

QUARTER HORSE NEWS

2019 Digital Media Kit

Member of the  Morris Media Network

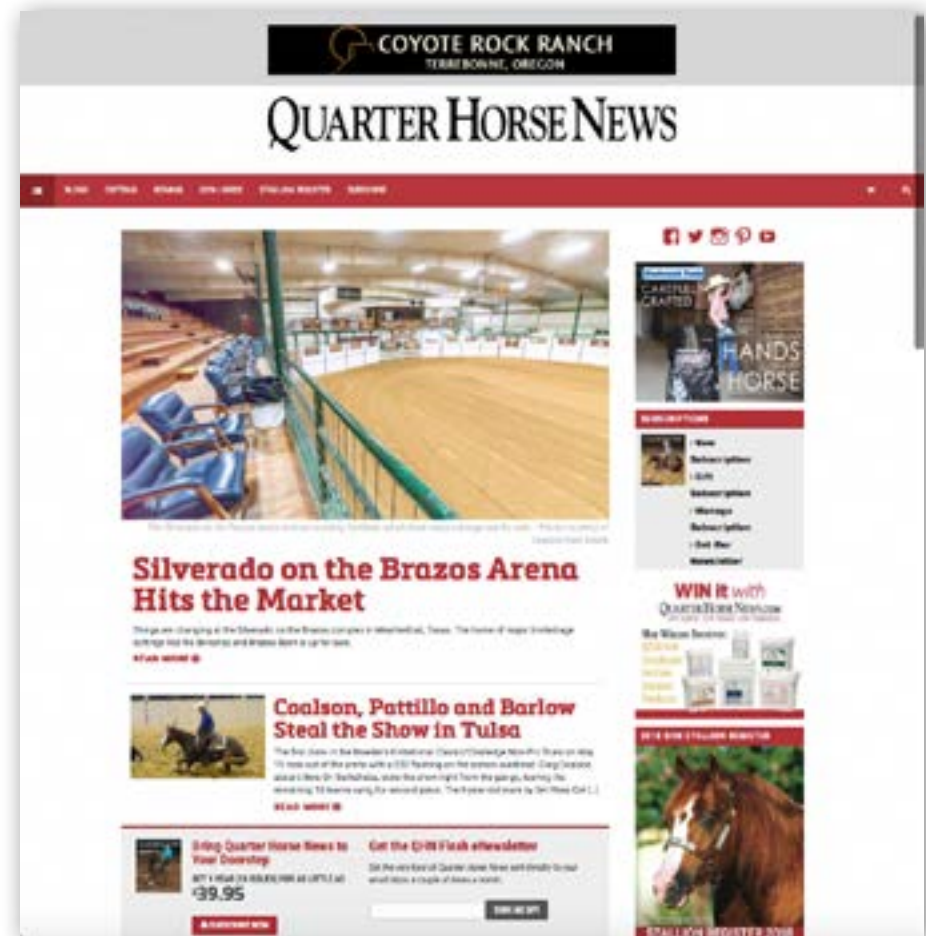
QUARTER HORSE NEWS.COM

ON LINE. ON TIME. ON TARGET.

Advertise online with the industry's most trusted media source for current industry news and event coverage.

LOYAL AND LONGTIME READERS

For more than three decades, **Quarter Horse News** has positioned itself as the source of information for the performance horse world. **QHN** is the trusted mainstay in the performance horse industry.



