

Advertising FAQ

1. Do you place articles on the homepage? **Yes.**
2. If yes, how long do they usually stay there? **Articles typically remain on the homepage for a week before scrolling off as new content is added.**
3. If it is available, what is your price for sensitive niche articles (Crypto, Casino, CDB etc.)? **I do not accept this content. I only accept niche-specific (pet care issues/products, or how-to publishing) content appropriate for my audience.**
4. Are there any pet care topics/products that you do NOT accept? **I do not accept content promoting fear/pain-based training (shock/static collars). I also do not promote online ESA (emotional support) registration as I'm unable to verify reliable options.**
5. How many do-follow links can target the client? **A guest post may include ONE (1) approved do-follow link per every 500 words, which must be appropriate to the topic.**
6. Do you accept link inserts, and if so, what's the cost? **Yes, links may be inserted into relevant existing content for \$150 and will be marked according to FTC guidelines.**
7. What is your price and details for sensitive niche link insertion offers? **N-A, see #3 above.**
8. Do you accept affiliate income instead of fee-based placement? **No.**
9. Can I send you (XYC PRODUCT) for free to review? **With rare exceptions, I do not offer free reviews in exchange for products.**
10. Will the article/link insertion be permanent? **As long as it remains relevant, yes. Outdated or copy with broken links will be reviewed and removed if no longer credible.**
11. Do you mark articles as sponsored? **Yes, in accordance with FTC guidelines.**
12. Do you use any sponsored tags for the links (such as rel=sponsored, etc.)? **Yes, in accordance with FTC guidelines.**
13. Do you provide copywriting? If yes, how much extra does it cost? **Posts created by brands with any images/videos run \$350. I charge an additional \$150 to create the post myself using brand-provided creatives (\$500). Complete content creation averages \$500-\$750/post, depending on the assignment.**
14. Is there a maximum content length? **Recommended 400-1600 words. Best practices suggest breaking text with pertinent SEO-friendly subheads every 300-400 words.**
15. Is there a picture quantity limit? **No more than one (1) image per 300 words. All images must be owned or licensed by client, and/or royalty free.**

16. Do you accept banner publication? **No.**