



## 2015 ADVERTISING MEDIA RATES

Your cost effective approach to reaching your target audience of active riders and horse owners...

### Banner Advertising

There are a number of different advertising options available with [www.horseanswerstoday.com](http://www.horseanswerstoday.com) to help you target and talk to horse owners and riders.

All ad Banners can be placed on specific content areas or run through all topics throughout the site, they are image based with a live link to your website. Unlike other web sites we do not quote hits and ONLY quote the number users that actually interact with our content to quantify your activity. That's why we offer our clients a site rental option of a minimum of a 3 month placement, ensuring that YOU maximize on the full potential of page views allowing you to evaluate the returns you get on your investment.

### Pricing:

Minimum booking is for a run of three months Invoiced monthly (any booking below £40.00 per month has to be paid before your activity goes live)

<b>HEADER BANNER</b> 670px (W) X 90px (H) All pages rolling	<b>Total Cost</b>
3 Months	£30.00 per week x 12 = £336.00
6 Months	£28.00 per week x 24 = £600.00
9 Months	£25.00 per week x 36 = £792.00
12 Months	£20.00 per week x 52 = £1040.00
HEADER BANNER placed on specific pages of your choice	Priced on request
<b>LARGE RIGHT HAND SKYSCAPER</b> 140px (W) X 300px (H) All pages rolling	<b>Total cost</b>
3 Months	£35.00 per week x 12 = £300.00
6 Months	£28.00 per week x 24 = £528.00
9 Months	£25.00 per week x 36 = £720.00
12 Months	£20.00 per week x 52 = £936.00
RH Skyscraper placed on specific pages of your choice	Priced on request
<b>SMALL RIGHT HAND BANNER</b> 140px X 140px All pages rolling	<b>Total cost</b>
3 Months	£15.00 per week x 12 = £180.00
6 Months	£13.00 per week x 24 = £312.00
9 Months	£11.00 per week x 36 = £396.00
12 Months	£10.00 per week x 52 = £520.00
RH banner placed on specific pages of your choice	Priced on request

**PRODUCT SHOWCASE** – ADVERTISE INDIVIDUAL PRODUCTS WITH FULL DESCRIPTION, IMAGES AND PRICES WITHIN A CATEGORY OF YOUR CHOICE – THESE CAN BE CHANGED TO MEET SEASONAL DEMANDS – FROM AS LITTLE AS £15.00 PER PRODUCT PER MONTH. (If you purchase an advertising campaign or banner you get all products featured free)

**BRANDED ADVERTORIAL PAGES** – For maximum impact give the inside story of your brand, products and educational values within any section of the site. These pages include text, graphics, images, contact details, website link and email links. These can be hosted in key targeted areas of the site again maximizing on the opportunity for the reader to associate your product or service with prime content areas. These pages scroll down to include as much content as you need. – EACH PAGE FROM AS LITTLE AS £150.00 PER MONTH  
Minimum booking is for a run of three months

3 Months	TOTAL £450.00
6 Months	TOTAL £810.00
9 Months	TOTAL £1188.00
12 Months	TOTAL £1530.00

**SPONSORSHIP** – Brand association and endorsement of prime areas of the site  
Have your logo, product, tips and live links incorporated as an integral part of related editorial articles and or related categories such as Riding, horse Care etc – Priced on request

### CLASSIFIED BUSINESS DIRECTORY

The Horse Answers Today 'Business Directory' is a one-stop comprehensive search for all Equestrian products and services, everything from horse and rider insurance, equestrian clothing to equine dentists. Your business can benefit from advertising in the directory from as little as £10.00 per week and we will even create a category heading free just for you.

You can choose a style and format to suit your budget from 3 options - It couldn't be simpler, because we do the rest.

**Pricing** - A minimum booking is for a run of three months Invoiced monthly (any booking below £40.00 per month has to be paid before your activity goes live)

	Advertisement detail	TOTAL COST
Option 1	Company name and address, telephone numbers, email address and linked web address	£10.00 per week x 12 = £120.00 x 24 = £235.20 x 36 = £349.20 x 52 = £499.20
Option 2	Company logo, name and address, telephone numbers, email address and linked web address.	£12.00 per week x 12 = £144.00 X 24 = £282.24 X 36 = £419.04 X 52 = £599.04
Option 3	Company logo, name and address, telephone numbers, email address, live web address, up to 200 words and 4 images.	£18.00 per week x 12 = £216.00 X 24 = £423.36 X 36 = £628.56 X 52 = £898.56

- All images must be supplied square and as a jpeg and emailed to [Suzanne@horseanswerstoday.com](mailto:Suzanne@horseanswerstoday.com)
- Call 01780 48203 to discuss your objectives further.