

Online Advertising Rates

HOMEPAGE BANNER ADVERTISING			RUN-OF-SITE BANNER ADVERTISING		
Ad Unit	Ad Size	Monthly Rate	Ad Unit	Ad Size	Monthly Rate
Leaderboard (top)	728 x 90	\$450.00	Leaderboard (top)	728 x 90	\$750.00
Half Vertical	120 x 240	\$375.00	Half Vertical	120 x 240	\$600.00
Skyscraper	120 x 600	\$400.00	Skyscraper	120 x 600	\$700.00
Marketplace Link	text link	\$125.00	In-page Banner	468 x 60	\$450.00
Drop Down Banner	300 x 250	\$30 CPM	Leaderboard (lower)	728 x 90	\$250.00
<p>Banner ad placements run in rotation with multiple campaigns. Please verify the percentage of exposure of all media buys with your sales representative.</p> <p><i>Minimum of 25,000 ad impressions for all advertising purchased on a cost per thousand rate.</i></p>			Drop Down Banner	300 x 250	\$30 CPM
			Video Channel Only	300 x 250	\$300.00
			Blogs Only	300 x 250	\$175.00

SPONSORSHIPS		
Features	Descriptions	Rate
Equine Health Fact Sheets	Free downloadable report focused on the latest facts associated with a particular equine health topic. Sponsor may select from available topics. Reprints may be purchased for distribution by the sponsor and there is an option to insert the Fact Sheet into The Horse magazine. <i>One year sponsorship.</i>	\$2,000 each
Ask The Vet Live	Live web chat hosted on TheHorse.com with prominent Equine Veterinarians. Sponsor may recommend the chat topic. Archived on	\$750 each
Video Interstitial Ads	When your banner is clicked on, visitors are redirected to this video interstitial page. The page automatically plays your video and after it plays then redirects to the advertiser's website. The page would also have a SKIP THIS PAGE option.	\$150/month
Custom Educational Webinars	Live event hosted on TheHorse.com and archived as an on-demand webcast for a minimum of one year. The sponsor may select the topic focus, collaborate on the editorial presentation and provide an expert for the presentation panel. Viewer registration names and information is shared with the sponsor.	Individually Quoted
Editor's Pick Webinars	Editor's Pick Webinars are developed by the award-winning editorial team of TheHorse.com and may have as many as four individual sponsors, but no less than two. Editor's Pick Webinars are approximately 30 minutes long. Viewer registration names and information is shared with the sponsor.	Individually Quoted
Continuing Education Webcasts	Exclusive sponsorship of previously taped equine events, seminars and conferences	Individually Quoted
Special Reports	Throughout the year, TheHorse.com will have various opportunities to deliver in-depth special reports online. These reports may be extended coverage of equine events or equine health topics we were unable to print in our monthly publication. Each report is offered on TheHorse.com as a free download in PDF format.	Individually Quoted
TheHorse.com Blogs	Occasionally the opportunity arises to offer sponsorship of one of TheHorse.com editorial blogs.	Individually Quoted