



**HorsesintheSouth.com is your Premier Equine Online Publication and News Aggregator, Equestrian Calendar of Events, Marketing and Resource Guide, and Premium Directory for horse competition and event information, equine products, supplies, services for all horse lovers and businesses.** We are constantly expanding and are very excited about introducing our new blogger site for our Subsidiary websites and equine contributors that allow you to target specific equestrian markets and disciplines.

**HorsesintheSouth.com maintains a consistent showing in top 10** search results for multiple keyword horse-related search phrases on major search engines. With an average of 850,000+ hits per month and with a large percentage of the visitors returning to our site weekly, we have the traffic to give your advertising campaign great exposure to people looking to purchase or sell equine related products and supplies, looking for horse shows and events, and to advertise their events and services. As of May 2011, we have about 425,000 inbound links further increasing our SEO ranking.

**Our vision** is to maintain a position as a top Equine Online Publication/Magazine and News Aggregator, Equestrian Event Media source, Directory and Resource Guide, and continue to publish all types of horse-related information. We will constantly strive to deliver content and services that attract and satisfy horse enthusiasts, 'fanatics' and those who are just interested in the horse/equine industry.

So we could supply you with a larger audience for your Classified Advertising needs, in September of 2007, we became part of the co-brand network with Equine.com establishing us as [HorsesintheSouth.Equine.com](http://HorsesintheSouth.Equine.com).

**Our goal** is to capture and provide a complete and unique online magazine, calendar of events, special event media and directory for the equestrian community and to endow you with a valuable resource for equestrian enthusiasts, suppliers and professionals throughout the horse world and to attract a larger audience of spectators to horse shows like they have in Europe. We are here to provide a venue for all websites so they may have a single place to market their businesses. We want to join together to assist everyone who wants to provide their resources to horse lovers, regardless of their budgetary constraints. We are 'niched' in the Southern United States with our comprehensive Calendar of Events and we provide Special Event(s) banner advertising.

**We believe** that if we create an informative online experience for our visitors, we can convert that experience into a valuable transaction for our advertisers and partners.

### **Top Selling Advertising Opportunities**

Equestrian Special Events	Equine Marketing and Advertising
Equine Supplies and Services	Sport and Performance Horse Info
Equine Boarding and Stables	Equestrian Real Estate Services
Education, Shows and Clinics	Stallion Services and Breeding
Employment and Job Opportunities	Instructors and Trainers
Judges by Discipline and Breed	Performance Horses for Sale

Equine Classified Advertising at [HorsesintheSouth.Equine.com](http://HorsesintheSouth.Equine.com)! The most traffic of any horse-related classified advertising on the 'net as a part of 25 other co-brand sites, your ad will be displayed on ALL of these sites when you add it to [HorsesintheSouth.Equine.com](http://HorsesintheSouth.Equine.com). Updated look and feel offering even more photos on your ads as well as YouTube and MySpace videos right inside your horse ad!

'Follow' us on Twitter at <http://Twitter.com/SouthernHorses>. 'Friend' Teri on Facebook on her NEW FB account at <http://www.facebook.com/TeriRehkopf.HorsesintheSouth> and 'like' us on our new Fan page at <http://www.facebook.com/HorsesintheSouth>. Teri's original Facebook account has almost reached the maximum number of Facebook friends of 5,000, so she had to create a new one so she can accept new friends. We publish all of our articles and/or blog posts on these accounts every day so you will see articles going on the original FB account if you are a friend of the new FB account.



## ***Who Is Our Market***

**HorsesintheSouth.com is a leading horse/equine online magazine, news/PR portal, directory and equine targeted marketing company on the Internet.** Millions of dollars in horses and horse products have been sold on the internet. Because of our love of horses and our lifetime involvement in a variety of equestrian disciplines from showing in English and Western riding, hunter, jumper, Dressage, gaited, trail riding, equine rescue and disaster support, and more, we speak to a very broad market that represents one of the fastest growing businesses in the US.

**Our market** reaches out to all disciplines of the Horse industry. Whether your business is English, Western, Hunter/Jumper, Dressage, Gaited, Breed-related, or any other riding discipline or Equine related business, we can offer you a cost effective way to establish your presence and grow online. We offer complete web site design with hosting services, internet advertising on our large directory and subsidiary sites, email marketing, photography, public relations and print media. We can help you prepare an advertising solution to benefit your business and your budget. No matter what discipline of the horse industry you are involved in; if you are a horse breeder, or trainer, or a private or public, small or large, club or association, or have a horse related business or service we would love to have you join us.

