

connect with  
your customers  
in your town



yapstar  
Where Pets Have A Voice

media kit

While growth is slowing at most top Internet sites, it is skyrocketing at sites focused on social networking, & local information.

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connect with  
your customers  
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YapStar is a media site targeting people crazy about their pets through social networking, sharing and recommending the best local pet services, discovering great pet products, viewing pet videos, asking local pet

questions and entering quarterly contests. Pet Lovers use YapStar as their favorite online community and pet resource. This is the place pet lovers go to find the best pet products and pet services in their neighborhood!

## Make Sure They Find You!

**Business Listings**

- \* Reach your customers in their home town

**List Your Pet Products**

- \* Users share, recommend & discover cool products

**High Impact Campaigns**

- \* Deliver your message to a passionate audience

**Giveaways**

- \* Gather user demographics for market research purposes

### YapStar Can Help You

- Connect with your targeted customer base, pet lovers in your local neighborhoods.
- Build Positive Word Of Mouth.
- Increase Foot Traffic or Website Traffic.
- Get more phone calls and inquiries.
- Generate customer leads to build your E-mail lists.
- Get your business seen through online search results from Google, Yahoo, and MSN.
- Publish current offers, and discounts easily through your business center.
- Get new customers through user reviews and ratings.

### Marketing Programs

- Local Business Listings. Free, Bronze, Silver or Gold.
- Pet Product Listings. Free, Bronze or Silver.
- Display Ads. Geo-targeting.
- E-mail Newsletters (dedicated available)
- Data Collection Surveys

### Learn More

Contact a YapStar sales representative at: [business@yapstar.com](mailto:business@yapstar.com) or call YapStar at 415.419.5860.

participate in the  
web's hottest trends:  
local search  
social networking



# Industry Stats

**YapStar has revolutionized the way pet businesses can market themselves online.**

The growth of Internet advertising from \$23.6 billion in 2008, with an estimated growth to \$25.7 billion in 2009 and \$42 billion in 2013 reaffirms the Internet's growing marketplace and creates an exceptional opportunity for YapStar's Business Partners to reach their targeted market: Pet Lovers.

YapStar is unique in its concept. It combines three different market categories that have shown phenomenal growth.

These categories are:

## Pet Industry

- \* \$43 Billion revenue in 2008 projected to grow to \$45.4 Billion in 2009.
- \* 63% of U.S. households own a pet, which equates to 71.1 millions homes.

## Social Networking

- \* Between December 2007 and December 2008, social networking and blogging sites combined reached 66.8 per cent of the world's online population.
- \* Social Networking sites account for one in every 11 minutes spent online worldwide.
- \* Advertising dollars are expected to grow with \$920 million being spent on social networking sites in the US in 2007 and a projected \$2.3 billion in 2009.

## Local Search

- \* More than 113 billion searches were conducted in the U.S. during 2007.
- \* Businesses advertising in local markets spent \$2.9 billion in 2007, with that number rising to \$7 billion in 2011.
- \* 74% of internet users perform local searches and 61% of local searches result in purchases .

YapStar has created an exceptional opportunity for all size Pet Businesses to participate in the hottest trends in the online world today: Local Search and Social Networking. Increasingly people are turning to the Web to find services in their home town. Now with YapStar they can find you!

“While growth is slowing at most top Internet sites, it is skyrocketing at sites focused on social networking, & local information.”  
— Washington Post, April 2006



local searches  
very often result  
in a consumer  
taking action



# YapStar Beta Site Facts

**YapStar grew out of a beta site called The Pet Star which generated 149,141 visits and 2.3M page views in 3 months.**

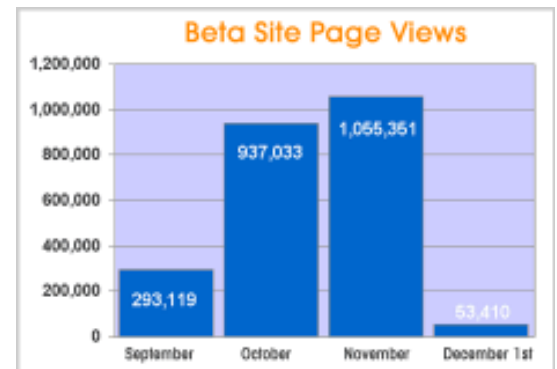
The Pet Star was centered around a quarterly contest where people could upload photos of their pets, create a pet profile, and send an e-vote card to their friends and family and have them vote for "The Pet Star".