QHN Average Monthly Page Views 77,000

Average Monthly Unique Visitors 29,500

Facebook Fans 560,000+

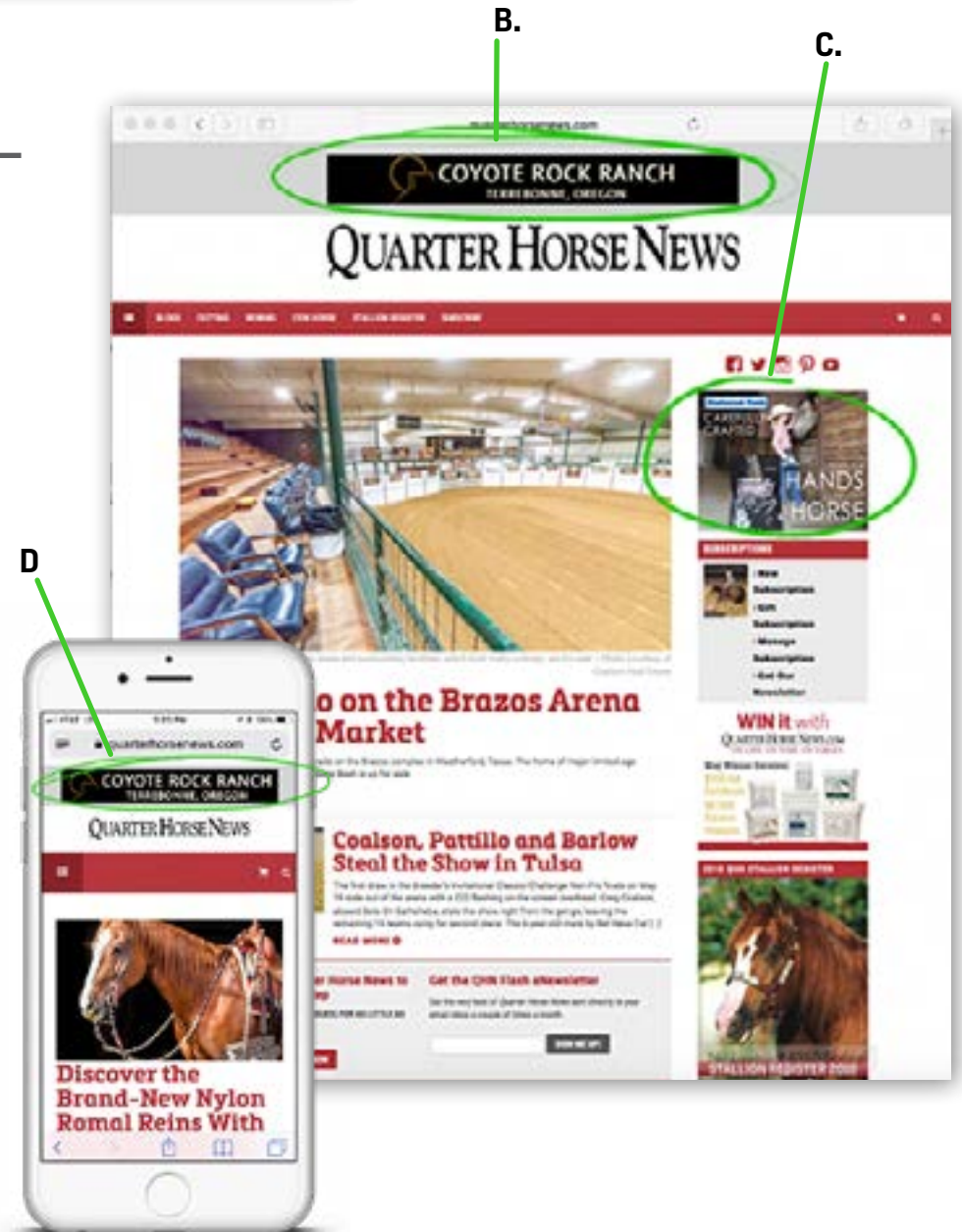


Contact your sales or customer service representative for more information.

QUARTER HORSE NEWS | Member of the **M** Morris Media Network

Web, Mobile & Video Ad Offerings

- A. Peel Back (485 x 485px) \$500/month**
*Image visible space of 485 x 349px and a URL
 Homepage/ ROS presence. One advertiser/month, 100% SOV*
- B. Leaderboard (728 x 90px)**
C. Box (300 x 250px)
D. Mobile (320 x 50px) — **Packaged \$450/month**
Top and bottom leaderboard, one box ad and one mobile ad.
- E. Video Sponsorship \$300/month**
15-sec. pre-roll video or logo placed within video. Preferred mp4 or .mov. Need URL and Facebook tag. Pre-roll streamed through Google DFP. Video posted to QHN homepage and one Facebook post.
- F. Stand Alone Video Ad Spot \$300/month**
*30 sec. – 3 min. video spot, preferred mp4 or .mov. Need URL.
 Videos streamed through Google DFP. Video posted to QHN homepage.*
- G. Homepage/ROS presence (300 x 600px) \$500/month**
One advertiser/month, 100% SOV



Contact your sales or customer service representative for more information.

