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Modern Manners

Petiquette Questions Answered

Dear Miss Manners,

Last month I got a 2-year old rescue Lab X called Rudy. He's a darling but a little shy. I have no idea to his background and the shelter warned that he might not be good around children. Most of my friends are empty nesters so I haven't had a chance to test Rudy with children. Anyway, the other day Rudy and I were stopped at the cross walk waiting for the cross light when a little toddler came running forward to Rudy. His mother was steps ahead of him. I pre-empted any contact by saying "uh-uh" and a loud "No" and gave a hand signal like a horizontal chop. It stopped the kid in his tracks but his mother gave me this shocked and angry stabbing look. Like I was some kind of monster. Rudy was still patiently on the sit and then we resumed our walk. I keep thinking this woman must have thought I was a monster for growling at her kid but I would have hated for Rudy to snap—even though I'm reasonably confident in his stability. Should I have handled this better?

D. Mannington
Dulwich Hill

Dear Ms D,

You have every right to turn into Bad Jelly the Witch when it comes to yummy mummies and dilly daddies that don't keep a leash on their offspring. Frankly, I get tired of hearing stories of children not being taught 'dog approach' rules and when there's an accident, it's all tears before teddy-time. I'm going to come into your

corner of your ring and say that you were the responsible party in all of this. Your dog, your responsibility and your rules as to how close any little simian offspring can get to Rudy. Being that you're unsure of how Rudy would react, you've acted in the best way. Sure, the mummy was a little shocked—it's probably the first time her toddler has heard a firm NO. If every dog owner showed this type of reaction to untrained toddlers then perhaps there would be more educated human breeders out there and less dog bite accidents. I think this sort of training should start in Lamaze birthing classes.

Miss Petiquette (not her real name) lives in a cramped urban cottage with her dog and two cockatiels. Her partially blind bunny has since crossed over the rainbow bridge. One pet down, Miss Petiquette has even more time on her hands to answer your questions regarding manners in the modern age for pet lovers. Miss Petiquette is on hand to deal with your perplexing petiquette and personal problems - when she's not at local dog parks breaking up stupid dog squabbles.

Email her at behaviour@urbananimal.net



Furry Festivities & Animal Attractions



Sunday November 30

Leichhardt Dog's Day Out

Hawhorn Canal Park, enter via Darley Road
11am to 3pm
For more information ph: 9367 9047

December 13 to 22 March '09

Tails of the City

Australians are some of the world's most devoted pet owners, with two in three households living with animal companions. Along with dogs, cats, birds and fish, we share our lives with a huge variety of pets.

This exhibition is a hands-on event for all family members to discover Sydney's surprising pet history

Museum of Sydney
Cnr Bridge & Phillip Streets, Sydney
Open daily 9:30 am to 5:00 pm
Ph: (02) 9251 5988
www.hht.net.au/pets















urban animal

Advertising Rates, Dates and Deadlines For February 15, May 15, August 15 and November 15, 2009

All ads appear in full colour in our tabloid-size pages, printed on 65 GSM, LWC (light weight coated), and 85 GSM cover stock. They also appear in full on our websites, embedded in all pages as PDFs and also displayed separately as JPEGs with links to our advertisers' websites. Great for Google hits.

All ads are full colour and one price. We do not normally do contracts. We extend discounts of 10% on two insertions at the second and 20% once the fourth is reached—both retroactive to all previous insertions provided invoices are paid on time. If invoices are not paid within 30 days of publication, no discount can be claimed.

Advertising Rates and Sizes

1/12 Page Vertical 6cm wide x 12.5cm high (no bleed) Full colour \$350		1/12 Page Horizontal 12.5cm wide x 6cm high (no bleed) Full colour \$350	
1/8 Page Rectangle 13cm wide x 9cm high (no bleed) Full colour \$550		1/8 Page Horizontal 26cm wide x 4cm high (no bleed) Full colour \$550	
1/6 Page Vertical 8.5cm wide x 18.5cm high (no bleed) Full colour \$750		1/6 Page Horizontal 13cm wide x 12cm high (no bleed) Full colour \$750	
1/4 Page Vertical 13cm wide x 18.5cm high (no bleed) Full colour \$1000		1/4 Page Horizontal 26cm wide x 9cm high (no bleed) Full colour \$1000	
1/2 Page Vertical 13cm wide x 38cm high (no bleed) Full colour \$1850		1/2 Page Horizontal 26cm wide x 18.5cm high (no bleed) Full colour \$1850	
Junior/Bastard Half 19cm wide x 26cm high (no bleed) Full colour \$2000		Full Page 28cm wide x 39.5cm high + include an additional 5mm bleed all around Full colour \$2750	

Special Positions

- Back Cover—Full Colour Only Gloss 85 GSM stock—\$3750
- Inside Front Cover—Full Colour Only Gloss 85 GSM stock—\$3300
- Right-Hand Page Guarantee (Subject to Availability)—10% Loading
- Unfortunately we cannot do inserts or stick-on additions to magazines.
- We cannot do giveaways or special promotions in our editorial.

Discounts

10% for two or more insertions (applied from second insertion, credited back to first)
 20% for four or more insertions (applied from fourth insertion, credited back to previous three)

10% discount for registered charities, rescue, re-homing or rehabilitation organisations

Ad Agencies: Commission to accredited agencies of 10% for originating booking—applied only to net amount (after GST & insertion discount). So a \$2750 FP FC would be \$2750 less GST of \$250 would be \$2500 gross of which \$250 agency commission applies for a net amount of \$2250. For a 20% discount (4-insert) ad rate of \$2750 less 20% for \$2250, less 10% GST for a gross of \$2025 of which \$202.50 would be agency commission for a net amount of \$1822.50.

Terms: All advertising must be paid, with art, unless credit arrangements have been previously approved. Discounts only apply with prepayment or within 30 days on credit accounts. For agencies, payment terms must be guaranteed in advance at time of booking, as 45 days or under from publication date before commission and discount can be credited. Otherwise, commission and client discount can be paid back to agency after timely payment is made.

Artwork Details

All artwork must be supplied as per the exact sizes detailed below. We accept electronic artwork (acceptable media—JPEG or PDF ONLY) via email or CD. All ads should be supplied as high-resolution 300DPI, CMYK files. Fonts must be included, embedded or outlined if a PDF is supplied.

Absolutely NO Microsoft Word or Powerpoint documents, please—JPEG or PDF ONLY.

Urban Animal Contacts

Bookings: Phil Tripp, Phone: (02) 9557 7766, Email: topdog@urbananimal.net
 Artwork: Mark Berry, Phone: (02) 9557 7766, Email: artwork@immedia.com.au

Booking and Artwork Deadlines

Issue Number & Street Date	Booking deadline	Artwork deadline
Issue 18, February 15, 2009	January 25	February 1
Issue 19, May 15, 2009	April 25	May 1
Issue 20, August 15, 2009	July 25	August 1
Issue 21, November 15, 2009	October 25	November 1

