



ADVERTISING RATES

Why advertise with REPLAY EQUESTRIAN CLASSIFIEDS?

Advertising your equestrian related business or service online has more impact now than print advertising. Advertising via the internet ranks well ahead of television, radio and print mediums as a more effective advertising method.

REPLAY EQUESTRIAN CLASSIFIEDS client base comprises users who participate in all equestrian disciplines from the Olympic disciplines of dressage, showjumping and eventing to show horse, camp-drafting, cutting, reining, western and endurance riding.

With this extensive audience, REPLAY EQUESTRIAN CLASSIFIEDS can help take your business to the next level through online advertising campaigns which are proven to reach both new and existing customers.

REPLAY EQUESTRIAN CLASSIFIEDS provide a cost effective solution with track-able results plus a range of benefits for your business including:

- Higher rates of traffic to your website
- Tracking impressions and clicks
- Change your web banner through your account
- Campaigns include Facebook promotions through our page
- Increase your business revenue and profitability

There are various advertising positions available on the website, including custom campaigns. The REPLAY EQUESTRIAN CLASSIFIEDS team is committed to working with our clients to develop an advertising package that will maximise your business exposure.

BUSINESS DIRECTORY

- **Annual Listing:** \$60 (365 days from purchase)
 - **Six Month Listing:** \$40 (180 days from purchase)
 - **Real Estate Listing:** \$30 (60 days)
 - **Featured Listings:** +\$30 (Featured listings appear at the top of each category page.)
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CLASSIFIED LISTINGS

- **Featured Listings:** 7 days for \$10
 - **Featured Listings:** 14 days for \$20.
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BANNER ADVERTISING

HEADER BANNER

Displayed on every page of the website. 700px by 200px (max 4 adverts shown).

- **Twelve Months:** \$70 per month = \$840
- **Six Months:** \$80 per month = \$480
- **Three Months:** \$90 per month = \$270

* All Header Banner advertisers receive a free business listing for the term of their campaign.

HOME PAGE SIDEBAR RIGHT – TOP

Displayed on the home page only, at the top right. 360px by 160px (max 4 adverts shown in rotating display).

- **Twelve Months:** \$60 per month = \$720
- **Six Months:** \$70 per month = \$420
- **Three Months:** \$80 per month = \$240

* All Home Page Banner advertisers receive a free business listing for the term of their campaign.

HOME PAGE SIDEBAR RIGHT

Displayed on the home page only, on the right. 360px by 160px (single adverts only).

- **Twelve Months:** \$55 per month = \$660
- **Six Months:** \$65 per month = \$390
- **Three Months:** \$75 per month = \$225

* All Home Page Banner advertisers receive a free business listing for the term of their campaign.

HOME PAGE SIDEBAR LEFT

Displayed on the home page only, on the left side. 180px by 180px (single adverts only).

- **Twelve Months:** \$40 per month = \$480
 - **Six Months:** \$45 per month = \$270
 - **Three Months:** \$50 per month = \$150
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OTHER PAGES SIDEBAR RIGHT – TOP

Displayed on other pages, at the top right. 360px by 160px (max 4 adverts shown in rotating display).

- **Twelve Months:** \$50 per month = \$600
 - **Six Months:** \$60 per month = \$360
 - **Three Months:** \$70 per month = \$210
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OTHER PAGES SIDEBAR RIGHT

Displayed on other pages, on the right. 360px by 160px (single adverts only).

- **Twelve Months:** \$40 per month = \$480
 - **Six Months:** \$50 per month = \$300
 - **Three Months:** \$60 per month = \$180
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OTHER PAGES SIDEBAR LEFT

The left sidebar is not displayed on all other pages. Random pages only. 180px by 180px (single adverts only).

- **Twelve Months:** \$30 per month = \$360
 - **Six Months:** \$35 per month = \$210
 - **Three Months:** \$40 per month = \$120
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Other banner adverts on specific pages are available. Please contact us to tailor an advertising campaign to suit your business.

