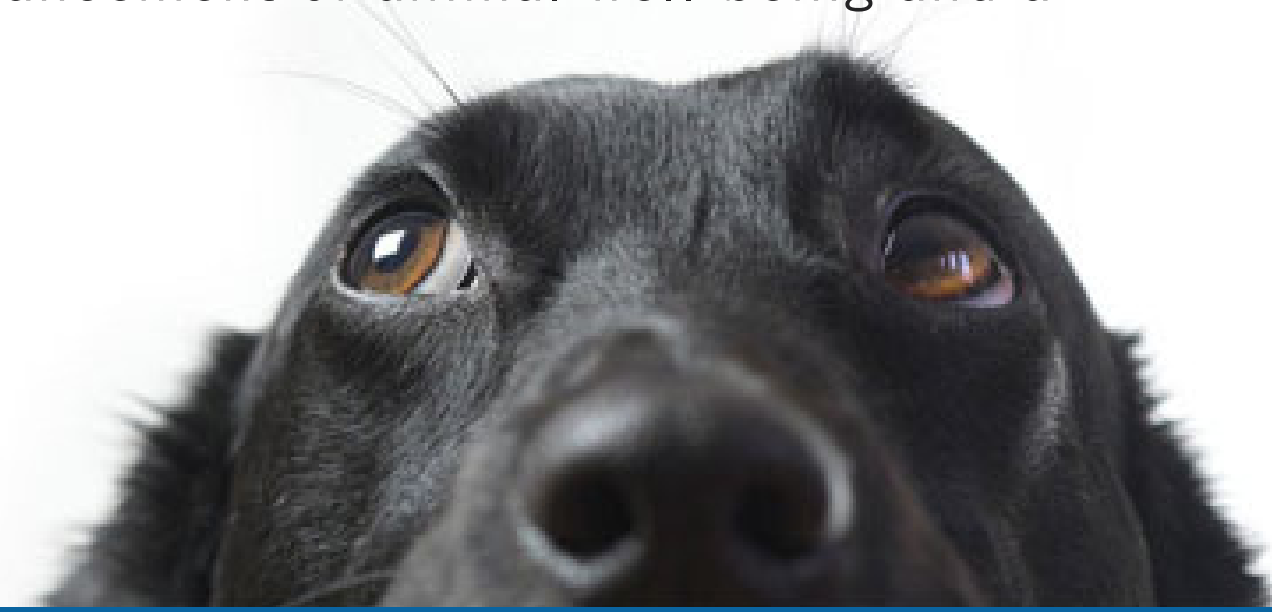
- Boarding Kennel
- Breeder & Groomer
- Non-profit organizations
- Pet sitter/walker
- Pet trainer
- Veterinary clinic/hospital
- Retailer with animals
- Retailer without animals
- Distributors
- Livestock Dealers
- Manufacturers
- and more...

PIJAC Canada Overview

The Pet Industry Joint Advisory Council of Canada provides leadership and communication between all sectors of the pet industry through resources, professional events, and advocacy to promote the highest level of pet care.

To be the leader in the advancement and development of a vibrant pet industry, working together for the well being of pets and their families.

We have a commitment to respectfully collaborate with stakeholders for the advancement of animal well-being and a healthy pet industry.