This test site was online for 3 months and generated 149,141 visits and 2.3M page views. What was learned through this market test was the incredible viral nature of a site such as this. Pet owners marketed their own pet's web page to friends and family members, who then visited The Pet Star during the 3 month contest and voted 88,888 times and viewed 2.3M pages. No marketing was done during this beta test. In fact, this traffic was created solely by the pet owners own passion for their pets and their absolute belief that their pet was truly the most adorable pet on the planet. This kind of zeal and personal marketing effort by a site's users can only be seen in these types of passion-centric niche markets and are a pet business' wildest dreams.

The meteoric rise of The Pet Star interest and traffic spurred us on to create a more robust site focusing not only on pet lovers but offering services to businesses, 48% of which do not have a Web site. So one of our goals is to make it easier than it's ever been for a pet business to create an online presence and reach their customer base in their neighborhood. YapStar essentially takes a traditional part of the business world -- word-of-mouth referrals -- and multiplies it to a previously unimaginable degree. YapStar offers pet businesses the ability to spread the word locally about their great services or pet products for free or affordable monthly costs for enhanced listings.

“ThePetStar.com just bounded online last month. Lovers of animal companions, it's time to get your tails over to your computer terminals and cast your ballots for the **cutest doggie and kitty in the world.**”

-- San Francisco Chronicle



**YapStar.com Beta Site was online for 3 months and generated 149,141 visits and 2.3M page views**

yapstar.com

grow your pet  
business by  
word of mouth



## YapStar Local Search and Review



### Grow Your Pet Business

Ask any local business owner how they've grown their business and you'll inevitably hear customer referrals or word of mouth.

Word of mouth is the most powerful driver of local transactions, and at YapStar with a passionate community of reviewers, local businesses can leverage the power of true advocates in the pet communities in local towns throughout the US.

YapStar Local searchers can locate and research the best local veterinarians, groomers, trainers, walkers, pet friendly hotels, and more; find their locations using mapping tools; and most importantly find out what their neighbors have to say about these services before making the call to, or visiting the business.

“Local searches very often result in a consumer taking action. In 2006 47% of **local searchers visited a merchant** as a result of performing the search at an earlier time.”

YapStar brings your local customers to you!

Feature your business where your customers are looking just for your type of business.

There are 4 different levels of listings offered at YapStar, all offering increased levels of exposure and functionality on the site. They are Free, Bronze, Silver and Gold Listings. To view the attributes of each, please go to the next page.

### Learn More

Contact a YapStar sales representative at: [business@yapstar.com](mailto:business@yapstar.com) or call YapStar at 415.419.5860.

# YapStar Free Business Listing

Promote your pet business on YapStar with a **FREE** Business Listing. Reach the customers you want, people crazy about their pets. Targeted directly towards pet lovers looking for your type of business in their neighborhood! Manage your business listing through your own Business Center on YapStar anytime, anywhere.

## Free Business Listing in 3 Categories and City Area Chosen



### Free Business Listing Features:

- Create your Listing online.
- Local Search! Your local customers searching in your neighborhood.
- Google Map to your location.
- Choose up to 3 Pet Business Categories.
- Listing information - business name, address, phone number
- Manage your listing through Yapstar Business Center
- Use YapStar marketing tools to promote your business.
- Promote your services to various towns in your neighborhood through YapStar City Areas.

