

A Special Supplement to
Name Newspaper

ldentifying Anxiety

Signs of separation anxiety in dogs

JES The Threat of Diabetes

Understanding feline diabetes

品品品等

17 50 <u>5</u>

When the Weather Outside is Frightful

How to exercise dogs in extreme weather



View this section online by scanning this code or @ www.namenewspaper.com/ AllAboutPets





What is the right type of pet for your family?

Pelcoming a pet into one's life can be a rewarding experience. Pets promote compassion and discipline in their owners, and their companionship can be incredibly rewarding. They also can be helpful tools for teaching children responsibility.

Pets require commitment, patience and financial investment. Potential pet owners also need to understand just what they're getting

22 SD 5

into when they decide to bring a pet home. Certain animals require a greater level of attention than others, and some pets might not be the right fit for all involved. After all, a pet is not a temporary playmate, but a long-term family member who will require considerable love and attention.

Prospective pet owners should consider various factors to help them find the pet that suits their families.

Decide if you want a young pet or prefer an older animal, each of which has its advantages and disadvantages. While puppies and kittens can be attractive, they require extra time and care upon being welcomed into a home, and that can be rough if young children are in the home and not accustomed to pets and their unique behaviors. In such instances, an older established animal may be a better fit, especially if you can devote the time to retraining the animal to your preferences. If you already have pets, you'll need to find one that's compatible with your existing animals.

The American Veterinary Medical Foundation says to carefully consider if you can provide the

amount of attention your pet will need. Different species and breeds require various amounts of care. A ferret or hamster may be self-sufficient most of the day, while a boisterous puppy will not be. People who travel frequently or are out of the house most of the day will have to keep this in mind as well.

Affordability is another factor to consider. Assess whether you have the money necessary to offer shelter, recreation, medical care, food, exercise, and socialization for this particular pet. If you cannot budget for a pet that has a lot of needs, look for one that has relatively inexpensive care requirements, like a fish.

Remember that some animals can live many years, while others have a relatively short life span. Factor this into your decision as well. Once you make the commitment to the pet, it's unfair to surrender an animal simply because you failed to recognize the time and energy required to take care of it.

For more assistance choosing a pet, speak with a trusted veterinarian or animal expert about the traits of certain animals and breeds up for consideration.

> ADVERTISE HERE <

> ADVERTISE HERE <

Signs of separation anxiety in dogs



Dogs are loyal and beloved companions that make great household pets. When leaving for work in the morning, dog owners may lament that they can't take their furry friends with them. But it turns out those dogs might be even more upset that they can't follow their owners out the door each morning.

Separation anxiety is a significant issue that can affect any breed of dog. According to the ASPCA, separation anxiety is triggered when dogs become upset because they've been separated from their guardians, such as in the morning when owners leave for work. Separation anxiety is a very difficult problem for dogs, creating a sense of distress that can pave the way for destructive and potentially harmful behaviors.

Dog owners may wonder what they can do to soothe their dogs' anxiety so they can be left alone without experiencing the fear or distress associated with separation anxiety. Learning to recognize the symptoms of separation anxiety is a great first step in that healing process.

• Urinating and defecating: Some dogs urinate or defecate when left alone, even if they're potty trained. This is a sign of separation anxiety. The ASPCA notes that dogs that urinate or defecate in the presence of their owners are probably not suffering from separation anxiety but a different issue, and such behavior should be discussed with a veterinarian. • Barking and howling: Dogs experiencing separation anxiety may persistently bark or howl when separated from their guardians. Neighbors may complain that dogs continuously bark throughout the day, which can signal to owners that their dogs are experiencing separation anxiety. The ASPCA notes that barking or howling is typically only triggered by being left alone.

· Destructive behaviors: Destructive behaviors when left alone, such as chewing on objects, door frames or window sills, is a telltale sign of separation anxiety. Some dogs will dig at doors and doorways, perhaps in an attempt to escape the home and follow their guardians out the door, or destroy household objects, including furniture. These destructive behaviors not only aggravate owners, but they also pose a significant injury risk to dogs. Dog owners typically do not witness the destructive behavior, which can cause injuries like broken teeth, cut and scraped paws and damaged nails.

• **Coprophagia:** Some dogs defecate and then consume all or some of their excrement when left alone. This is all called coprophagia and likely won't occur when owners are present.

Dogs that act up when owners leave home aren't being destructive for the sake of being disruptive. In fact, these dogs are often suffering from separation anxiety, the recognition of which can be the first step toward helping dogs overcome this troubling condition.

PET SITTING > ADVERTISE HERE <

6.3% of U.S. consumers plan to hire a Pet Sitting Service. That's \$1,146,600,000 in annual spending!

How much of this revenue is in your advertising area?

Gain access to consumer data specific to your region and section advertisers with the new AdSeller/Metro Teaser Program, then approach sales targets in your area with this section and available ad position, wrapped with a Teaser page tailored to their business.



Email **service@metro-email.com** now to get started.

PET TRAINER > ADVERTISE HERE <

PET CRATE RETAILER > ADVERTISE HERE <

Let section sales prospects like this one know **exactly how much local consumers plan to spend** with advertiser-specific regional data from the

new AdSeller/ Metro Teaser Program.

Email service@metro-email.com now to get started.

