

A Better Breed of Program Advertising™ In print. Online. Socially networked.

2016 Official Program

Online Booth Booster

Advertising on www.horseexpo.com



OFFICIAL PROGRAM

- 10,000 printed copies
- In every "Attendee Welcome Bag"
- Beautiful, full color program







OFFICIAL WEBSITE



- More than 6,000 unique users daily leading up to event. Online 05/07/16-12/31/16
- Desktop, tablet & phone advertising: Attendees can create their own custom schedule of clinics, vendors & special events online before the show—as well as at it—with their tablets and phones! Or, print it out at home and bring it to the Expo!

■ **"Booth Booster"** upgraded online vendor listing with up to 200 words of text, logo, 6 photos and your YouTube video/ commercial. Here's a sample: <http://horseexpoevents.horsetrader.com/exhibitors>

■ **Banner Ads** appear on www.horseexpo.com under both the SCHEDULE & EXHIBITOR tabs with link to your website.

| Full Color Program Ads | Rate | 6-12 time California Horsetrader Advertiser | Booth Booster | Banner Ad |
|--|-------|---|----------------------|-----------|
|  Full Page 7.625" x 9.75" | \$595 | \$525 | FREE | FREE |
|  1/2 Page 7.625" x 4.8125" | \$395 | \$325 | FREE | \$69 |
|  1/4 page 3.75" x 4.8125" | \$295 | \$225 | \$59 | \$69 |
|  Online/Mobile Advertising | | | \$59 | \$69 |
| | | | Both for \$99 | |

Premium Placement Pages (Full Page, Color • \$895):
 Inside Front Cover, Page 3, Page 5, Page 7, Page 9,
 Inside Back Cover, Back Cover

Advertising Deadline: May 27, 2016

All ads must be prepaid. We accept Visa, MasterCard, Discover & AMEX.

Produced by the **California Horsetrader** & powered by horsetrader.com

"Revolutionizing event programs by reaching your TOTAL market of future customers!"

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