**Introductory  
Monthly Charge: \$0.00**

### Learn More

Contact a YapStar sales representative at:  
business@yapstar.com or call YapStar at 415.419.5860.

# YapStar Bronze Business Listing

Promote your pet business on YapStar with a Bronze Business Listing. Reach the customers you want, people crazy about their pets. Targeted directly towards pet lovers looking for your type of business in their neighborhood! Manage your business listing through your own Business Center on YapStar anytime, anywhere.

## Bronze Business Listing in 3 Categories and City Area Chosen



## Bronze Marketing Message in 3 Categories and City Area Chosen



## Bronze Benefits Over Free Plan:

- Your Listing contains Marketing Message, Highlights of your Business, and Hours Open.
- A Special Offer Section allows you to offer users special promotions, which you can edit as often as you like through Yapstar Business Center.
- A Photo on your Listing Page.
- A link to your website on your Listing Page.

## All Other Features:

- Create your Listing online.
- Local Search! Your local customers searching in your neighborhood.
- Google Map to your location.
- Choose up to 3 Pet Business Categories.
- Listing information - business name, address, phone number
- Manage your listing through Yapstar Business Center
- Use YapStar marketing tools to promote your business.
- Promote your services to various towns in your neighborhood through YapStar City Areas.

**Introductory  
Monthly Charge: \$ 9.95**

## Learn More

Contact a YapStar sales representative at: [business@yapstar.com](mailto:business@yapstar.com) or call YapStar at 415.419.5860.

# YapStar Silver Business Listing

Promote your pet business on YapStar with a Silver Business Listing. Reach the customers you want, people crazy about their pets. Targeted directly towards pet lovers looking for your type of business in their neighborhood! Manage your business listing through your own Business Center on YapStar anytime, anywhere.

## Silver Featured AD in Main Category and City Area Chosen



## Silver Business Listing in 3 Categories and City Area Chosen



## Silver Marketing Message in 3 Categories and City Area Chosen



## Silver Benefits Over Bronze Plan:

- Featured Ad on Main Category Page. Seen before Free and Bronze Listings.
- Includes logo on your main category page.
- YapPartners Co-Marketing Program. (See page 11)
- No competing ads on your Listing Page.
- A link to a More Info Page which sets you apart from Free and Bronze Listings.

## All Other Features:

- Your Listing contains Marketing Message, Highlights of your Business, and Hours Open.
- A Special Offer Section allows you to offer users special promotions, which you can edit as often as you like through Yapstar Business Center.
- A Photo on your Listing Page.
- A link to your website on your Listing Page.
- Create your Listing online.
- Local Search! Your local customers searching in your neighborhood.
- Google Map to your location.
- Choose up to 3 Pet Business Categories.
- Listing information - business name, address, phone number
- Manage your listing through Yapstar Business Center
- Use YapStar marketing tools to promote your business.
- Promote your services to various towns in your neighborhood through YapStar City Areas.

**Introductory  
Monthly Charge: \$19.95**

# YapStar Gold Business Listing

Promote your pet business on YapStar with a Gold Business Listing. Reach the customers you want, people crazy about their pets. Targeted directly towards pet lovers looking for your type of business in their neighborhood! Manage your business listing through your own Business Center on YapStar anytime, anywhere.

## Gold Featured AD in Main Category and City Area Chosen

**(Only 3 Ads Per Category)**

1. Business Name  
2. Featured Ad Text  
3. Logo  
4. Website Link  
5. More Info

## Gold Business Listing in 3 Categories and City Area Chosen

1. Contact Info  
2. Google Mapping

## Gold Marketing Message in 3 Categories and City Area Chosen

1. Marketing Slogan  
2. Marketing Message  
3. Photo  
4. Website Link  
5. Hours Open  
6. Highlights of Business  
7. Special Offers or Discounts

## Gold Rotating Ad on all Free Business Listing Pages

1. Contact Info  
2. Photo

## Gold Benefits Over Silver Plan:

- Your Featured Listing will rotate on all Free Listing Pages, giving you a presence throughout the Yapstar Site.
- Larger Featured Ad and placement at the top of your category page. Seen before Silver, Bronze & Free Listings.
- Includes large logo on your category page.
- A link to your website from your category page.
- Only 3 ads per category in your city area.