> ADVERTISE HERE <

Why it pays to use crates when training puppies



As first-time dog owners learn shortly after bringing their puppies home, pets require a lot of work. That's especially true of puppies, which must be housebroken so they can learn to live within the structure of a family. Crate training, which is supported by the American Kennel Club, is a great way to teach puppies proper behaviors and to get them to adjust to their new lives.

Many dog owners, particularly those who have never before had a dog, may hesitate to employ crates to train their

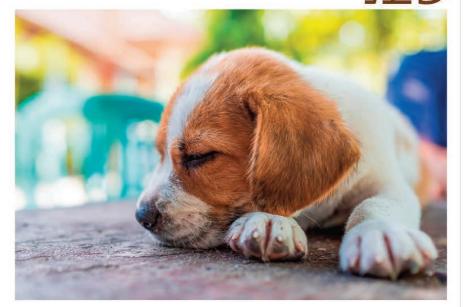
puppies. That's understandable, as on the surface it can seem cruel or inhumane to confine a living animal to a cage. However, the AKC notes that dogs are den animals that naturally seek out canine caves for security. That's true whether dog owners provide crates for their puppies or not. So while humans may see crates as cruel, dogs very likely view their crates as secure places where they can go if they get scared or feel skittish. In fact, according to the AKC, dogs' perception of crates is one reason why dog owners typically find it relatively easy to get their dogs to adjust to crates and ultimately enjoy them.

The AKC urges dog owners who plan to crate train their puppies to find appropriately-sized crates before they begin training. Crates should be just large enough for dogs to lie down, stand up and turn around. Dogs won't embrace crates that are too small, and crates that are too big will give dogs the impression that they can use one corner to defecate and use the rest for sleep or play. That's the wrong message to send, as dogs should never be encouraged to relieve themselves in their crates.

Crate training can be invaluable when welcoming puppies into a home. Learn more at www.akc.org.

PET WASTE CLEANUP SERVICE > ADVERTISE HERE <

My puppy has worms;



Ban exciting time that's full of challenges. Change also is part of welcoming a new puppy into the family.

Puppies rely on their owners to meet all of their needs, and it can take weeks for a pup to acclimate to a new home and adapt to a routine.

New puppy parents may be surprised to learn their puppy - particularly one rescued from a shelter - has parasitic worms. This is a common occurrence. According to a report published in the journal Animals, the prevalence of gastrointestinal parasites in shelter dogs is typically higher than in owned dogs. This is due to the combination of daily admissions of dogs from diverse backgrounds and the difficulty of preventing environmental contamination with infectious parasitic developmental stages. Shelters provide favorable conditions for the establishment and spread of GI parasitic infections.

Worms are transmitted in various ways, and many result from pups walking through the infected waste of other dogs. Some dogs ingest contaminated feces or develop infections after being in an environment where there is a buildup of waste and poor sanitation. The American Kennel Club says worms also can be passed from an infected mother to her unborn puppies in-utero or through nursing.

By and large, worms are not something that should be terribly concerning. With the right treatment and preventative care, most parasitic worms, like roundworms, hookworms, heartworms, and whipworms, can be treated effectively. However, if left untreated, worms can compromise the health of a puppy, potentially contributing to anemia, low weight/poor growth, diarrhea, and inflammation.

Some symptoms of worms include:

- pot belly appearance
- vomiting
- coughing
- weight loss
- diarrhea
- abdominal pain
- visual confirmation
- of worms in stool

A veterinarian can walk new pet parents through deworming their young dogs. Medications produce results in a matter of hours and will immobilize worms in the digestive tract before they're soon expelled. It may take a few treatments to get a handle on the problem. In addition, vets will likely want to examine stool samples on an ongoing basis to ensure all immature and fully formed worms are gone.

To prevent future outbreaks, clean up pet waste in the yard frequently and administer a monthly heartworm medication with a generalized deworming agent for other parasites.

Learn more about worms and new puppy care at www.akc.org.

> ADVERTISE HERE <

>ADVERTISE HERE <

43.7% of U.S. consumers plan to bring pets to a Veterinarian That's \$34,086,000,000 in annual spending!

How much of this revenue is in your advertising area?

Gain access to consumer data specific to your region and section advertisers with the new AdSeller/Metro Teaser Program, then approach sales targets in your area with this section and available ad position, wrapped with a Teaser page tailored to their business.

> Special TEASER PROGRAM Introductory Rate Only \$25 per month

Email service@metro-email.com now to get started.

6 signs your pet *has fleas*





leas are something no pet parent wants to encounter, but they're all too common among companion animals. Unfortunately, once fleas are in the house, they can affect everyone in the household – including people.

The following six signs of flea infestations are not always apparent, especially when they aren't in abundance, but they are something pet owners can watch out for.

1. Scratching, licking and biting: Fleas set up residence in hard-to-reach places, says PetMD. The head, neck and tail of a pet are common areas where flea infestations occur. An animal that is consistently picking at these areas may have fleas.

2. Restlessness: Fleas are uncomfortable and can upset pets. If your dog or cat is acting out of sorts, fleas could be to blame.

3. The presence of "flea dirt": Black deposits within the fur near the skin are often flea droppings. If you're unsure, drop a little into water and see if they turn it

reddish-brown. If so, this is indicative of fleas.

4. Raised bumps or welts: Fleas can irritate the skin, causing raised welts on pets and people. People are often affected near the ankles when fleas jump from the carpet onto human skin.