Native Content

Native Content

\$3,000/month

500-700 words, 2-3 engaging photos to go with content (min. 1000 px wide), 728 x 90px, 300 x 250px, 320 x 50px banner ads & URL, Eblast (600 x 1,000px. Under 100KB), Facebook post (image + 1-2 lines of enticing text)

Advertiser-generated story on homepage for the month and remains on website at least 12 months. Road block of banner ads on Sponsored Content page that month, Eblast to full list, (2) Facebook posts to promote content and (2) FB posts of advertiser's choice.

The screenshot shows the Quarter Horse News website. The main article is titled "Staying Ahead of Equine Influenza". The page layout includes a top navigation bar, a main content area with a large image of a rider on a horse, and a right-hand sidebar with several promotional widgets. The widgets include a subscription form, a "Stallion Register 2019" promotion, and a contest announcement for "Win it with Quarter Horse News.com".

The screenshot shows a Facebook post from "Quarter Horse News with Merck Animal Health". The post text reads: "Equine influenza virus (EIV) is one of the most common infectious upper respiratory diseases in the horse. Is your horse's flu vaccine providing current protection? <http://qhne.ws/2GuNkvO>". Below the text is a large photo of a rider on a horse. At the bottom of the post, there is a link to "Staying Ahead of Equine Influenza - Quarter Horse News" and a "Learn More" button.

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Facebook & Newsletter Package

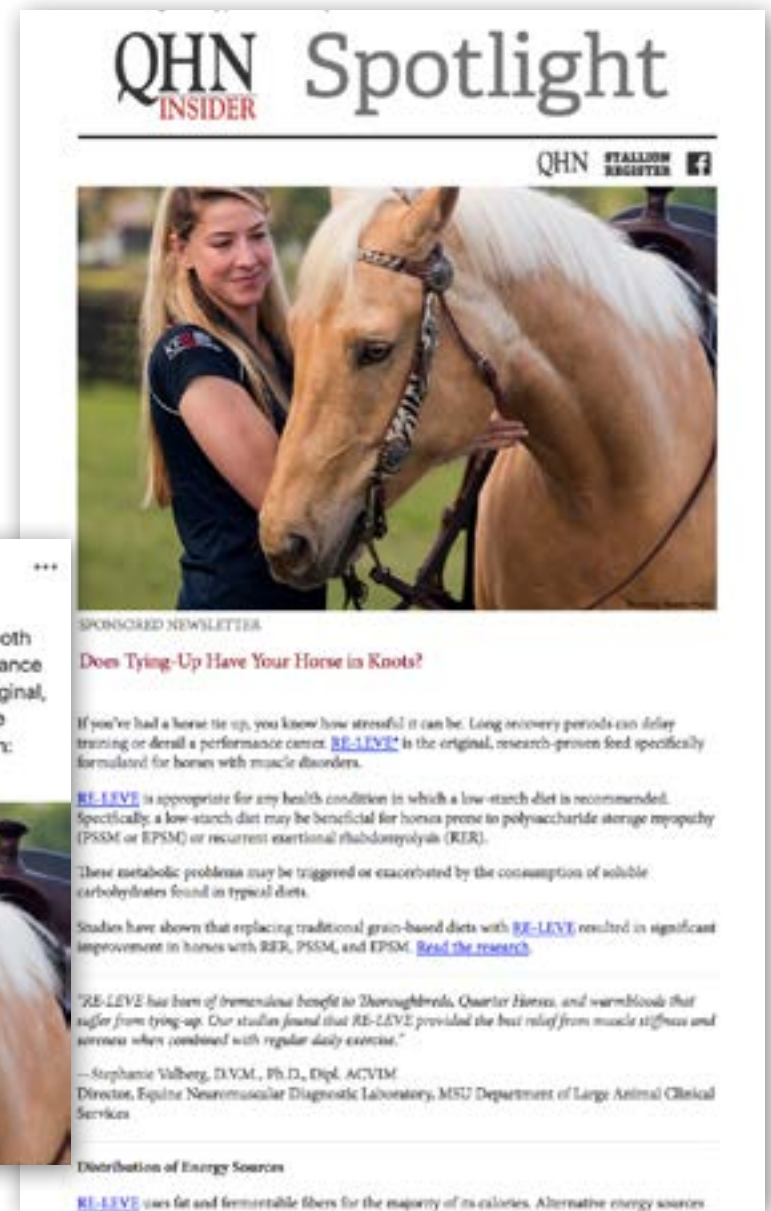
Sponsored Facebook Post & Newsletter Package \$1,500/month

Quality lifestyle/horse image 640 x 425px max width, 200-250 word advertorial, headline, subject line and link, Facebook post materials.