## All Other Features:

- Includes logo on your main category page.
- YapPartners Co-Marketing Program. (See page 11)
- No competing ads on your Listing Page.
- A link to a More Info Page which sets you apart from free listings.
- Your Listing contains Marketing Message, Highlights of your Business, and Hours Open.
- A Special Offer Section allows you to offer users special promotions, which you can edit as often as you like through Yapstar Business Center.
- A Photo on your Listing Page.
- A link to your website on your Listing Page.
- Create your Listing online.
- Local Search! Your local customers searching in your neighborhood.
- Google Map to your location.
- Choose up to 3 Pet Business Categories.
- Listing information - business name, address, phone number
- Manage your listing through Yapstar Business Center
- Use YapStar marketing tools to promote your business.
- Promote your services to various towns in your neighborhood through YapStar City Areas.

**Introductory  
Monthly Charge: \$29.95**

yapstar.com

promote your pet products on coolpicks



## YapStar CoolPick Pet Products



### Grow Your Pet Business

At YapStar, we choose products we think are cool, unusual in some way, or just great products and worthy of the YapStar Thumbs Up. Our team of four legged and two legged testers review each product we put on YapStar for quality of product, fair price and of course whether our pets love the product.

YapStars live on the site, messaging one another about their loved dogs and cats, joining fan clubs, promoting their pets to win the coveted YapStar contest, and a lot of other cool stuff.

That's the social-networking part. But there's a point to all the yapping: finding cool pet products. Social networking, offers a new form of word-of-mouth 'advertising', and is changing the way businesses do their marketing.

YapStar has created an exceptional opportunity for pet product manufacturers (who have been chosen as YapStar Cool Picks) to participate in the hottest trend in the online world today: Social Networking.

**Increasingly people are turning to the Web to find the coolest and most unique pet products.**

**Now with YapStar they can find you!**

There are 3 different levels of product listings offered at YapStar, all offering increased levels of exposure and functionality on the site. They are Free, Bronze, and Silver Listings. To view the attributes of each, please go to the next page. All products must be reviewed by YapStar before being accepted into YapStar CoolPicks.

Contact a YapStar sales representative at: [business@yapstar.com](mailto:business@yapstar.com) or call YapStar at 415.419.5860.

# YapStar Free Product Listing

Promote your pet products on Yapstar with a Free Product Listing. Reach the customers you want, people crazy about their pets. Targeted directly towards pet lovers looking for the coolest pet products. Manage your product listing through your own Business Center on YapStar anytime, anywhere.

## Free Product Ad on Main Category Page



## Free Product Listing in 3 Categories



## Learn More

Contact a YapStar sales representative at: [business@yapstar.com](mailto:business@yapstar.com) or call YapStar at 415.419.5860.

## Free Product Listing Features:

- Create your Listing online.
- A Product Ad on your Main Category Page.
- A link to your website on your Category Page.
- A link to your website on your Listing Page.
- A Product Photo.
- Price Range for your Pet Product.
- Choose up to 3 Pet Product Categories.

## Send Us Your Product to Review

To create a listing for your pet product please send us your product for a YapStar Cool Pick review. Products are not listed on YapStar without being reviewed by our testers first to ensure that all products listed on YapStar meet the Cool Picks Thumbs Up requirements for products that are cool, unique in some way, or just great products.

Send your product (send with retail packaging) along with your manufacturer name, suggested retail price, and phone number or email address to:

## YapStar.com

830 Arbor Avenue  
Sonoma, CA 95476  
415.419.5860

**Introductory  
Monthly Charge: \$0.00**

# YapStar Bronze Product Listing

Promote your pet products on Yapstar with a Bronze Product Listing. Reach the customers you want, people crazy about their pets. Targeted directly towards pet lovers looking for the coolest pet products. Manage your product listing through your own Business Center on YapStar anytime, anywhere.