5. Fur loss: A flea infestation can cause constant scratching and biting, which may eventually contribute to the loss of fur.

6. Pale gums: Pale gums are a sign of anemia and indicate that a pet has a severe flea infestation. The dog or cat simply cannot reproduce red blood cells as fast as they're drained by voracious fleas.

Sometimes it's possible to see fleas in action, but they tend to jump and scurry so fast that they can be hard to detect. Pet owners who suspect their pets are dealing with fleas infestations should consult a vet. He or she will likely recommend a flea shampoo and preventative treatments to stop future outbreaks.

Did you know?



Thought they might be most often associated with dogs, ticks can affect cats as well. According to Blue Cross for Pets, cats are most likely to encounter ticks if they live near areas with lots of deer and sheep or in regions where other wildlife, such as hedgehogs and rabbits, are present. While ticks are active throughout the year, cats are most likely to encounter them between spring and autumn. That's due in part to the climate during these seasons, which tends to be warmer and therefore more inviting to cats, compelling them to spend more time outdoors than they do in winter. Ticks, which are eggshaped, are big enough to spot, so cat owners should conduct a careful examination of their cats' fur each time they come into the house after spending time in the yard. Blue Cross for Pets notes that ticks feel like small bumps on a cat's skin. Ticks are most likely to attach themselves to particular areas of a cat's body. These areas include the head, neck, ears, and feet. Routine brushing, especially whenever cats come inside after time spent outdoors, can help cat owners spot and remove ticks from their cats. It's important to recognize that indoor cats are not invulnerable to ticks, as other pets and humans can track ticks indoors. Periodic inspections and brushing of indoor cats' can protect them from ticks and the diseases ticks carry.

FLEA CONTROL AD > ADVERTISE HERE <

LANDSCAPE PEST CONTROL SERVICE > ADVERTISE HERE <

Understanding feline diabetes



associated with humans. But this potentially debilitating disease can even affect pets, including the family cat.

Feline diabetes can greatly affect cats' quality of life. The Cornell University College of Veterinary Medicine estimates that between 0.2 and 1 percent of cats in the general population suffer from feline diabetes. While that's a low number, the potential dangers faced by cats with undiagnosed cases of feline diabetes makes it imperative that cat owners understand this disease and how to recognize it.

What is diabetes?

The cells in a cat's body require sugar in the form of glucose for energy. Glucose in the blood requires the hormone insulin, which serves as something of a key that unlocks the doors to the cells, making them capable of employing the glucose for energy. The insulin attaches to the cells and lets the body know when to absorb the glucose. That process is essential for muscle function. When a cat has type 1 diabetes, glucose concentrations are high because of a decrease in insulin production. Type 2 diabetes, which is more common among felines than type 1, occurs when glucose levels are high because the cells are not responding to the insulin in an appropriate way.

What are some signs that may indicate the presence of feline diabetes?

Diabetes deprives the body of a necessary energy source, so when cats are suffering from diabetes, be it type 1 or type 2, weight loss is likely to occur. That weight loss occurs because cats' bodies will turn to sources other than glucose for energy. In these instances, the body breaks down fats and proteins, resulting in weight loss. The CUCVM notes that this weight loss occurs even though cats' appetites increase.

Excessive thirst and urination is another potential indicator of feline diabetes. Cats' bodies respond to elevated levels of glucose in their blood by excreting excessive amounts of the glucose in their urine. That high concentration of glucose in the urine pulls excessive amounts of water into the urine. According to the CUCVM, this results in increased urine volume, increased urinary water loss, a higher likelihood of dehydration, and an increase in thirst.

Some cats experience nerve damage in their hind limbs as a result of feline diabetes. However, the CUCVM notes that this is a rare occurrence.

Cat owners who suspect their cats may be suffering from diabetes should report their concerns to their veterinarians immediately. Treatment can be very effective and restore quality of life to cats.

ADVERTISE HERE <

Let section sales prospects like this one know **exactly how much local consumers plan to spend** with advertiser-specific regional data from the

new AdSeller/ Metro Teaser Program.

Email service@metro-email.com now to get started.

PET DENTAL CARE > ADVERTISE HERE <

PET CLOTHING STORE > ADVERTISE HERE <

Let section sales prospects like this one know **exactly how much local consumers plan to spend** with advertiser-specific regional data from the

new AdSeller/ Metro Teaser Program.

Email service@metro-email.com now to get started.

> ADVERTISE HERE <

How to exercise dogs in extreme weather

xercise is important for every member of a family, including the family dog. According to SPCA Florida, regular exercise is just as important for dogs as it is for their owners.

Many dog owners find ways to incorporate their dogs into their own exercise routines in order to ensure their four-legged friends get enough physical activity each day. For example, dogs might come along on jogs around the neighborhood or join their owners on walks in the park. But what about those times when the weather is extreme? Snowstorms and heat waves might compromise dog owners' efforts to get their pooches daily exercise. But there are many ways that dog owners can work around extreme weather to ensure Fido gets enough physical activity to stay healthy.

