

2009 Rate Card

Placement	Ad Size	Cost	
AD UNITS			
Pre-roll Video Commercial 15-20 second video and audio commercial that runs before the video clip on HC main page is played.	480 x 360	\$600 / month	
Leaderboard Banner Ad jpg, gif or flash media Rotation with other advertisers based on impressions.*	728 x 90	\$500 / month	
Skyscraper Banner Ad jpg, gif or flash media Rotation with other advertisers based on impressions.*	160 x 600	\$600 / month	
Vertical Banner Ad jpg, gif or flash media Rotation with other advertisers based on impressions.*	120 x 240	\$400 / month	
Featured Sponsor Ad jpg, gif or flash media Rotation with other advertisers based on impressions.*	120 x 60	\$250 / month	
E-MAIL & SURVEY SERVICES			
Stand Alone E-Mail Push Over 72,000 double opt-in subscribers. Your message direct to the user. \$500 minimum.	700 x 600 html, jpg or gif	72,000	CPM = \$80
VIP E-Mail Newsletter Weekly VIP E-Newsletters targeted to all subscribers.	200 x 396 jpg or gif	72,000	\$1,175 each
Specialized E-Mail Newsletters Four sent each month targeting: Barn & Farm, Horse Health, Trail Riding or Training	75-100 words 200 x 175 jpg or gif image	20,000-23,000 (depending on list)	\$900 each
Custom User Survey Your customized survey created and promoted to answer questions important to you and your market share.	Custom	N/A	\$3,500
NATIONAL TV SHOWS			Monthly
HorseCity.com TV Commercial Award-winning TV program for HorseCity.com. Segments include: In the Saddle, At the Barn, In the Clinic and In the Irons	RFD-TV	350,000 homes each week, Two 30 second spots per show airing 3 times/week	\$3,500

*contact your sales rep to purchase additional impressions