

A New Experience for Your Customers

Digital Informational Screen Proposal · **Exclusively for your pet store**

PRESENTED BY PAWS IN TOWN

Digital Magazine · YouTube · Social Media · Pet-Friendly Events



Why Have a Screen in Your Pet Store?

Every minute a customer spends in your store is an opportunity. A well-designed screen turns that time into a positive, entertaining, and memorable experience for your pet store.

Nutrition Tips

Feeding recommendations, special diets, and premium product highlights delivered while customers browse the store.

Products & Promotions

Direct communication about new products, featured accessories, special offers, and store news.

More Time In-Store

Engaging content invites customers to explore more, increasing dwell time and boosting sales.

Professional Image

Reinforces the modern and innovative identity of your pet store with every visit.



Smart Technology and Total Flexibility

The display is designed to operate independently, adapting to the pace of the pet store without requiring daily staff supervision.

1

Automatic On and Off

The schedule follows the store's business hours exactly, with no manual intervention required.

2

Fully Autonomous Operation

No daily supervision needed. The system runs on its own, without disrupting the pet advisor team.

3

Personalized Content On Demand

The store can send content at any time: new products, promotions, nutritional advice, events, or team presentations.

4

Professional Presentation Guaranteed

Our team integrates your content into the schedule, ensuring an attractive and consistent presentation.

High-Value Educational Content

Paws in Town produces original, high-quality content designed specifically for pet owners in South Florida



Nutrition and Feeding

Guides on premium foods, special diets, and supplements for dogs and cats.



Home Care

Hygiene routines, brushing, and coat maintenance between store visits.



Accessories and Products

How to choose the best toys, leashes, beds, and accessories for your pet.



Health and Wellness

Preventive care routines, nail, ear, and dental care at home.



Responsible Adoption

Information and resources for those considering or who have already adopted a pet.



News and Trends

The latest products, brands, and seasonal trends in pet care.

Seasonal Programming: Always Fresh and Relevant

Content is updated every quarter to stay aligned with the seasonal needs of pets and their owners — always current, with no effort required from the pet store.



Spring

Products for shedding season, seasonal parasite prevention, and outdoor walk accessories.



Summer

Hydrating foods, heat accessories, water toys, and sun protection for pets.



Fall

Seasonal transition supplements, warm clothing and accessories, and new seasonal products.



Winter

Holiday gifts for pets, festive products, toys, and seasonal accessories.

Paws in Town Takes Care of Everything

Your pet store gets all the benefits of a professional digital display without taking on any operational or financial burden. Our team handles every detail so your team can focus on what matters most — caring for customers and their pets. Just a **one-time installation fee of USD \$650** (Initial Loyalty Program).

Paws in Town takes care of

 Scheduling and periodic content updates

 Design and production of Paws in Town content

 Sponsor and partner management on our end

 Production of educational content on pet nutrition and care

 Ongoing schedule maintenance

Your pet store receives

 An active display with fresh, professional content

 Your own space to highlight products, news, and promotions

 Enhanced in-store shopping experience and customer satisfaction

 An internal communication channel with no extra effort

 Potential shared advertising revenue

Your Store's Featured Space on Screen

The screen is also a powerful internal communication tool. All store content is professionally integrated into the programming schedule.

Meet the Store Team

Humanize your store and build trust by introducing your pet advisors and animal nutrition specialists.

Seasonal Products & New Arrivals

Share the latest products, seasonal items, and special promotions available in store.

Special Promotions

Communicate offers, discounts, and product bundles directly to customers as they browse the store.

Care & Nutrition Tips

Share feeding recommendations, animal health advice, and pet care tips to educate and inspire your customers.



Shared Revenue Model and Carefully Curated Advertising

50/50 Revenue Split

When your pet store secures an advertiser, revenue is divided equally and transparently — turning an existing space into a source of passive income. **No risk.** Just a one-time installation fee from the Initial Loyalty Program of USD \$650.

What Will Never Appear

- Other pet stores or competing pet retailers
- Products or brands that directly compete with yours
- Any other services or offerings available in your store

Accepted Complementary Advertisers

- Pet photography, trainers, daycare, and pet care services
- Veterinary clinics, animal health clinics, and wellness services
- Pet insurance and premium pet food companies



Premium Digital Signage: 12 Dedicated Slots Per Cycle

Each location receives **12 exclusive content slots** within each 30-minute cycle — **15 seconds each**, totaling **3 minutes of airtime** per cycle.



Promotions & Special Offers

Highlight seasonal discounts and special packages to drive immediate in-store sales.



Nutrition & Care Tips

Branded educational content that positions your team as experts in animal health and wellness.



Events & Announcements

Promote adoption drives, animal wellness talks, and community events throughout the year.



Advisor Team Introduction

Build trust and familiarity before customers explore the store.



Available Products & New Arrivals

Keep customers informed about new premium foods, accessories, toys, and care products.



Customer Testimonials

Turn your most satisfied customers into the best ambassadors for your pet store.

 **Total Control. No Additional Cost.** Your dedicated content slots can be updated regularly at no extra charge — always reflecting your most current products, promotions, and services.



Exclusive Bonus & Media Value Comparison

Your Free Advertising Bonus

By hosting a screen in your pet store, you receive **free advertising packages** across 12 locations of your choice:

- **70,080** Total Ad Plays (16 plays × 365 days × 12 screens)
- **17,520** Minutes of Airtime
- **\$8,400** Equivalent Value

Equivalent Cost for 70,080 Ad Plays (292 Hrs)

Platform	Equiv. Cost
Meta (Facebook & Instagram)	\$7,008
YouTube Ads	\$5,606

Compared to these digital alternatives, your space in the screen network represents exceptional advertising value for your pet store.



An Invitation to Transform the Waiting Area of Your Pet Store

We want to turn the service area of your pet store into an educational, informative, and entertaining space — a memorable experience for every customer and their pet. A modern, professional, and hassle-free solution, backed by a well-established multimedia platform in South Florida.

Digital Magazine

Seasonal publication featuring articles, nutrition guides, and care tips for pet owners.

Social Media

Active community on Instagram and other platforms with daily content about products and animal care.

YouTube Channel

Educational videos and the Pawsitive Vibes program covering health, nutrition, and accessories for pets.

Pet-Friendly Events

Coverage and organization of community events and adoption fairs throughout South Florida.

Web: www.pawsintown.com | **Instagram:** @pawsintownofficial | **YouTube:** Paws in Town

Thank you for your time and consideration. We are at your disposal to answer any questions and take the next step together.