**Our clients** benefit from our talented group of designers, graphic artists and programmers to gain a marketing advantage through our web site designs, banner advertisings, sponsorships, print public relations and media development. Many of our clients have doubled and tripled their business by being a part of HorsesintheSouth.com. Watch us! We are constantly adding to our repertoire of services.

### ***If You Want to 'Establish Your Presence' in the Equine-Related Market***

If you want to capture the equine market, you have to talk like them, act like them, look like them...We Do. You have to understand who they are, what drives them, what makes them a 'horse fanatic'...We Do. We are representative of our target market - we work and play in the environment we serve. We love what we do and we love promoting our clients and watching their business excel from our mutual association. So, fellow horse lovers - let us help you to succeed in this booming market!

Contact [ceo\(at\)horsesinthesouth\(dot\)com](mailto:ceo(at)horsesinthesouth(dot)com) for more information or phone 352-473-5205 (please leave a message if we don't answer – we may not answer 'unknown', '800 numbers' or 'out of area' calls; but we will call you back).

### ***The HorsesintheSouth.com Experience***

[HorsesintheSouth.com](http://HorsesintheSouth.com) offers a variety of 'Channels' and content to keep visitors browsing and coming back. We offer blog contributor categories to further expand the benefits of our website and directly target your audience.

HorsesintheSouth.com is a dba of Synergy, Et Cetera Web Design, Inc. [SynergyEtc.com](http://SynergyEtc.com). Currently, we are in the process of adding our subsidiary sites to our new blogger site in development, [TheEquinePost.com](http://TheEquinePost.com), (and for equine contributors to use) so that they are easier to update. We also have [DressageontheFirstCoast.com](http://DressageontheFirstCoast.com) as a dedicated site for the semi-annual recognized dressage shows for the Northeast Florida Dressage Association. Our blog site [AHorseBlog.com](http://AHorseBlog.com) is a custom-designed blog for HorsesintheSouth.com/blog. We also have many more URL's pointing to our sites to increase the search engine rankings. Please contact us for pricing, layouts, PR and marketing services. We are always in the process of updating this guide as we continue to grow! Emails: [ceo\(at\)horsesinthesouth\(dot\)com](mailto:ceo(at)horsesinthesouth(dot)com), [news\(at\)horsesinthesouth\(dot\)com](mailto:news(at)horsesinthesouth(dot)com)

#### **Visitors Depend On Us**

25,000+ unique visitors monthly and this continues to be on the rise!  
80,000+ page views monthly - on the rise  
29,000+ visits monthly- on the rise  
850,000+ hits monthly- on the rise  
425,000+ inbound links- on the rise

#### **Our Visitors\***

Gender: 64% Female; 36% Male  
Average Age: 26-50 years  
Average annual income: \$80,000 - \$250,000+  
Average Level of Education: College Degree, 75%  
Home Owners: 91%  
Live in Rural or Suburban Area: 65%

#### **Our Visitors Love Horses**

92% own 1 or more horses  
45% have been involved with horses for 20+ years  
46% spend 15+ hours per week with their horses  
70% regularly compete in equine related events  
96% plan to increase time spent with horses  
65% have horses worth more than \$10,000  
Average Horse Value: \$58,000  
61% have their own stables  
89% list their horses or horse related activities as their number 1 discretionary expenditure

*\*Demographics compiled over a range of 10+ years from watching how visitors read our new/visit website sections, plus from questions we have received and websites we have designed.*



## HorsenintheSouth.com & Subsidiary Sites - Banner & Email Advertising Pricing Price Reduction - Limited Time Offering!

*\*Note: we are doing another redesign of our website. We have REDUCED THE BANNER DISPLAY COSTS to give our clients even more benefits to the upcoming change. We will have more information displayed 'above the fold'. We will give you the current reduced cost if you continue your commitment past the 3 month requirement if our pricing is raised after we complete the state-of-the art redesign.*

*We will be offering pricing using CPM - cost per impression. These rates will be available as we complete our analytics to provide you with the numerical values to match pages/sections to determine revenue strategy and approach. All costs and ad placement are subject to change.*