## Bronze Product Ad on Main Category Page



## Bronze Product Listing in 3 Categories



## Bronze Marketing Message in 3 Categories



## Bronze Product Listing Features:

- Your Listing contains a Marketing Message, and Highlights of your Product.
- Your listing contains Stores that carry your products. Users can purchase your products by clicking on links to online stores.
- A Company Logo on your Listing Page.
- Manage your listing through Yapstar Business Center.
- Use YapStar marketing tools to promote your products.

## All Other Features:

- Create your Listing online.
- A Product Ad on your Main Category Page.
- A link to your website on your Category Page.
- A link to your website on your Listing Page.
- A Product Photo.
- Price Range for your Pet Product.
- Choose up to 3 Pet Product Categories.

## Send Us Your Product to Review

To create a listing for your pet product please send us your product for a YapStar Cool Pick review. Products are not listed on YapStar without being reviewed by our testers first to ensure that all products listed on YapStar meet the Cool Picks Thumbs Up requirements for products that are cool, unique in some way, or just great products.

Send your product (send with retail packaging) along with your manufacturer name, suggested retail price, and phone number or email address to:

**YapStar.com**, 830 Arbor Avenue, Sonoma, CA 95476  
415.419.5860

**Introductory  
Monthly Charge: \$9.95**

# YapStar Silver Product Listing

Promote your pet products on Yapstar with a Silver Product Listing. Reach the customers you want, people crazy about their pets. Targeted directly towards pet lovers looking for the coolest pet products. Manage your product listing through your own Business Center on YapStar anytime, anywhere.

## Silver Product Ad on Main Category Page



## Silver Product Listing Features:

- Your Featured Listing will rotate on all Free Listing Pages, giving you a presence throughout the Yapstar Site.
- No competing ads on your Listing Page.

## Silver Product Listing in 3 Categories



## All Other Features:

- Your Listing contains a Marketing Message, and Highlights of your Product.
- Your listing contains Stores that carry your products. Users can purchase your products by clicking on links to online stores.
- A Company Logo on your Listing Page.
- Manage your listing through Yapstar Business Center.
- Use YapStar marketing tools to promote your products
- Create your Listing online.
- A Product Ad on your Main Category Page.
- A link to your website on your Category Page.
- A link to your website on your Listing Page.
- A Product Photo.
- Price Range for your Pet Product.
- Choose up to 3 Pet Product Categories.

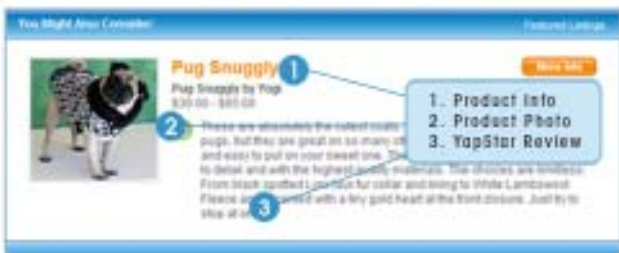
## Silver Marketing Message in 3 Categories



## Send Us Your Product to Review

To create a listing for your pet product please send us your product for a YapStar Cool Pick review. Products are not listed on YapStar without being reviewed by our testers first to ensure that all products listed on YapStar meet the Cool Picks Thumbs Up requirements for products that are cool, unique in some way, or just great products.

## Silver Rotating Featured Listing on all Free Listing Pages



Send your product (send with retail packaging) along with your manufacturer name, suggested retail price, and phone number or email address to:

**YapStar.com**, 830 Arbor Avenue, Sonoma, CA 95476, 415.419.5860

**Introductory  
Monthly Charge: \$19.95**



## High Impact Campaigns - Home Page.

The screenshot shows the YapStar home page layout. At the top, there's a "welcome Ginger" section with a profile picture and stats: "You are #4 in the YapStar Pet Photo Contest". Below this are navigation buttons: "Take The YapStar Tour", "Join YapStar Plus", "Create A Pet Business Listing", and "Create A Pet Product Listing".

