



HorsesintheSouth.com is your Premier Equine Online News Magazine, Equestrian Calendar of Events, Marketing and Resource Guide, and Premium Directory for horse competition and event information, equine products, supplies, services for all horse lovers and businesses. We are constantly expanding and are very excited about introducing our new Subsidiary websites (see list below) that allow you to target specific equestrian markets and disciplines and our NEW Blogger Package so you can update your own site!

HorsesintheSouth.com maintains a consistent showing in top 10 search results for multiple keyword horse-related search phrases on major search engines. With an average of 500,000+ hits per month and with over 78% of the visitors returning to our site weekly, we have the traffic to give your advertising campaign great exposure to people looking to purchase or sell equine related products and supplies, looking for horse shows and events, and to advertise their events and services. *The views and visits to HorsesintheSouth.com keep increasing exponentially each month since September 2007 when we released our new design as a custom Content Management System!*

Our vision is to maintain a position as a top Equine Online Magazine and News Aggregator, Equestrian Event Media source, Directory and Resource Guide, and continue to publish all types of horse-related information. We will constantly strive to deliver content and services that attract and satisfy horse enthusiasts, 'fanatics' and those who are just interested in the horse/equine industry.

So we could supply you with a larger audience for your Classified Advertising needs, in September of 2007, we became part of the co-brand network with Equine.com establishing us as HorsesintheSouth.Equine.com.

Our goal is to capture and provide a complete and unique online magazine, calendar of events, special event media and directory for the equestrian community and to endow you with a valuable resource for equestrian enthusiasts, suppliers and professionals throughout the horse world and to attract a larger audience of spectators to horse shows like they have in Europe. We are here to provide a venue for all websites so they may have a single place to market their businesses. We want to join together to assist everyone who wants to provide their resources to horse lovers, regardless of their budgetary constraints. We are 'niched' in the Southern United States with our comprehensive Calendar of Events and we provide Special Event(s) banner advertising.

We believe that if we create an informative online experience for our visitors, we can convert that experience into a valuable transaction for our advertisers and partners.

Top Selling Advertising Opportunities

| | |
|----------------------------------|----------------------------------|
| Equestrian Special Events | Equine Marketing and Advertising |
| Equine Supplies and Services | Sport and Performance Horse Info |
| Equine Boarding and Stables | Equestrian Real Estate Services |
| Education, Shows and Clinics | Stallion Services and Breeding |
| Employment and Job Opportunities | Instructors and Trainers |
| Judges by Discipline and Breed | Performance Horses for Sale |

Equine Classified Advertising at HorsesintheSouth.Equine.com! The most traffic of any horse-related classified advertising on the 'net as a part of 25 other co-brand sites, your ad will be displayed on ALL of these sites when you add it to HorsesintheSouth.Equine.com. Updated look and feel offering even more photos on your ads as well as YouTube and MySpace videos right inside your horse ad!

'Follow' us on Twitter at <http://Twitter.com/SouthernHorses> (main user - close to 2000 followers, mostly horse people), SouthernDressag, and TheEquinePost. 'Friend' us on Facebook at <http://facebook.com/terirehkopf> (over 960 friends, almost all horse people).



Who Is Our Market

HorsesintheSouth.com is a leading horse/equine online magazine, news/PR portal, directory and equine targeted marketing company on the Internet. Millions of dollars in horses and horse products have been sold on the internet. Because of our love of horses and our lifetime involvement in a variety of equestrian disciplines from showing in English and Western riding, hunter, jumper, Dressage, gaited, trail riding, equine rescue and disaster support, and more, we speak to a very broad market that represents one of the fastest growing businesses in the US.

Our market reaches out to all disciplines of the Horse industry. Whether your business is English, Western, Hunter/Jumper, Dressage, Gaited, Breed-related, or any other riding discipline or Equine related business, we can offer you a cost effective way to establish your presence and grow online. We offer complete web site design with hosting services, internet advertising on our large directory and subsidiary sites, email marketing, photography, public relations and print media. We can help you prepare an advertising solution to benefit your business and your budget. No matter what discipline of the horse industry you are involved in; if you are a horse breeder, or trainer, or a private or public, small or large, club or association, or have a horse related business or service we would love to have you join us.