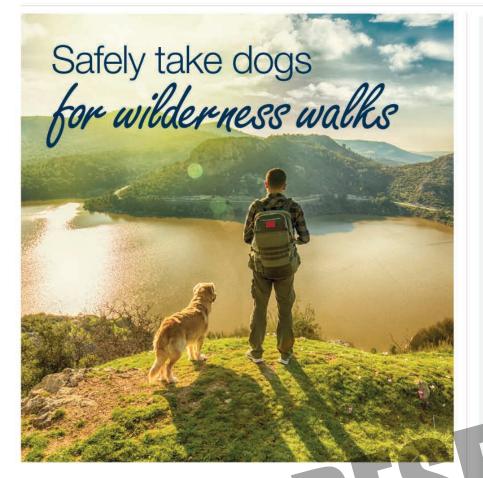
• Alter the time of your dog's daily exercise routine. In conditions that are extremely hot, dog owners can change their routines so dogs get out and get some exercise during the times of day when the weather is temperate. Early morning and evening or even nighttime exercise sessions afford chances time to run around outdoors without doing so under the blazing summer sun. If walking dogs after sundown, dress them in reflective materials so they're visible to oncoming motorists.

• Dress dogs for the cold. Dogs can be bundled up just like their owners bundle up in gloves and layers when spending time outside in cold weather. Salt and chemical de-icing solutions can injure dogs, burning and drying out their paws, so make sure their paws are covered before taking them outside in icy, snowy conditions. Dogs may need a few practice runs wearing booties indoors before they're comfortable enough to wear them outside without trying to remove them. In addition, Petfinder recommends keeping dogs' bodies warm by dressing them in doggy jackets or vests.

• Reduce the length of time spent outdoors. Cutting back on the time dogs spend outdoors in extreme weather is another way to protect them from the elements. Shorter, more frequent trips can ensure dogs get enough daily exercise while limiting their exposure to extreme weather. If dogs are accustomed to 30 minutes of running around in the backyard in the afternoon, break that down to three 10-minute sessions instead, spacing out each sessions so dogs have time to recuperate.

• Exercise indoors if necessary. Avoid exercising dogs outdoors in especially extreme conditions. Rather than exposing dogs to extreme weather, make a game out of running up and down staircases or play fetch in a hallway to help dogs burn off their energy and get some exercise.

Extreme weather can be harmful to dogs. But there's still ways to exercise pooches in periods of inclement weather.



iking is a rewarding, healthy activity that can help people connect with nature. Walks in the wilderness also present perfect opportunities to get the family dog out for some fresh air.

When walking dogs in wooded areas, pet owners must exercise caution to protect their dogs, themselves and fellow nature lovers.

• **Confirm leash policies.** When walking dogs in public settings, it's always best to keep them on a leash. Many areas even have laws that mandate dogs be kept on leashes at all times. If you hope to walk a dog off-leash, visit the park or wooded area ahead of time or contact your local parks department to determine the laws governing the area.

• Recognize the benefits of leashes. Even if you're not legally obligated to keep the dog on a leash while walking through the woods, the benefits of doing so are numerous. Keeping your dogs on a leash makes it easier for you and your dog to get away if you encounter something unexpected, like a coyote or a bear. It's also easier to keep your dog on the walking path and out of brush or bushes, where ticks or other bugs might attach themselves to the dog and ultimately put its health in jeopardy.

• Apply tick repellant. Even dogs that stay on walking paths in wooded areas

are vulnerable to ticks. That vulnerability increases their owners' susceptibility to ticks as well, as ticks that attach to dogs may eventually bite the dogs' owners. Flea and tick collars can effectively deter ticks from feasting on dogs. Owners also should apply tick repellant to themselves before entering wooded areas.

• Bring water and treats. Hikers bring extra water and food along during a hike to satisfy any hunger pangs they have while walking and to ensure they have some sustenance should they get lost. The same precautionary measures are necessary for dogs. Pack a portable water bowl and extra water for your pooch so the dog does not become dehydrated during the walk. Some healthy, energy-boosting snacks can help dogs withstand lengthy hikes as well.

• Recognize signs that the dog needs to turn around and go home. Heavy panting, a slow gait and repeated efforts to lay down are signs that dogs have grown tired. Monitor your dog's energy levels and turn around or return to your vehicle at the first sign a dog is running out of gas.

Wilderness walks provide great opportunities to get dogs exercise and fresh air. Some simple precautionary measures can ensure such walks are enjoyable for everyone.

DUTDOORS STORE > ADVERTISE HERE <

>ADVERTISE HERE <

3.1% of U.S. consumers will visit a Pet Emergency Hospital. That's \$1,571,700,000 in annual spending.

How much of this revenue is in your advertising area?

Gain access to consumer data specific to your region and section advertisers with the new AdSeller/Metro Teaser Program, then approach sales targets in your area with this section and available ad position, wrapped with a Teaser page tailored to their business.

> Special TEASER PROGRAM Introductory Rate Only \$25 per month

Email service@metro-email.com now to get started.

PET BAKERY > ADVERTISE HERE <

PET STORE > ADVERTISE HERE <

36.8% of U.S. consumers plan to shop at Pet Store. That's \$52,624,000,000 in annual spending!

How much of this revenue is in your advertising area?

Gain access to consumer data specific to your region and section advertisers with the new AdSeller/Metro Teaser Program, then approach sales targets in your area with this section and available ad position, wrapped with a Teaser page tailored to their business.

> Special TEASER PROGRAM Introductory Rate Only \$25 per month

Email service@metro-email.com now to get started. Today's consumers are more conscious than ever before regarding the foods and other substances they put in their bodies. It would stand to reason that those same concerned individuals also would extend that caution to the meals they feed their pets, as the basic principles of food safety also apply to pet foods and treats.

