



## Banner Advertisements on DressageMarket.com

The following banner ad content has been updated as of January 2011. Updates include new banner sizes, locations and prices.

Banner advertisements are an effective way to reach your audience. If your market is related to the sport of Dressage, then DressageMarket.com could be the place for your banner advertisement. Some of the advantages to advertising on DressageMarket.com include:

Targeting - Reach an exclusive audience.

Directing - Potential customers can click on your ad, directing them straight to your website.

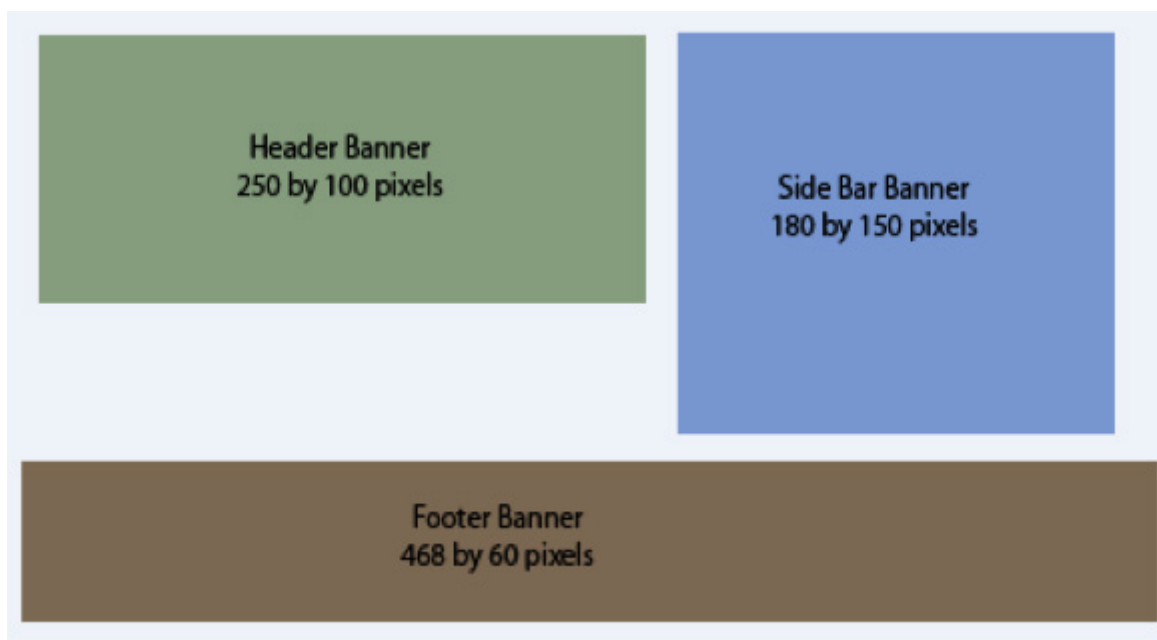
Branding - Anybody using DressageMarket.com can see your ad multiple times, increasing exposure to your business or product. More exposure increases your brand power and potentially leads to sales.

Monitoring - Banner ads provide the ability to track the number of views, and number of clicks.

Flexibility - All banner ads can be updated or changed once per month. This allows businesses to advertise their promotions during a specific time. This is very easy, just supply the new banner, email it to us and we will be happy to post it for you!

### Banner Options

	Width (in pixels)	Height (in pixels)	Price/Month
Header Banner	250	100	\$80 USD
Sidebar Banner	180	150	\$50 USD
Footer Banner	468	60	\$20 USD



## **Discounts**

20% off for all banner ads that run for more than 2 months.

15% off a Directory listing when any banner ad is purchased at the same time.

## **Location**

All banner ads are placed on the homepage, search pages and all listing pages. All header ads are at the top of the page. Side bar ads are located on the left or right side of the page. Footer banner ads are located at the bottom of the page. Multiple ads can be rotated randomly through each ad location depending on the amount of each type of ad currently on the website.

## **File Format and Specifications**

- Web resolution (72 dpi or better) JPEGs
- RGB only
- Sized at actual (100%)

## **Contact Us**

Contact us by email at [advertise@sporthorsemarket.com](mailto:advertise@sporthorsemarket.com) with any questions, or to get a quote for banner ads.