Banner/Ad Unit Size	Placement	30 days Price per Month	Details
<b>728 x 90 - Leader or 468 x 60 - Standard</b>	Leaderboard/Standard.	\$135	ROS (run-of-site) randomly displayed equally with other advertisers on top and bottom of over 18,000 pages
<b>728 x 90 - Leader or 468 x 60 - Standard</b>	*Leaderboard/Standard - Home page - priority setting in ad server	\$250	Randomly displayed with priority setting in ad server on top and bottom of home page. (Including the ROS displays)
<b>300x250</b>	*Special Event/Marketing banner on Home page, all Articles pages and Event Calendar home page. <b>This is seen at eye-level, so it may be your best view for your ad.</b> Make it animated to show multiple ad frames.	\$200	Randomly displayed equally with other advertisers in middle (home) and top (Articles) and left side (Events Calendar Home) of over 12,000 pages. New design will have this on more pages. <b>Best Value!</b>
<b>125 x 125</b>	Right Sidebar Tower Button and in our blog, AHorseBlog.com - will be seen on every page of the hundreds of the blog posts.	\$35	ROS equally with other advertisers on right sidebar of each page. We submit our blog posts and Articles to our Facebook & Twitter accounts so we get hundreds of views per page. Over 425,000 inbound links.
<b>Marketplace Advertising</b>	MarketPlace Sponsors – become a Preferred Advertiser! <a href="#">Contact us</a> and ask about marketplace advertising.	Ask our salesperson or Teri for more information.	Special listings that we can 'vouch' for; can be Trade for Services for product or services sponsorships.
<b>160 x 600</b>	*Right Sidebar Large Tower	\$125	ROS equally with other advertisers on right sidebar of each page. (Not on Events Calendar interior pages)
<b>120 x 240</b>	Right Sidebar Small Tower	\$45	ROS equally with other advertisers on right sidebar of each page. (Not on Events Calendar interior pages)
<b>120 x 90</b>	Right Sidebar Tower Button	\$30	ROS equally with other advertisers on right sidebar of each page. (Not on Events Calendar interior pages)
<b>120 x 60</b>	Featured Sponsor Ad - 5 spots ea., rotating	\$10	ROS equally with other advertisers on mid-bottom of each page
<b>Email/Newsletter Blasts – cost by month</b>			Text section w/ image \$65 Sponsored - \$90, Images/links -\$50 Custom email blast - \$200
<b>Banner Design</b>	Static - \$65; Animated - \$110-\$130 - average 4 frames, <= 110K file size		Advertiser supplies all text and graphics. Design costs are for 1 hour of time after initial discussions for design. Add \$65+/hr for additional time/changes/comps.

**\*We can set up your banner with priority settings so your banner will show more often than lower priority banners. Additional cost applies depending on the priority level.**

**\*\*New mega-menu advertising offerings may be available after site redesign Spring 2011. Lock in the current pricing discount now!**



# HorsesintheSouth.com Banner Size Examples

Banner ads are Run Of Site (ROS) and by channel as specified above in the rate table. \*Exception the 300 x 250 which is on the Home page, Article home channel and Calendar of Events home channel as ROS - more areas will be added with site redesign. Advertisements and banners can be added to MarketPlace and other sections by special request and for trade for services and product sponsorships. All banner displays are a 3 month minimum, unless otherwise stated. Ad server stats can be provided upon your request. CPM pricing coming soon!

**728 x 90 px leaderboard banner**

\*Top and bottom of all pages. Can have priority settings.

**160 x 600 px  
skyscraper  
tower  
banner**

Right Side of all pages.  
Can have priority settings.

**300 x 250 px  
Special Event or  
Marketing  
page body ad zone**

\*ROS (see above). Can have priority settings.  
**Currently, the RECOMMENDED AD! Seen above the fold.**

**120 x 240  
px  
tower  
banner**

And

**120 x 90  
px  
button  
banner**

Right Side of all  
pages.

**125 x 125  
px  
square  
banner**

Both 125 x 125 and the 120 x 90 banners are  
on the Right Side.  
The 125 x125 is on our Blog – [AHorseBlog.com](http://AHorseBlog.com) & is the industry  
standard size for our blog(s). Blog advertisers are  
ROS on hundreds of pages.

**120 x 60 px  
featured  
sponsor**

Mid Bottom of all  
pages. Each spot has  
a rotation of 3  
advertisers. ROS.

**468 x 60 px banner**

\*Top and bottom of all pages. Can have priority settings.