Get the scoop on pet food safety

The Centers for Disease Control and Prevention says it is key to pick the right foods for pets, and to consider some important information before purchasing anything. The CDC does not recommend feeding raw foods to pets. Salmonella and listeria have been found in raw pet foods, as well as packaged ones sold in stores.

In the United States, the Association of American Feed Control Officials regulates the production, transportation and ingredient suppliers of manufactured pet foods. With the U.S. Food and Drug Administration, these agencies help regulate animal feeds and impart new standards, process controls and other features. Pet owners concerned about their pets' foods should look for approval from AAFCO as well as the FDA before feeding.

Many pet owners prefer to seek locally sourced ingredients in the foods they select. This means protein and carbohydrate sources produced right in North America. Check package labeling to see where ingredients are procured if this is a concern.

The same safe food handing procedures people observe when handling their own foods should be followed when they prepare meals for their pets. Before or



after handling pet foods and treats, wash hands to prevent the spread of foodborne illnesses, states FoodSafety.gov. When possible, store pet food separate from human food, preparing the foods in separate spaces as well. Use a clean, dedicated scoop or cup to create a pet food serving. Follow manufacturer's guidelines for food storage. An air-tight container is adviseable to keep the food fresh and free from possible contaminants.

Pet owners also should routinely check for pet food recalls to ensure the brand they're using is safe. Every effort pet owners make to keep their pets' foods safe and contaminant-free keeps pets healthy and happy.

Make barbecues safer for

Watch the leftovers

As diners finish their meals, they may leave scraps strewn around on plates. The occasional nibble here and there may not be overly problematic, but if a dog or cat gets into a food he or she shouldn't eat, the consequences can be anything from gastrointestinal distress to severe allergic reaction. Any raw meat or seafood can pose a danger to pets. Other foods that can be toxic for a dog include

avocado (and quacamole), garlic, onions, grapes, peaches, and chocolate.

No bones about it

It may be tempting to toss a dog a bone from the grill, but the Association for Pet Obesity Prevention warns pet owners against feeding their dogs or cats chicken on the bone due to the risk of the bone splintering and causing intestinal obstruction. Even large

bones can splinter. Owners who want to offer bones to their dogs should consult with a vet about which types of bones are safe, or look for a manufactured bone from the pet store.

Alcoholic beverages

Both dogs and cats are sensitive to alcoholic beverages, offers the environmental wellness resource TreeHugger. In addition, the APOP warns that even a few ounces of beer or wine can be poisonous to a dog or cat. Discard half-drained wine glasses and beer bottles promptly.



Fireworks

If fireworks are part of the festivities, make sure to keep skittish pets away. The loud sounds and brilliant sights can frighten pets, and an animal may dart out of the yard to escape, getting lost or injured in the process.

Pet owners must emphasize safety when grilling and entertaining outdoors with their pets in tow.

hen the season for outdoor entertaining arrives, time spent in the ard entertaining friends and family tends to increase. Barbecuing lends itself well to informal warm weather gatherings.

While spending time outside, many pet owners like to have their furry companions nearby so they can enjoy the fresh air and fun as well. However, allowing pets outdoors when grilling or entertaining friends requires some forethought to ensure pets stay safe.

MEAT MARKET

> ADVERTISE HERE <

Grilling

The act of grilling can be hazardous to pets that can't resist the aromas of food cooking. Dogs or cats may be drawn to the succulent smells without realizing that there are hot coals or gas nearby. It may be safer to keep animals leashed or contained until the grill has been extinguished to prevent burns and other injuries.



GROCERY STORE > ADVERTISE HERE <

5 ways to prevent your pet from *getting lost*

The following are five steps pet owners can take to prevent them from getting lost.

1. Get a collar and identification tag. Collars may seem "old school" in a digital world, but a dog tag is an ideal way to identify a pet and provide contact information should he or she get lost.

> 2. Invest in microchipping. Microchipping is an effective way to ensure current contact information always accompanies the animal, whether he or she is wearing a collar or not. Microchips are small identification devices about the size of a grain of rice that are painlessly inserted just under the skin of a pet. The microchip gives off a signal that can be read with a handheld scanner used by animal shelters and most vets. A study published in the Journal of the American Veterinary Medical

Association, examined information from 53 animal shelters across the U.S. and confirmed the high rate of return of microchipped dogs and cats to their families.

3. Ensure your pet is spayed or neutered. Animals that have not been spayed or neutered have a tendency to roam because they are looking to fulfill the instinct to mate. Neutering removes this desire, and the pets may be more content to remain at home.

4. Leash pets outdoors. Even the most well-behaved and trained animals may dash off after a squirrel or other distractions from time to time, especially if the animal is scared. These issues can be prevented by using a leash outside at all times.

5. Escape-proof homes and yards. Check to see if any potential escape routes are around the house and outside in the yard. Dogs that dig can be derailed by burying chicken wire around the edges of the fence. Make sure gates are self-latching as well. Indoors, check that windows are secure. Exercise caution when opening doors and check that pets have not squeezed through, advising visitors to do the same. If you have a Houdini on your hands, supervise outdoor play.

Attention to detail can help prevent lost pets.

oving pets want to be right by their owners' sides as much as possible. As a result, a boisterous puppy may follow underfoot while a cute kitty will snuggle on the sofa with its owner.