The main content area is divided into four numbered sections:

- 1 CHECK OUT Featured YapStars**: Includes a search bar for friends and a grid of featured pet photos with categories like "Most Votes", "Most Reviews", "Most Compliments", and "Most Fans".
- 2 CHECK OUT Stuff You Can Do**: Lists actions like "Vote For Your Pet", "View Your Profile Page", "View Your Public Page", "Search & Review", "Cool Pet Products", "Upload and View", and "Send eCards".
- 3 CHECK OUT YapStar Pet Products**: Features a search bar for products and a row of product images.
- 4 CHECK OUT YapStar Best of Pets**: Includes a search bar for businesses and a grid of pet-related services like "PET PORTRAIT ARTIST", "BOARDING", and "Dogs Training Dogs".

A blue callout box labeled "Home Page Ad" points to a specific advertisement for "Dogs Training Dogs" in the bottom right section. Below the ad, there are four buttons with arrows pointing left, each saying "Click here to tell us about your Favorite Pet Business".

### Home Page Ad Features:

Pet Lovers in your local area are looking for businesses like yours. YapStar provides an easy way to stand out from your competition and bring more customers to your business.

Every YapStar user has a unique home page where they can view their daily stats, messages and see whose leading the pack. This is a key position for our partners to highlight their business to their targeted customer base.

### Home Page Ad Benefits:

- Key position on YapStar. High Traffic.
- Increase awareness of your business .
- By advertising on Yapstar, you benefit from very focused and targeted marketing - we make your marketing job much easier for you!

### Site Placement:

- Ad Location on page: 2 Right column spaces available.
- Accepted Formats: JPEG; GIF; Flash/Rich Media
- Custom Size: 230 pixels wide x 165 pixels high
- YapStar has the right to accept or decline ads based on content.

### Be Sure To Use Your Promo Code

When contacting YapStar to discuss your advertising needs, give your sales representative the Promo Code: 1001 for a 10% Introductory Monthly Discount on all Advertising Campaigns.

### Learn More

Contact a YapStar sales representative at: [business@yapstar.com](mailto:business@yapstar.com) or call YapStar at 415.419.5860.

pet lovers in your local area are looking for you.



# High Impact Campaigns - Profile Pages

The screenshot shows a detailed pet profile for 'Squeaky Ji', a 13-month-old female Labrador. The page includes sections for 'Pet Photo Profile', 'About My Life', 'My Compliments', 'My Reviews of Pet Services', 'My Pet Fans', and 'Favorites'. A central callout box labeled 'Pet Profile Ads' points to various ad placements on the page, including 'I KNOW YOU HAVE FAVORITE PET PLACES', 'I WANT TO GO TO SAN FRANCISCO', and 'FIND THE BEST PET SHOPS'.

## Profile Page Ad Features:

Every YapStar user has both private and public profile pages - a total of 22 pages. These pages are the most viewed pages throughout the site as the world takes a look at all of the endearing cats and dogs, reads their reviews, checks out their photos, videos, favorites, pet talk and more, and of course votes for their favorites. Get seen where YapStar users come to day in and day out.

## Profile Page Ad Benefits:

- ❑ Pet Profile Pages are the most frequently viewed YapStar pages.
- ❑ Target customers specifically interested in your type of business, people devoted to their pets.
- ❑ Sell your products and/or services to loyal repeat customers.

## Site Placement:

- ❑ Ad Location on page: Left column on all inside profile pages. Left or Right column on home profile page.
- ❑ Accepted Formats: JPEG; GIF; Flash/Rich Media
- ❑ Custom sizes:
  - Left Ad: 206 pixels wide x 150 pixels high
  - Right Ads: 178 pixels wide x 130 pixels high
- ❑ YapStar has the right to accept or decline ads based on content.