Sponsored Newsletter sent to full email list; (2) Facebook posts.

Sponsored message should be written to help readers solve a problem or offer tips. Materials subject to editing.

Facebook sponsorships do not exclude **QHN** from acting as a social media site and sharing interesting news and information in addition to sponsorship postings.



Contact your sales or customer service representative for more information.

Social Media Opportunities

Stand-Alone Facebook Post **\$500**

Link share (URL is embedded into the image) – 1200w x 630h or image (not link share) minimum 600w. Both options require a few lines of enticing copy and a URL link.

Quality lifestyle or horse photos recommended. Link share and option to tag. \$10 boost with all posts. Targeting and boosts available for extra charge.

Facebook Live **\$600**

Facebook tag and any call to action – i.e. Facebook likes, product mention, etc.

Sponsorship will be recognized at the end of the broadcast. Will be tagged if there is a promotional post.

Planned Facebook Live **\$800**

Facebook tag and any call to action – i.e. Facebook likes, product mention, etc. Includes product placement.

This is a planned broadcast that strategically targets a sponsor. Sponsor will be tagged in all promotional posts & mentioned in broadcast.

Instagram **\$150**

Quality photo, a few lines of copy and any hashtags needed.

Posts may be images or video.

Contact your sales or customer service representative for more information.



As of May 2018

Fans / Friends	563,000+
Average Daily Impressions	107,000+
Weekly Reach	250,000+



Facebook & Instagram sponsorships do not exclude QHN from acting as a social media site and sharing interesting news and information in addition to sponsorship postings.

Email Sponsorships & FLASH Newsletter Opportunities

Stand-Alone Eblast **Entire List - \$1,260** **Targeted \$80/cpm**

600 x 1,000px. Under 100KB. Subject line, URL and text version of eblast is needed.

Your custom image sent to full third-party list.

QHN FLASH Newsletter Banner Ad
\$150/issue **\$300/month for all 4**

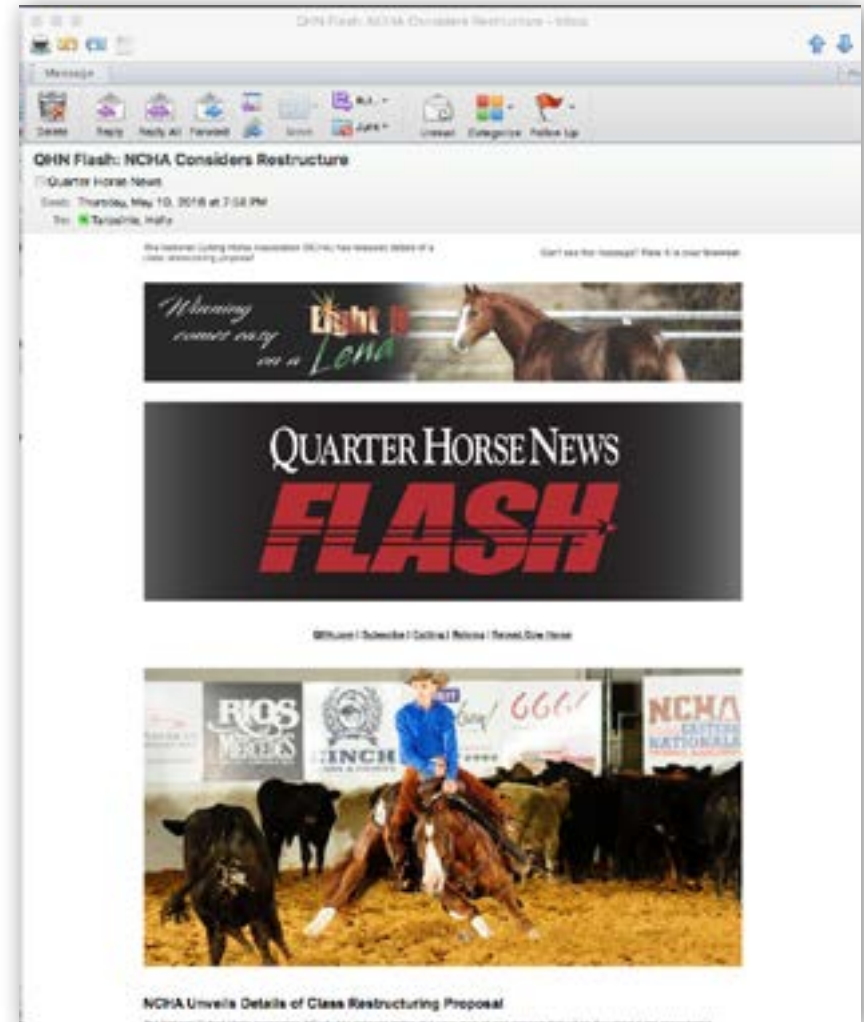
600 x 100px. banner ad with URL.