Even though pets prefer to stick close by, there are times when distractions, events or noises can cause a pet to roam. Animals that do not know how to find their way back home can quickly become disoriented and lost.

The number of pets that go missing can be staggering. The American Humane Association estimates that

> more than **10 million dogs and cats are lost or stolen** in the United States **every year.**

One in three pets will become lost at some point during their lives.



Did you know?

Pet owners who are considering microchips for their pets but are concerned that inserting a microchip into their pets will make the animals susceptible to cancer should not allow that concern to dissuade them from going forward. The American Veterinary Medical Foundation notes that the likelihood that a pet will develop cancer due to a microchip is very, very low. The AVMF also advises that the benefits associated with microchips, namely that lost pets will be reunited with their owners, greatly outweighs the very minimal risk that the pets will suffer from adverse health conditions as a result of their implants. The AVMF also notes that animal shelters and veterinary clinics are acutely aware of the concerns about missing an implanted microchip, leading them to take extraordinary measures to determine if a microchip is present before deciding to put the animal up for adoption or, in certain instances, to euthanize the animal.



Tips for traveling with pets

Any pet parents choose to include their four-legged companions in their travel plans. Bringing pets along can reduce the hassle of finding a pet sitter or a boarding service. Traveling with pets in tow also can be enjoyable for the entire family, including pets. Perhaps that's why a recent study from AAA and Best Western International found that more than half of American pet owners take their cats and dogs with them when they travel.

Traveling with pets can be fun, but it means taking some extra steps when planning a trip to ensure pets are safe and content. Before anyone hits the road or soars into the sky, consider these tips.



A sturdy, comfortable carrier can help keep a pet safe during travel.



Many hotel and motel chains now offer pet accommodations,

• Acclimate the pet to the car. Conduct a trial run with your pet in tow to gauge how he or she handles a car ride. Start with shorter trips and build up. Assess how the pet reacts so you can make adjustments if necessary.

• Get a wellness check. Visit the vet prior to departing, particularly if you will be traveling far or abroad. Pack an updated copy of health and immunization records, as well as proof of ownership of the pet. Some countries require pet passports. Investigate if the destination country requires quarantine of the animal.

• Buy a quality pet carrier. Be sure to have a secure and comfortable pet carrier for your dog, cat or small animal. This can make travel safer for the animal. If flying, you may need to purchase an airlineapproved crate. Mark the crate with identification information and contact numbers.

• Pack a pet-friendly kit. The ASPCA suggests bringing along food, a bowl, leash, a waste scoop, plastic bags, grooming supplies, medication and firstaid, and any travel documents. Pack a favorite toy or pillow. Bring along bottled water as well. Drinking unfamiliar water can upset pets' stomachs.

• Book direct flights. A direct flight reduces the likelihood a pet will be kept on the tarmac or spend even longer times in the baggage hold of the plane. A pets-only airline might be a good choice as well. For example, Pet Airways offers climatecontrolled cabins outfitted with individual crates, and a flight attendant checks on the animals every 15 minutes. After landing, pets are given a bathroom break.

• Reserve pet-friendly lodging. Many hotel and motel chains now offer pet accommodations. For a fee you can have your pet stay in the room. There may be specific requirements, such as restricting the pet to a crate when unattended.

• Make sure microchip data is current. Log into the service that coordinates with the pet's microchip. Check to see that your address and phone number are current. Consider adding temporary travel contact data so the pet can be reunited with you if it gets lost at your destination.

Pets are traveling with their owners more often than ever before. Travel safe and smart at all times.

PET BOARDING > ADVERTISE HERE <

9.6% of U.S. consumers plan to purchase Pet Boarding services. That's \$2,184,000,000 in annual spending!

How much of this revenue is in your advertising area?

Gain access to consumer data specific to your region and section advertisers with the new AdSeller/Metro Teaser Program, then approach sales targets in your area with this section and available ad position, wrapped with a Teaser page tailored to their business.

Special TEASER PROGRAM Introductory Rate Only \$25 per month

Instantly capture advertisers' attention and increase revenue from every one of your special sections!

Email service@metro-email.com now to get started.

If you are already an AdSeller client, go to: https://app.pulseresearch.com/a/focus/prospects/buying_power

Safety first when driving with pets in the car

Any people can recognize the familiar image of a car traveling down the road with the head of a seemingly happy dog hanging out from the front passenger seat. Traveling in such a way may seem harmless, but doing so can be detrimental to both pets and their owners.

According to Paws to Click, a community that aims to inspire pet owners to travel responsibly with their pets, allowing pets to travel in cars without employing a harness poses a significant threat to everyone in the car. The group notes that an

unrestrained 75 lb. dog will exert about 2,250 lbs. of force in a crash in which the car is traveling at just 30 miles per hour.

Such force can injure others in the car as well as the pet. In addition, unrestrained pets may challenge first responders in an effort to protect their owners after an accident has taken place.

It makes all the sense in the world to harness pets when taking them along in the car. After all, drivers and their passengers wear seat belts, so why not provide the same safety net to pets? But Paws to Click notes that 84 percent of dog owners drive with their dogs in the car without using restraints. This despite the fact that American Veterinary Medical Foundation advises all pet owners to properly restrain their pets before departing on a car trip, no matter how short or how long that trip is expected to be.