MEMBERS
CHOOSE YOUR CAMPAIGN

BASIC
$1500

Views: 80,000

Duration: 3 Months

STANDARD
$2000

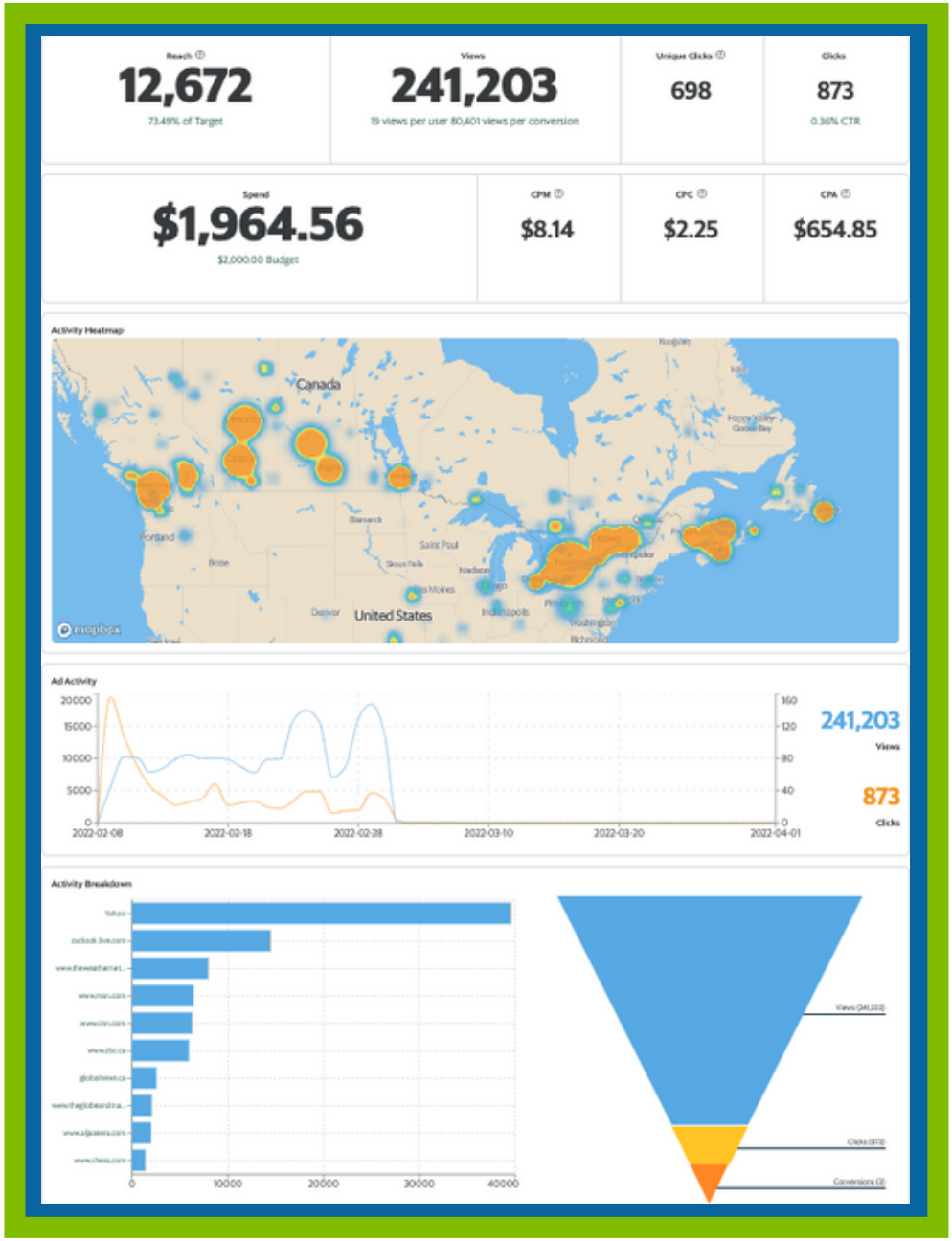
Views: 110,000

Duration: 3 Months

PREMIUM
$2500

Views: 150,000

Duration: 3 Months



NON-MEMBERS
CHOOSE YOUR CAMPAIGN

BASIC
$2000

Views: 80,000

Duration: 3 Months

STANDARD
$2500

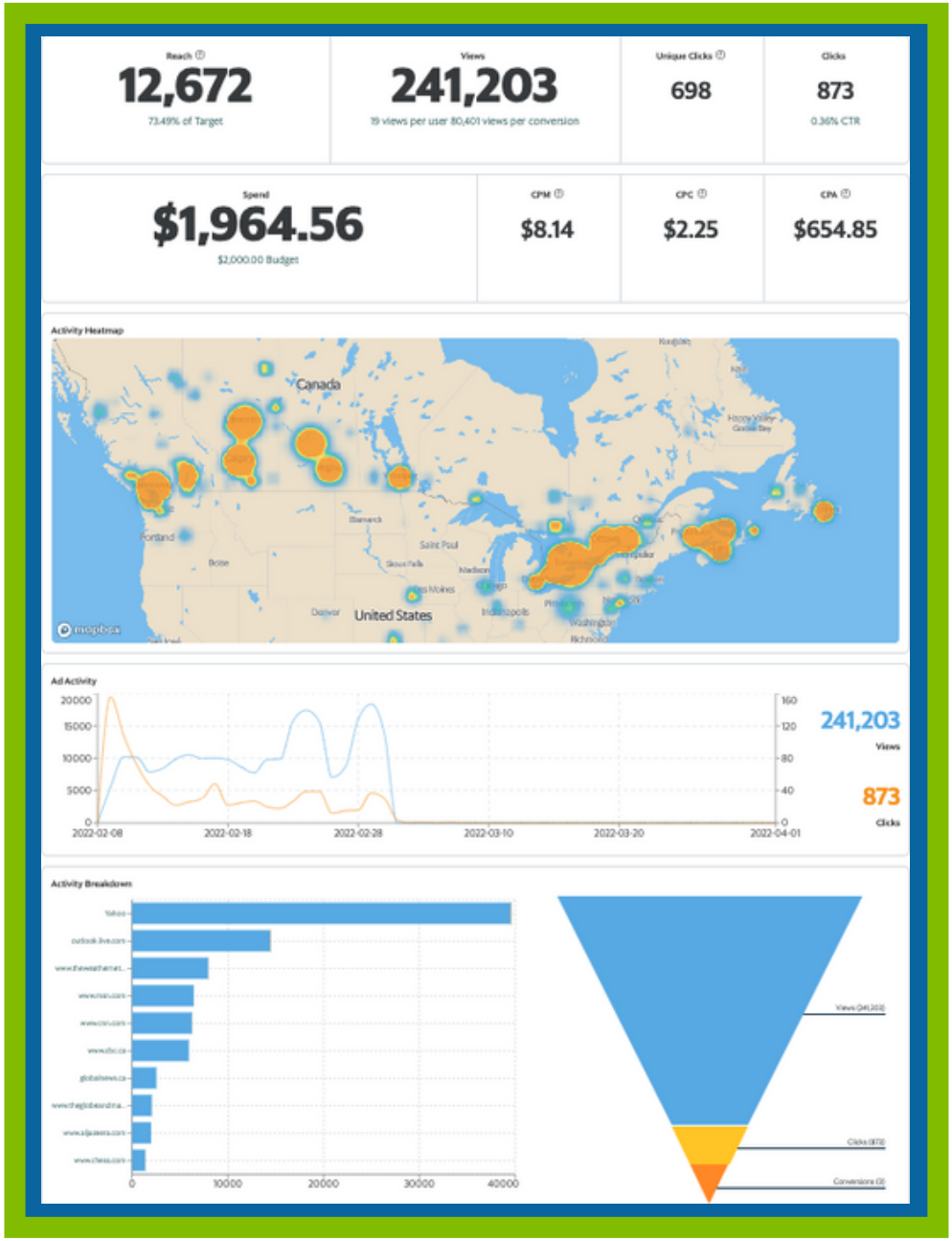
Views: 110,000

Duration: 3 Months

PREMIUM
$3000

Views: 150,000

Duration: 3 Months



DELIVERABLES

Required Ad Sizes:

- 300 x 250
- 728 x 90
- 160 x 600

Optional Sizes in pixels:

- 180x150
- 970x250
- 300x600
- 320x250
- 300x1050
- 970x90

File Format: .png, .jpg, .gif.

File Size: The maximum file size of each creative that can be uploaded to Feathr is 200MB.

Ads must match pixel dimensions (width x height) exactly for launch.

Check out Feathr's Best Practices for Creatives: **LINK**