Newsletter sent weekly to a double opt-in newsletter list (different than our third-party list). Two article ad spots maximum per newsletter.

QHN FLASH Newsletter Sponsored Article
\$250/issue **\$500/month for all 4**

600 x 300px. Photo, headline & short description with URL.

Newsletter sent weekly to a double opt-in newsletter list (different than our third-party list). Two article ad spots maximum per newsletter.



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Customized Blog Sponsorships

Price depends on frequency of blog

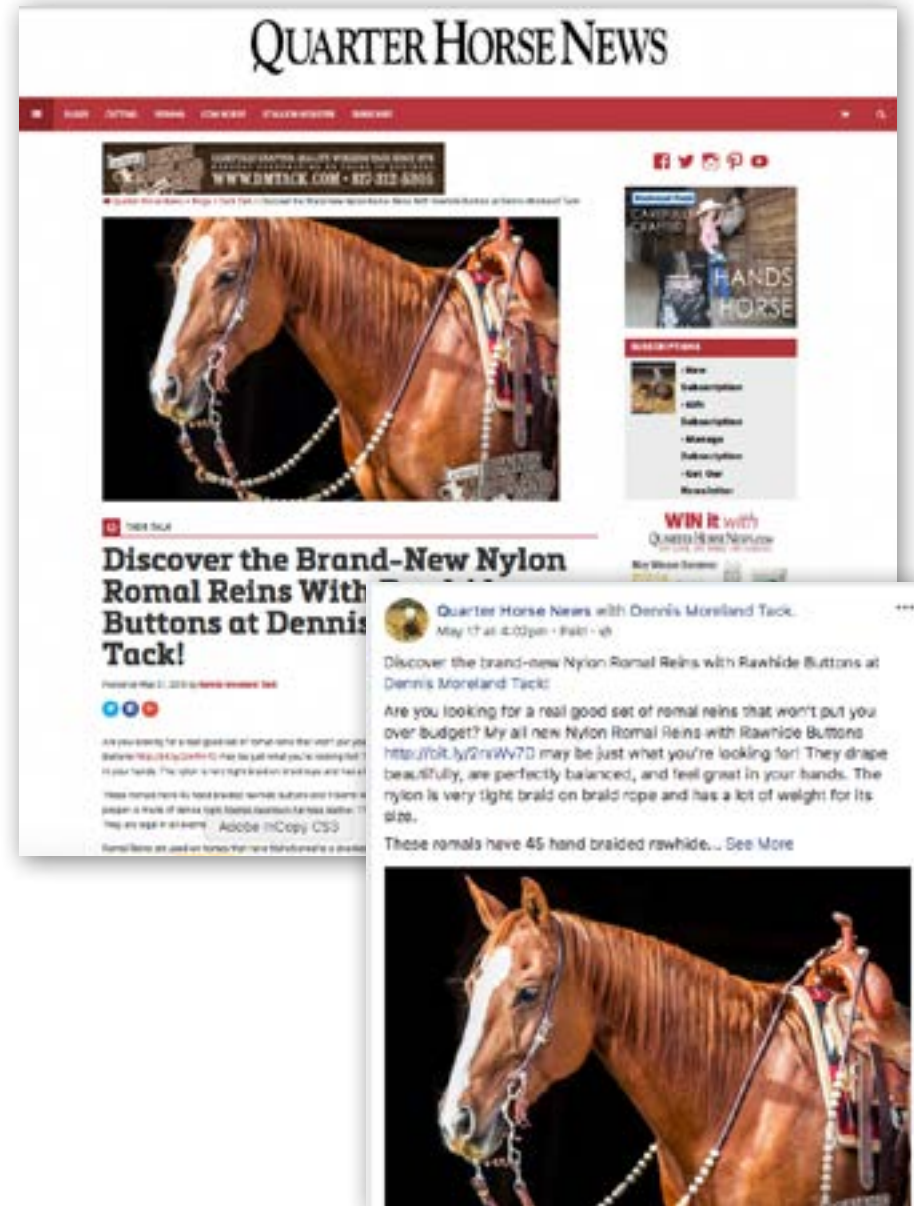
Contact Your Sales or Customer Service Representative for More Information

600 x 90px static badge, 300 x 250px box ad, URL, Facebook tag.
Homepage presence, link to article on blog page. Content will live in Sponsored Content section of website.

