

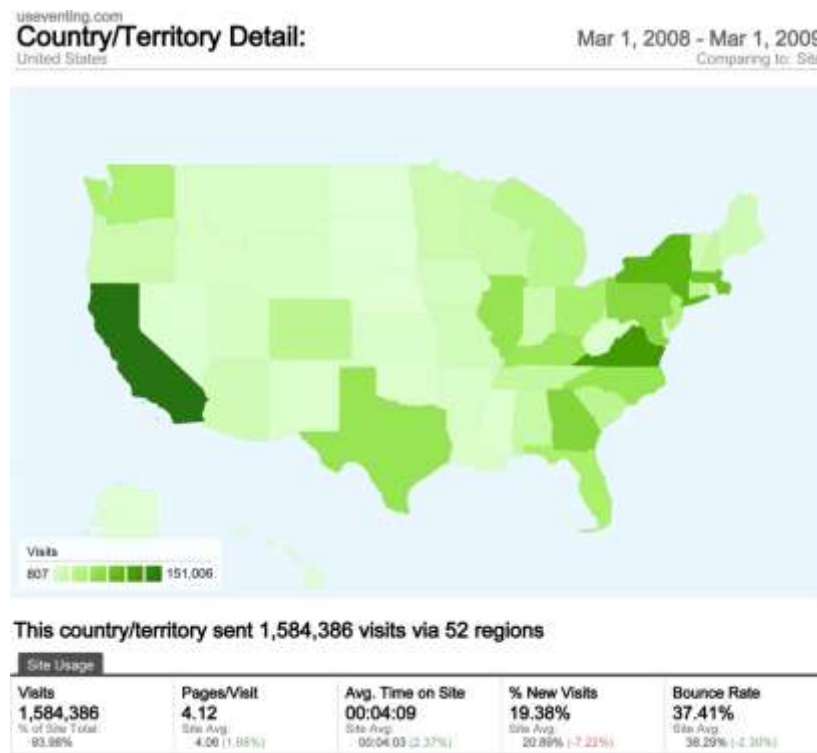
## USEVENTING.COM ADVERTISING RATE SHEET



Useventing.com offers a range of targeted advertising solutions, from web banners and buttons to text messages on web pages. Advertisements can be shown on the entire site, or only in specific sections.

### USEA WEBSITE STATISTICS

Useventing.com receives monthly averages of 56,000 unique visitors, 100,000 visits and 500,000 page views with peaks of 72,000 unique visitors and 245,000 visits in a given month. From 3/01/2008 to 3/01/2009, useventing.com has logged over 383,343 absolute unique visitors, 1,685,943 visits, and 6,839,583 page views.



The average visitor spends 4 minutes and 9 seconds on useventing.com reading 4.12 pages per visit. This translates into more potential views of an ad without counting against the CPM limit. Further specific statistical information is available upon request.

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## BANNER ADS

Currently Industry-standard size of 468x60 pixels is supported. Other sizes are available, but will be considered upon request.

An example of the banner ad space is located here: <http://useventing.com/competitions.php?section=gcs>

Both .jpeg and .gif files are accepted; including animated or interlaced banners with JavaScript or HTML. Active X and Server Side Includes (SSI) advertisements are NOT supported. We charge \$25 CPM (cost per thousand impressions) for ads appearing on the entire site, and \$35 CPM for ads appearing on specific pages or sections. A price premium is placed on banners of more than 8 kb in size, of \$1 per thousand impressions per kilobyte, rounded down.

Please remember to include the alt text and the destination address link when sending banner ad graphics. We can accept your ad as a linked or directly attach image file in an email. You must provide the banner for review no less than 5 business days prior to ad date.

Do you need to have a banner ad created? We can make recommendations on designers or create a simple ad in-house for an extra fee.

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## EVENTING USA BLOG ADS

Currently Industry-standard size of 234 x 60 Half banner and 120 x 240 Vertical banner are supported. Pricing for these ads are Half banner for \$15 CPM, or Vertical banner for \$20 CPM.

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## AD LOCATIONS

We have ads available on content pages of the entire site or in individual sections. The sectional or sub-sectional ads are available at the higher \$35 CPM rate. Example sections might include Competitions, Education & Resources. Sub-sections might include the Omnibus, Leader board, Young Event Horse, Future Event Horse, Officials Resources, Organizers Resources, etc.

### Currently Available Pages:

- USEA - AEC (American Eventing Championships)
- USEA - Calendar
- USEA - Convention
- USEA - FEH (Future Event Horse)
- USEA - FEI (Fédération Equestre Internationale)
- USEA - Gold Cup
- USEA - ICP Directory (Instructors' Certification Program)
- USEA - Leaderboard
- USEA - Links
- USEA – YEH (Young Event Horse)

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## WHAT IS CPM?

Abbreviated as CPM (the letter "M" in the abbreviation is the Roman numeral for one thousand). CPM is used by Internet marketers to price ad banners. Sites that sell advertising will guarantee an advertiser a certain number of impressions (number of times an ad banner is downloaded and presumably seen by visitors.), then set a rate based on that guarantee times the CPM rate. A Web site that has a CPM rate of \$25 and guarantees advertisers 600,000 impressions will charge \$15,000 ( $\$25 \times 600$ ) for those advertisers' ad banner. You can purchase preset amounts at a rate you can afford, allowing you flexibility within your budget. You can start off as low as \$100 for 4,000 CPMs.

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## WHAT ELSE?

We also offer online ad management and campaign tracking, as well as weekly email reports with view and click through statistics. We also offer the ability to serve multiple advertisements per account, with ad weighting and targeted distribution.

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## FIND OUT MORE

Contact Nancy Knight to setup an account or to discuss further detail at 703-779-0440 ext. 3007. For technical support, contact Robert Winter at 703-779-0440, ext. 3001.

## WEB ADVERTISING REQUEST FORM

I would like to advertise on the United States Eventing Association Website (useventing.com).

<b>Company:</b>	
<b>Contact:</b>	
<b>Address 1:</b>	
<b>Address 2:</b>	
<b>City:</b>	<b>State:</b>
<b>Zip:</b>	
<b>Telephone:</b>	<b>Fax:</b>
<b>E-Mail:</b>	<b>Website:</b>
<b>Signature:</b>	<b>Date:</b>

### I WOULD LIKE TO PURCHASE:

<b>Web Site Banner Ad</b>	<input type="text"/>	(sets of 1000 impressions) X \$25 CPM
Total: \$_____		

<b>Section Specific Banner Ad</b>	<input type="text"/>	(sets of 1000 impressions) X \$35 CPM
If choosing "Section Specific Banner Ads", list sections:		
Total: \$_____		

**10% Bulk Discount Rates Starts at 10 sets of 1000 impressions**

**20% Bulk Discount Rates Starts at 50 sets of 1000 impressions**

### PAYMENT & AD SUBMISSION

Make check payable to:  
United States Eventing Association, Inc

We accept MasterCard, Visa & American Express.

Complete and return this order form with your check to:  
ATTN: WebAds - Nancy Knight  
525 Old Waterford Rd., NW  
Leesburg, VA 20176

Ad files should be emailed to [webads@useventing.com](mailto:webads@useventing.com)  
Contact: Nancy Knight (703) 779-0440 ext 3007 Fax:  
(703) 779-0550

<b>Credit Card #:</b>
<b>Name on Card:</b>
<b>Expiration Date:</b>
<b>CVV:</b>
<b>Signature:</b>