In addition to properly restraining pets on car trips, pet owners can take these steps to ensure their pets are safe.

• Don't take pets along on car trips unless it's absolutely necessary. It can be fun to take a pet with you everywhere, but the AVMF advises pet owners to leave their pets home when possible. Pets that are not suffering from separation anxiety will be fine at home without their owners. Pet owners whose pet owners are exhibiting signs of anxiety should address the anxiety so pets are comfortable at home alone. Taking pets everywhere is not a cure for separation anxiety.

• Do not leave pets unattended in cars. A study from the Louisiana Office of Public Health found that temperatures in a dark sedan or a light gray minivan parked on a hot, but cloudy day reached higher than 125 F in just 20 minutes. The study also found that cracking the window in such situations had little effect on the temperature inside the vehicle. On hot days, leave pets at home. Owners who must take their pets with them should never leave them in the car, as temperatures inside vehicles rise quickly, putting pets' health in jeopardy.

Many pet owners are tempted to take their pets with them on car trips. But that should only be done when absolutely necessary, and safety must be the utmost priority when traveling with pets in a car.

AUTO DEALER > ADVERTISE HERE <



Let section sales prospects like this one know **exactly how much local consumers plan to spend** with advertiser-specific regional data from the

new AdSeller/ Metro Teaser Program.

Email service@metro-email.com now to get started.

AUTO REPAIR SHOP > ADVERTISE HERE <

AUTO SUPPLY STORE > ADVERTISE HERE <

PET TRAINER > ADVERTISE HERE <

1.8% of U.S. consumers plan to hire a Pet Trainer. That's \$538,200,000 in annual spending!

How much of this revenue is in your advertising area?

Gain access to consumer data specific to your region and section advertisers with the new AdSeller/Metro Teaser Program, then approach sales targets in your area with this section and available ad position, wrapped with a Teaser page tailored to their business.



Email service@metro-email.com now to get started.

FENCING CONTRACTOR > ADVERTISE HERE <

The benefits of working with animal trainers

Pets bring new energy into a home, making them welcome and enjoyable additions to a household. All that energy can be tough to manage, and pet owners, particularly those who have added puppies to their family dynamic, may wonder how they can corral their pets' energy long enough to teach them some rules and instill some healthy habits and behaviors.

Animal trainers can be just the thing pet owners need if they're struggling to get their pets to adapt to their new homes. Some pet owners may be able to go it alone, but there's no denying the effects skilled animal trainers can have on pets. The following are a handful of ways pet owners and their pets can benefit from working with animal trainers.

乱鱼

Animal trainers can address any type of behavior. According to the Animal Behavior Institute, trainers who work with dogs, cats, parrots, or other companion animals must have a thorough and detailed knowledge of animal behavior. Pet owners who have successfully housebroken puppies in the past may think they can do it again with relative ease, but no two puppies are the same. Techniques that worked with one dog will not necessarily work with another. Trainers recognize this and have an array of techniques within their arsenal, making them capable of addressing and correcting any type of behavior.

Trainers can recognize environmental factors affecting pets

that owners may not see. Pet owners may think their homes are pet-friendly or conducive to housebreaking pets. But trainers may see things the untrained eye won't. Anything from the location of a parrot's cage to the designated litter box area for a cat can affect pets' behavior, compromising pets owners' efforts to housebreak their animals. Trainers can recognize potential problems that may have relatively simple solutions.



• Trainers train owners as well. Trainers won't just work with pets, but also with pet owners. Obedience trainers will work with pets to teach them how to behave while also teaching owners various ways to positively reinforce the animals. This is a great way for owners to get hands-on experience and learn proper obedience training techniques, which are not always as easy to learn as owners may think.

Animal trainers provide an invaluable service, helping pets and their owners learn to coexist peacefully and happily.

Things to look for in a boarding facility



Pet ownership involves making careful decisions with the wellbeing of pets in mind. When pet owners need to go out of town, bringing the pet along can be a smart move. But in other instances, it may be preferable to leave pets behind. In such instances, it becomes essential to find a place that can accommodate the animal in a safe and humane fashion.

Pet owners who do not have the luxury of asking family or friends to watch their animals can enlist the services of a boarding kennel. Touring some facilities and asking the right questions can help people find the best options.

Care.com, the company that provides companionship and care for seniors, children and pets, advises first speaking with your veterinarian about the best kennels nearby. Some vet offices also have boarding facilities on premises. This can be a great option, as the vet and staff will already be familiar with your animal and be able to provide medical care if an emergency arises. Also, vet boarders are great for pets with special needs or those that are on medication.

Pet parents can ask for recommendations from friends or neighbors as well. Before visiting a kennel, recognize that signs of a poorly run facility include dirty pens, housing areas in disrepair, smelly premises, and

dogs or cats that seem anxious.

When going with a third-party boarder, look for one that is licensed, insured and bonded. Different areas require various regulations regarding boarding certifications, so do your homework. If the pet should be injured or injures another dog or person during its stay, or damages property while at a bonded and insured boarding facility, the pet owner will be covered for costs.

Look at various facilities and what they offer before making a final decision. Many boarding facilities now offer luxury spaces, complete with couches and televisions. The staff may pamper the pet, and packages also may include grooming or pet playdates. Visiting the facility in advance also affords owners the chance to see if it looks and smells clean and has proper ventilation. Pet owners also will want to ensure that all pets that are boarding there are required to be current on vaccinations and healthy.

