



FOUNDING PARTNERS · CANADA

Be one of the first businesses handlers see.

ServDog is where people with assistance dogs keep their dog's record and read the law before they go somewhere new. A few businesses can appear beside that, clearly labelled. The first 25 get founding terms.

Half price for your first three months. Then your price stays the same for 12 months from your start date, even if ours go up.

First 25 businesses in Canada · Monthly, before tax. Cancel any time. We reply by email and send an invoice.

WHAT THIS IS

ServDog is a private registry. It is not a government agency, is not affiliated with any provincial program, the Canadian Transportation Agency, or the ADA, and registration does not create or confer any legal rights.

WHO YOU REACH

People deciding where to go with their dog.

We are new, so we will not quote audience numbers we do not have yet. Every partner gets a monthly count of views and clicks on their ads, from day one.

Handlers planning a day out

They read our guides before a new café, a trip or a first day at work, and they look for places that will not make it hard.

Families and trainers

The people who help a handler get ready, and who pass on a good place when they find one.

Owners and staff

Businesses who want to get the welcome right, and read what they may ask.

WHAT YOU GET

A place on ServDog, said plainly.

- **Your own profile page** on servdog.com: photos, your own words, a link to your site.
- **A place in the directory** of businesses that welcome assistance-dog teams.
- **A labelled ad where handlers read:** after blog and news posts, below the law pages and guides, and on the homepage.
- **ServDog social posts** about you, and on Premier a story on the ServDog blog.
- **A monthly report** of views and clicks. No cookies, and nothing about who looked.

Large (Featured and Premier) and small (Partner). Every ad says Paid partner on the ad itself, and the line under your name is always ours.

THE PLANS

Three plans, one founding offer.

FIRST 25 IN CANADA

Half price for your first three months. After that, your monthly price stays the same for 12 months from your start date, even if our prices go up.

	Partner	Featured	Premier
Your own profile page: photos, description, link	✓	✓	✓
Listed in the business directory	✓	✓	✓
An ad on blog and news pages	Small	Large	Large
An ad below the law pages and guides		✓	✓
An ad on the homepage (two at a time)			✓
ServDog social posts	1 every 3 months	1 a month	2 a month
A story about you on the ServDog blog			1 a year
Monthly report of views and clicks	✓	✓	✓
Per month, before tax	\$99	\$249	\$499
Founding, first 3 months	\$49.50	\$124.50	\$249.50

Canadian dollars. Extras for any plan, one-off: a story about your business \$299 · a press release \$399 · an extra social post \$49.

SERVDOG VISITED

A café that gets it

Mutual Street Perks Café is one of the places the founder and his dog, Tiger, stop on a walk. Tiger comes inside with him, or they sit outside. Nobody makes it awkward. The staff are warm with him, there are treats on hand, and other dogs come and go without any fuss. You get your coffee and a pastry and carry on. That easy welcome is what we want every handler to find.

Mutual Street Perks Café is a ServDog founding partner. Named with their permission.

WHAT WE PROMISE

Honest placement, or nothing.

- Every ad is labelled Paid partner, on the ad itself.
- No stars and no ratings.
- We say your business welcomes assistance-dog teams. We never call a business compliant, certified or approved, and neither may your ad.
- Links to your site are marked as sponsored, the way Google asks. We sell visibility to people, not search rankings.
- No ads where a handler is at a door: not on the door screen, a dog's public record, the card, or checkout.
- We do not inspect or assess businesses, and a listing is not a promise about any visit.

HOW TO START

Four steps, about a week.

1. Apply. It takes two minutes.
2. We reply by email and send an invoice.
3. Send us up to six photos and a few lines about your place.
4. Your profile and ads go live. Your first report comes at the end of the month.

Apply to be a founding partner: <https://servdog.com/for-businesses#apply>

Questions first? Email contact@servdog.com

ServDog Inc. · 7398 Yonge St, Thornhill, ON L4J 8J2 · contact@servdog.com

Founding offer: first 25 per country