Lanier *Leash*



MEDIA KIT · 2026

Reach dog owners around *Lake Lanier*

Lanier Leash is the free local guide to dog-friendly events, places and services around Cumming, Gainesville, Dawsonville, Buford and north metro Atlanta, with a weekly email every Thursday morning.

- Thursday email sponsor
- Featured partner listings
- Event promotion

lanierleash.com

hello@lanierleash.com

ABOUT LANIER LEASH

Where local dog owners plan their week

An independent, local guide built for people who take their dogs everywhere. Every listing is checked, every rule has a source, and readers sign up by ZIP code, so what they see is near them.

264
dog-friendly places checked

36
groomers, trainers and daycares

21
rescues and shelters

Weekly
email every Thursday morning

1 **Weekend events**
Adoption days, dog-friendly festivals, brewery meetups and classes, near each reader's ZIP.

2 **Dog-friendly places**
Restaurants, breweries, wineries, coffee shops, stays, parks, trails and lake access, with each place's dog rules.

3 **Dog services and vet care**
Groomers, trainers, daycare, low-cost vet clinics and a 24/7 emergency vet list.

4 **Community**
A lost and found board, reader reports on places, local tips and a weekend walk check for heat and weather.



Who reads it

- Dog owners in Forsyth, Hall, Dawson, north Gwinnett and north Fulton counties.
- People actively making plans: the email lands Thursday morning, before the weekend.
- People who take their dogs out: patios, breweries, trails, the lake, and the groomers, trainers and vets in between.
- Local only. Everyone signs up with a local ZIP code.

WAYS TO ADVERTISE

Simple options, local prices

Every option is clearly labeled Sponsored. No long contracts.

FOR VETS, GROOMERS, TRAINERS, DAYCARES, SHOPS, RESTAURANTS AND STAYS

Featured partner listing

$79 / month

- **Your own page on Lanier Leash** with photos, services, hours, call and booking buttons, and an offer just for our readers.
- **A labeled card at the top of the right page:** vet care for vets, dog services for groomers, trainers and daycares, and your category in places for everyone else.
- **A mention in the first Thursday email** of every month.
- **A monthly report:** how many people saw your page and tapped call, directions, booking or your offer.
- **At most two partners per category,** so your spot stays worth having.

$790 a year (two months free). Cancel anytime; your page comes down at the end of the month you've paid for.

ONE SPONSOR PER ISSUE

Thursday email sponsor

from **$40** / email

Your name, one or two lines and a link, right after the weekend's events. A flat price set by how many people get the email. It goes up only when the list reaches the next tier, and we tell you first.

PEOPLE ON THE LIST	ONE EMAIL	A MONTH (4 EMAILS)	
Under 1,000	**$40**	**$140**	save $20
1,000 to 2,500	**$75**	**$260**	save $40
2,501 to 5,000	**$125**	**$440**	save $60
Over 5,000	**$25** for every 1,000 people on the list		

Founding offer: the first local partners get their first month free, and the first email sponsors get their first three issues free. See how it works before you pay anything.

Promoting one dog event? Ask and we'll quote it. Rescues and shelters never pay to list adoption events.

OUR PROMISE TO READERS

Readers trust us, so they trust your ad



Readers trust Lanier Leash because paying never changes a dog rule or a badge. That trust is what makes a spot here worth having.

- ✓ Sponsors and partners are always labeled **Sponsored**.
- ✓ The emergency vet list is never sponsored or reordered.
- ✓ A basic free listing is open to every dog-friendly business.
- ✓ Paying never changes a dog rule, a badge, reader reports or whether a place is listed.
- ✓ Vets must be licensed. Businesses that aren't dog-friendly can't sponsor.
- ✓ No long contracts. Monthly plans cancel anytime; yearly plans run the full year.

GETTING STARTED

Three easy steps

1

Tell us about you

Fill out the short form at lanierleash.com/advertise or email us. We reply within a few days.

2

Send photos and details

Your logo or photos, services, hours, booking link and an offer for our readers. We build your page.

3

Go live

Approve your page and it goes live. We send a simple invoice or payment link, and a report every month.

Let's get your business in front of local dog owners

Ask for this week's subscriber numbers and a look at a recent Thursday email.

lanierleash.com/advertise

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