## Be Sure To Use Your Promo Code

When contacting YapStar to discuss your advertising needs, give your sales representative the Promo Code: 1001 for a 10% Introductory Monthly Discount on all Advertising Campaigns.

## Learn More

Contact a YapStar sales representative at: [business@yapstar.com](mailto:business@yapstar.com) or call YapStar at 415.419.5860.

yapstar.com

target customers who are searching for your type of pet business



# High Impact Campaigns - Popup Page Ads

The screenshot shows two pages from YapStar. The top page is a voting popup for a contest, featuring a 'VOTE!' button, a 'GO!' button, and a 'Yapstar Plus' logo. The bottom page is a 'Send A Compliment' page for a dog named Lindsay. On the right side of the bottom page, there is a vertical banner ad for 'FIFI & FIDO' and a skyscraper ad with the text 'only the best for your PET'. Blue callout boxes with numbers 1 and 2 point to these ads.

## Popup Page Ad Features:

Popup Ads appear throughout the site on YapStar's interactive pages. Whether users are giving compliments, joining fan clubs, creating their favorites or voting for pets to win the YapStar Contest, they will see your ads promoting your business.

## Popup Page Ad Benefits:

- ❑ Promote your local business on YapStar's interactive pages.
- ❑ Gain added visibility on high-traffic pages on YapStar.
- ❑ Link to your website.

## Site Placement:

- ❑ Ad Location on page: Right column on the most viewed pages on YapStar. Voting popup, compliment popup, favorites popup, fan club popup, and more.
- ❑ Accepted Formats: JPEG; GIF; Flash/Rich Media
- ❑ Ad sizes:  
Vertical Banner: 120 pixels wide x 240 pixels high  
Skyscraper: 120 pixels wide x 600 pixels high
- ❑ YapStar has the right to accept or decline ads based on content.

## Be Sure To Use Your Promo Code

When contacting YapStar to discuss your advertising needs, give your sales representative the Promo Code: 1001 for a 10% Introductory Monthly Discount on all Advertising Campaigns.

## Learn More

Contact a YapStar sales representative at: [business@yapstar.com](mailto:business@yapstar.com) or call YapStar at 415.419.5860.

Grow your business with local search marketing



# High Impact Campaigns - Banner Ads

## Banner Ad Features:

Banner Ads appear throughout the site on all YapStar pages. Choose whether your ads should appear only in your particularly category or throughout the site.

## Banner Ad Benefits:

- Reach users who are absolutely devoted to pets and searching for exactly your type of service.
- Drive traffic to your website and build a loyal customer base in your neighborhood.
- Sell your products and/or services to loyal repeat customers.

## Site Placement:

- Ad Location on page: Skyscraper Banner appears on right column of pages. Leaderboard Banner appears at the bottom of pages.
- Accepted Formats: JPEG; GIF; Flash/Rich Media
- Ad sizes:

Leaderboard: 728 pixels wide x 90 pixels high  
 Skyscraper: 120 pixels wide x 600 pixels high  
 available throughout the site and in the following categories:

| YapStar Categories   |                      |
|----------------------|----------------------|
| Pet Bakery           | Pet Portrait Artists |
| Pet Boarding         | Pet Products         |
| Pet Friendly Airline | Pet Shelters         |
| Pet Friendly Lodging | Pet Sitters          |
| Pet Friendly Dining  | Pet Stores           |
| Pet Grooming         | Pet Training         |
| Pet Hospitals        | Veterinarians        |
| Pet Photographers    | Dog Walkers          |

## Be Sure To Use Your Promo Code

When contacting YapStar to discuss your advertising needs, give your sales representative the Promo Code: 1001 for a 10% Introductory Monthly Discount on all Advertising Campaigns.

## Learn More

Contact a YapStar sales representative at: [business@yapstar.com](mailto:business@yapstar.com) or call YapStar at 415.419.5860.