



## DOG OR CAT ADVERTISING RULES



In South Australia there are laws to regulate dog and cat breeding, selling and trading. This includes strict rules around advertising. Use this example below as a guide for what you must include in any advertisement selling a dog or cat.

The information featured in the red block of the example **MUST APPEAR** in all advertisements—it's the law!

**Mandatory information** to be included in advertisements.

1. Sellers name and phone number
2. Name and phone number for all individuals involved in breeding
3. DACO Breeder registration numbers of all individuals involved in breeding.

### ADVERTISEMENT EXAMPLE

#### **American Staffy Puppies for sale \$XXX**

We have four healthy 12 week-old puppies for sale. You are welcome to come and see them and view our facilities and the puppies parents to know they are well loved and cared for.

All pups come with a microchip (registered in Dogs and Cats Online), a vaccination certificate, a vet checked certificate and have been worm/flea treated.

John Smith 0400 000 000

Breeders: John Smith 04000 000 000 and Jane Jamison 0400 000 000

DACO Breeder registration numbers ##### and #####

In this example above, John Smith is the seller and breeder (his female bitch had the puppies). Jane Jamison was also involved in the breeding (eg. her dog was the sire).