



PAWS IN TOWN TV

Media Kit 2026

Advertising on digital screens for veterinary clinics, dog grooming salons, and pet-friendly businesses — **South Florida Digital Screen Network**



We Connect Brands with Pet Lovers

PAWS IN TOWN TV is a network of digital screens installed in waiting rooms of veterinary clinics, grooming centers, and pet-friendly businesses. It broadcasts educational content, entertainment, pet news, and advertising targeted 100% to pet owners.

Our goal is to connect brands and businesses with a highly segmented and engaged audience, while improving the waiting experience for customers at every location in the network.

300K

Monthly Views

on Instagram

27K

Monthly Website

visits

1000s

Pet Lovers

in South Florida

Why Advertise on PAWS IN TOWN TV?

Your ad reaches an audience already predisposed to consume products and services for their pets — while they wait, receive care, and trust.



Captive Audience

Visitors spend **15–45 minutes** in waiting rooms with full attention on screen content.



100% Targeted

Every viewer is a pet lover and active consumer of animal products and services.



Higher Recall

Video ads generate up to **95% more recall** than traditional print advertisements.



Category Exclusivity

We do not accept advertisers that directly compete with the host establishment.



Local Reach

Ideal for businesses attracting customers within their own community, with high geographic relevance.

Programming: Content That Educates, Entertains & Inspires

PAWS IN TOWN TV's programming keeps visitors informed and entertained, creating the perfect context for your message to reach them at the right moment.



News & Trends

Pet news, pet-friendly events, and exclusive interviews from Paws in Town.



Health & Wellness

Veterinary tips, safety information, and animal wellness content, updated seasonally each quarter.



Community & Adoption

Adoption and rescue campaigns, promotion of local businesses, and animal welfare causes.

Advertising Formats: Two Formats, Maximum Impact

Static Ad

High-impact promotional image. Perfect for communicating an offer, product, or service in a clear and direct way.

- Duration: 15 seconds
- Format: JPG or PNG
- High on-screen visibility

Commercial Video

The most effective format for capturing attention and generating brand recall among visitors in the waiting room.

- Duration: 15 to 30 seconds
- Format: MP4
- Up to 95% more recall

 Our team can help you create the ideal advertising material for your business. Ask about the Entrepreneur Package.

Advertising Plans

Each plan is designed to adapt to the size and objectives of your business, with flexible duration options and discounts for long-term commitment.

Plan	3 Months	6 Months	12 Months
Basic (1 ad rotation)	\$250 (1 screen)	\$425 (1 screen)	\$700 (1 screen)
Plus (2 ads rotation)	\$400 (1 screen)	\$700 (1 screen)	\$1,000 (1 screen)
Premium (2 ads rotation)	\$750 (2 screens)	\$1,250 (2 screens)	\$1,800 (2 screens)
Multi-Location	From \$1,250 (4 screens)	Inquire	Inquire
Meta Ads (minimum recommended)	~\$4,500	~\$9,000	~\$18,000

 Every Paws in Town plan costs less than one month of Meta Ads — and reaches a 100% pet-owner audience from day one. Our Premium Plan (2 screens, 6 months) at \$1,250 costs less than ONE month of the minimum Meta Ads budget.

Plan Details

Basic Plan

- 1 ad in rotation
- 1 screen
- Daily Continuous Rotation starting at 1440 plays
- 3 months: \$250 | 6 months: \$425 | 12 months: \$700
- Best for: businesses just starting with digital advertising

Plus Plan

- 2 ads in rotation
- 1 screen
- Daily Continuous Rotation starting at 2280 plays
- 3 months: \$400 | 6 months: \$700 | 12 months: \$1,000
- Best for: businesses wanting to promote multiple products or services

Premium Plan

- 2 ads in rotation
- 2 screens (maximum visibility)
- Daily Continuous Rotation starting at 5,760 plays
- 3 months: \$750 | 6 months: \$1,250 | 12 months: \$1,800
- Best for: established businesses seeking dominant local presence

Multi-Location Plan

- 4+ screens across multiple locations
- Custom ad rotation
- Starting at \$1,250 for 3 months
- 6 and 12 month pricing: contact us
- Best for: brands or franchises with presence in multiple areas



SPECIAL OFFER

Entrepreneur Package — \$995 for 3 Months

Designed for small businesses ready to leap into digital advertising without complications or large investments. *Instead of \$1,275.*



Ad Design/Video

1 professional ad or video created by our team (\$75/video or \$35/ad).



Screen Placement

1 ad · 15 sec · 1,440 ad plays during 3 months (\$250).



Pet Guide Directory

Inclusion in the Paws in Town web directory, visible to the entire community (\$150).



Social Media Mention

Additional visibility through a mention on Paws in Town's social channels (\$800).



50% Off Events

Exclusive 50% off vendor fee to Paws in Town events — direct access to your community.

Benefits for Host Establishments

Becoming a PAWS IN TOWN TV host not only improves your customers' experience — it opens new revenue and marketing opportunities.



Veterinarians

- Educational content for clients during wait times
- Generate revenue by sharing advertising space
- Include the clinic's own content
- Screen turns on/off automatically



Dog Grooming Salons

- Promote special services and seasonal offers
- Educate on pet aesthetic care
- Increase sales of complementary products



Pet-Friendly Businesses

- Better experience and entertainment for visitors
- Cross-promotion with other sector businesses
- Quarterly content updates with no effort required

About Us: A Multimedia Platform for the Animal World

PAWS IN TOWN is much more than a screen network. It is a multimedia platform dedicated to promoting animal welfare and connecting a passionate community with the businesses that serve them.

With a presence across multiple channels and a community of thousands of pet lovers in South Florida, Paws in Town is the bridge between your brand and your ideal customer.

- **Digital Magazine**
- **YouTube Channel**
- **Active Social Media**
- **Podcast: *Pawsitive Vibes***
- **Pet Guide Directory**
- **Pet-Friendly Events**
- **Adoption & Education Campaigns**



Let's Talk About Your Business

"Connecting pet-friendly businesses with animal lovers."

Jennifer Clark — Director and Founder, PAWS IN TOWN

 **Email**

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 **Social Media**

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We are ready to help you reach your community. Contact us today and choose the plan that best fits your business.