RICH MEDIA INFORMATION

- Rich Media ads can run on every page throughout the site. You must supply both the compiled .swf file and the output HTML 'sniffer' file in either a .zip or .sea (Mac) compressed file.
- Do not rely on setting the background in the movie properties, please create a bottom layer of the color desired for the background.
- All ads with white or light-colored backgrounds must have a black edge at least one pixel wide.
- A default static GIF image must be sent with the .swf file to be served to browsers that do not have a compatible Flash plug-in.
- No auto expanding banners that enlarge or expand when the user moves their cursor over it.
- Some Rich Media types can only be viewed in specific browsers. MCC Magazines Interactive is not responsible for user's browser options or availability.

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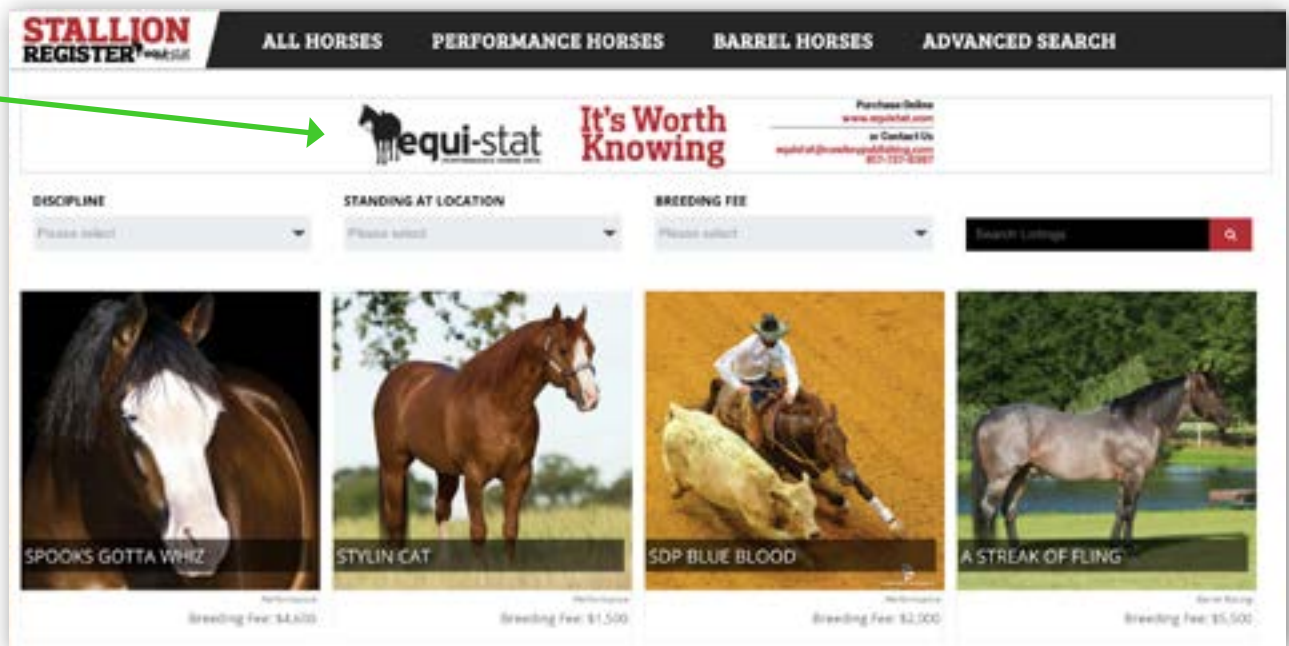


Stallion Register Online Directory

www.stallionregisterdirectory.com

Banner Ad (728 x 90px)

\$350



Did you know 2019 marks the 20th Anniversary for the Stallion Register?

Don't miss your opportunity to advertise with the Western Performance Horse Industry's trusted guide for breeding choices.

Contact your sales or customer service representative for more information.