The pet adoption company Petfinder suggests gradually introducing a pet to boarding. Try a short overnight or weekend trip before booking a week-long excursion. When dropping off dogs or cats for boarding, avoid long and emotional good-byes, which may upset the pet. With practice, the parting period will be easier for all involved.

PET SITTING > ADVERTISE HERE <

DOGGY DAY CARE > ADVERTISE HERE <

Let section sales prospects like this one know **exactly how much local consumers plan to spend** with advertiser-specific regional data from the

new AdSeller/ Metro Teaser Program.

Email service@metro-email.com now to get started.

BIRD SUPPLY STORE > ADVERTISE HERE <

Let section sales prospects like this one know exactly how much local consumers plan to spend with advertiser-specific regional data from the

new AdSeller/ Metro Teaser Program.

Email service@metro-email.com now to get started.

Parrot fever and the threat it poses to humans

>ADVERTISE HERE <

The bond pet owners have with their pets is strong. Pets bring a lot into a home. The opportunity to care for a pet can provide fulfillment and joy, and the unconditional love pets give to their owners can improve their owners' moods.

Like their owners, pets are not immune to illness, and some of these illnesses can even be passed from pet to owner. Pet owners may assume diseases can only be transmitted via pets with whom they have routine direct physical contact, such as cats and dogs. But other pets, including parrots, can transmit disease.

Parrot fever, sometimes referred to as "psittacosis" or "chlamydiophila psittaci," is a bacterial disease that can be passed from certain birds, like parrots and parakeets, to humans.

The bacteria behind parrot fever commonly infects birds. While it's unlikely that this bacteria will infect bird owners, it's possible. According to the Centers for Disease Control and Prevention, people can become infected with parrot fever as a result of breathing in secretions of psittacine birds, such as parrots and parakeets. Birds may or may not exhibit signs that they've been infected with the bacteria, so bird owners may be vulnerable to the disease without even knowing their birds are sick.

Birds shed the bacteria behind parrot fever in their droppings and respiratory secretions. When these secretions dry, small dust particles, including the bacteria, can get into the air. When humans breathe in these dust particles, they may then become infected with parrot fever. It's possible that birds can spread the infection through biting or beak-to-mouth contact, but the CDC notes that such instances are rare. And while it's possible for the bacteria to be spread from one human to another, that, too, is unlikely.

Signs and symptoms

Parrot fever typically causes only mild illness. The potential indicators of parrot fever are different for birds than they are



for humans. The CDC notes that signs of parrot fever in birds are non-specific, and birds infected with the bacteria may exhibit no symptoms at all. If they do exhibit symptoms, they may include poor appetite, inflamed eyes, difficulty breathing, and/or diarrhea.

Humans exposed to the bacteria behind parrot fever may begin developing symptoms within five to 14 days after exposure. The most common symptoms are fever and chills, headache, muscle aches, and dry cough. These symptoms also can be a result of other illnesses unrelated to birds, so bird owners should consult their physicians if any appear and inform their doctors that they have a bird at home. This may lead doctors to conduct tests designed to detect parrot fever.

Antibiotics are an effective and common treatment for birds and bird owners affected by parrot fever. And while infection is often mild and harmless, bird owners should keep an eye out for symptoms to ensure the health of their birds and themselves.

PET-FRIENDLY RESTAURANT > ADVERTISE HERE <

FISH OR AQUARIUM STORE > ADVERTISE HERE <

3.6% of U.S. consumers plan to shop at a Fish or Aquarium Store. That's \$1,170,000,000 in annual spending!

How much of this revenue is in your advertising area?

Gain access to consumer data specific to your region and section advertisers with the new AdSeller/Metro Teaser Program, then approach sales targets in your area with this section and available ad position, wrapped with a Teaser page tailored to their business.

> Special TEASER PROGRAM Introductory Rate Only \$25 per month

Email service@metro-email.com now to get started.

PET CREMATION AND BURIAL > ADVERTISE HERE <





Name Business

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name Business

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name **Business**

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name Business

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name Business

1234 Washington Street Somersville Heights 000-000-0000

www.namewebsite.com See our ad on page 00!

Name **Business**

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name **Business**

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name Business

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name **Business**

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name Business

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name **Business**

1234 Washington Street Somersville Heights 0000-000-0000 www.namewebsite.com See our ad on page 00!

Name **Business**

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name **Business**

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name **Business**

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name Business

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name Business

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name **Business**

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name

Business 1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name Business

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name Business

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name Business

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!



Directory of Advertisers & Sponsors!

Name Business 1234 Washington Street

Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name Business

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name

Business 1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name

Business 1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name Business

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name **Business**

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name **Business**

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!



1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name Business

Name

1234 Washington Street omersville Heights 0000-000-0000 www.namewebsite.com Sec our ad on page 00!

Name **Business**

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name **Business**

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name **Business**

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name **Business**

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name **Business**

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!



1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name **Business**

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name Business

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name **Business**

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name Business

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name Business

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!

Name **Business**

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com See our ad on page 00!



4.4% of U.S. consumers plan to visit an Animal Shelter. That's \$715,000,000 in annual spending!

<section-header><section-header><text><text><text>

If you are already an AdSeller client, go to: https://app.pulseresearch.com/a/focus/prospects/buying_power