



**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 (see list below) that allow you to target specific equestrian markets and disciplines and our Blogger Package so you can update your own site!

**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 500,000+ hits per month and with over 78% 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.

**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>, [SouthernDressag](http://Twitter.com/SouthernDressag), [HorsesSouth](http://Twitter.com/HorsesSouth), and [TheEquinePost](http://Twitter.com/TheEquinePost). '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. She is an admitted FarmVille addict, too ;D.



## ***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 [mktg@HorsesintheSouth.com](mailto:mktg@HorsesintheSouth.com) or [CEO@HorsesintheSouth.com](mailto:CEO@HorsesintheSouth.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).

## ***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 Sponsorships and Partner/Subsidiary websites to further expand the benefits of our website directory services and directly target your audience. Our Subsidiary sites are also available to advertise on at a lower rate or included in a package deal with HorsesintheSouth.com.

We keep adding to our Subsidiary sites, so please contact us or look at the bottom of [HorsesintheSouth.com](http://HorsesintheSouth.com) to see what is new. (HorsesintheSouth.com is a dba of Synergy, Et Cetera Web Design, Inc. - D&B # 010832755, [SynergyEtc.com](http://SynergyEtc.com)) Currently, we are in the process of adding these 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 bi-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: [mktg@HorsesintheSouth.com](mailto:mktg@HorsesintheSouth.com), [ceo@horsesinthesouth.com](mailto:ceo@horsesinthesouth.com), [news@horsesinthesouth.com](mailto:news@horsesinthesouth.com)

### **Visitors Depend On Us**

86,000+ unique visitors monthly  
400,000+ page views monthly  
Avg. 1.2+ hrs per day reading HorsesintheSouth.com  
89% attend events based on info seen on HorsesintheSouth.com  
78% visit HorsesintheSouth.com to assist them in making a purchasing decision

### **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



# HorsesintheSouth.com & Subsidiary Sites - Banner & Email Advertising Pricing

Banner/Ad Unit Size	Placement	30 days		Details
		Price per Month		
728 x 90	Leaderboard – ROS (Run Of Site)		\$350	ROS equally with other advertisers on top and bottom of each page
468 x 60	Run of Site - Top		\$250	ROS equally with other advertisers on top of each page
468 x 60	*Subsidiary Sites – good starting point for local north Florida business & discipline-oriented target marketing.		\$25	Minimum 6 month commitment. Additional discount to \$15/mo for 12 month commitment. Rotational advertising.
160 x 600	Right Sidebar Large Tower		\$350	ROS equally with other advertisers on right sidebar of each page
120 x 240	Right Sidebar Small Tower		\$150	ROS equally with other advertisers on right sidebar of each page
120 x 90	Right Sidebar Tower Button		\$100	ROS equally with other advertisers on right sidebar of each page
125 x 125	Right Sidebar Tower Button and in our blog, AHorseBlog.com		\$100	ROS equally with other advertisers on right sidebar of each page. \$25 per month for blog site(s) or \$110/mo for both sites. See Blogger Package.
120 x 60	Featured Sponsor Ad - 5 spots ea., rotating		\$35	ROS equally with other advertisers on mid-bottom of each page
300 x 250	Special Event or Marketing Ad zone in page body on selected pages.		\$175	ROS on Home page, Article, Event and Directory channels.
125 x 125	Our blog site, <a href="http://AHorseBlog.com">http://AHorseBlog.com</a> or an Ad zone in page body – by special request		\$25	Because we submit our blog posts to our Facebook page & our Twitter pages, we get hundreds of views a day from this!
Text Box	Home Page - special request		TBD	
Marketplace Advertising	MarketPlace Sponsors – become a Preferred Advertiser! Contact <a href="mailto:teri@horsesinthesouth.com">teri@horsesinthesouth.com</a> & ask about marketplace advertising.		TBD	Special listings that we can 'vouch' for. Can be Trade for Services for product or services sponsorships.
Email/Newsletter Blasts – cost by month		Images/links	\$50	Good item for a Package Deal
		Text section w/ image	\$75	
		Sponsored	\$100	
		Banner	\$85	
Custom Email Blasts			\$200	
Banner Design	Static - \$75; Animated - \$110			May be included in a Package deal
Three month minimum display, unless otherwise approved. Prices lower by 10% per each month of display (up to 12 months) *Package deals may require a setup cost, but have display rates lowered as much as 30% and may include Premium Directory listings with Resource Guide article displays.				
Ask about our Package Specials - mix and match your advertising for a higher ROI!	<p>Additional advertising for our <b>Subsidiary sites</b> starting at \$35 per month - currently: NorthFloridaHorse.com, SouthernDressage.com, SouthernHunterJumper.com, DressageontheFirstCoast.com, Eco-Equestrian.com, HorsesinFlorida.com and our blog – AHorseBlog.com. In development: TheEquinePost.com, &amp; more! <b>Ask for a Special Package Deal! We can give you a combination of products that will include even lower rates and some for FREE. We have found that Packages give you the most efficient way to reach a larger market and get your product and/or service seen by everyone.</b></p> <p><b>We will customize a package for you to meet YOUR marketing needs!</b></p>			
<p><b>New! Blogger Packages – get your OWN customized hosted Wordpress blog so YOU can update your own site. See the separate document for pricing.</b></p>				
<p>*6 month minimum display. Get another %10 discount for 12 month display. Advertising payments can be billed quarterly.</p>				



# HorsesintheSouth.com Banner Size Examples

All banner ads are Run Of Site (ROS) except the 300 x 250 which is on the Home page, Article home channel and Calendar of Events home channel. 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. We can create a dedicated channel for your banner, too.

**728 x 90 px leaderboard banner**

Top and bottom of all pages. Limited to 8 advertisers. Can have a dedicated channel assigned.

**160 x 600 px**  
**skyscraper**  
**tower**  
**banner**

Right Side of all pages.  
Limited to 8 advertisers.

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

Limited to 6 advertisers.

**120 x 240**  
**px**  
**tower**  
**banner**

Right Side of all pages. Limited to 6 advertisers.

**125 x 125**  
**px**  
**square**  
**banner**

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

**120 x 60 px**  
**featured**  
**sponsor**

Mid Bottom of all pages. Limited to 15 advertisers total. Each spot has a rotation of 3 advertisers.

**120 x 90**  
**px**  
**button**  
**banner**

**468 x 60 px banner**

Top of all pages. Limited to 10 advertisers

Note: Banners may be split into separate page/section channels to accommodate additional banner displays. If this occurs, the advertiser will receive additional free month's compensation for their banner display.