Our clients benefit from our talented group of designers, graphic artists and programmers to gain a marketing advantage through our web site designs, banner advertisings, sponsorships, print public relations and media development. Many of our clients have doubled and tripled their business by being a part of HorsesintheSouth.com. Watch us! We are constantly adding to our repertoire of services.

If You Want to 'Establish Your Presence' in the Equine-Related Market

If you want to capture the equine market, you have to talk like them, act like them, look like them...We Do. You have to understand who they are, what drives them, what makes them a 'horse fanatic'...We Do. We are representative of our target market - we work and play in the environment we serve. We love what we do and we love promoting our clients and watching their business excel from our mutual association. So, fellow horse lovers - let us help you to succeed in this booming market!

Contact marketing@HorsesintheSouth.com or CEO@HorsesintheSouth.com for more information or phone 352-473-5205 (please leave a message if we don't answer – we may not answer 'unknown', '800 numbers' or 'out of area' calls).

The HorsesintheSouth.com Experience

HorsesintheSouth.com offers a variety of 'Channels' and content to keep visitors browsing and coming back. We offer Sponsorships and Partner/Subsidiary websites to further expand the benefits of our website directory services and directly target your audience. Our Subsidiary sites are also available to advertise on at a lower rate or included in a package deal with HorsesintheSouth.com.

We keep adding to our Subsidiary sites, so please contact us or look at the bottom of HorsesintheSouth.com to see what is new. (HorsesintheSouth.com is a dba of Synergy, Et Cetera Web Design, Inc. - D&B # 010832755, SynergyEtc.com) Currently, the additional websites we have for your advertising needs and news are: NorthFloridaHorse.com, SouthernDressage.com, SouthernHunterJumper.com, DressageontheFirstCoast.com, Eco-Equestrian.com, HorsesinFlorida.com and our new blog site AHorseBlog.com which is a custom-designed blog for HorsesintheSouth.com/blog, plus in development, TheEquinePost.com, for equine contributors to use. We also have many more URL's pointing to our sites to increase the search engine rankings. Please contact us for pricing, layouts, PR and marketing services. We are always in the process of updating this guide as we continue to grow! Emails: marketing@HorsesintheSouth.com, ceo@horsesinthesouth.com, news@horsesinthesouth.com

Visitors Depend On Us

86,000+ unique visitors monthly
400,000+ page views monthly
Avg. 1.2+ hrs per day reading HorsesintheSouth.com
89% attend events based on info seen on HorsesintheSouth.com
78% visit HorsesintheSouth.com to assist them in making a purchasing decision

Our Visitors:

Gender: 64% Female; 36% Male
Average Age: 26-50 years
Average annual income: \$80,000 - \$250,000+
Average Level of Education: College Degree, 75%
Home Owners: 91%
Live in Rural or Suburban Area: 65%

Our Visitors Love Horses

92% own 1 or more horses
45% have been involved with horses for 20+ years
46% spend 15+ hours per week with their horses
70% regularly compete in equine related events
96% plan to increase time spent with horses
65% have horses worth more than \$10,000
Average Horse Value: \$58,000
61% have their own stables
89% list their horses or horse related activities as their number 1 discretionary expenditure



HorsesintheSouth.com & Subsidiary Sites - Banner & Email Advertising Pricing

| Banner/Ad Unit Size | Placement | 30 days | | Details |
|---|---|-----------------------|-------|--|
| | | Price per Month | | |
| 728 x 90 | Leaderboard – ROS (Run Of Site) | | \$350 | ROS equally with other advertisers on top and bottom of each page |
| 468 x 60 | Run of Site - Top | | \$250 | ROS equally with other advertisers on top of each page |
| 468 x 60 | *Subsidiary Sites – good starting point for local north Florida business & discipline-oriented target marketing. | | \$25 | Minimum 6 month commitment. Additional discount to \$15/mo for 12 month commitment. Rotational advertising. |
| 160 x 600 | Right Sidebar Large Tower | | \$350 | ROS equally with other advertisers on right sidebar of each page |
| 120 x 240 | Right Sidebar Small Tower | | \$150 | ROS equally with other advertisers on right sidebar of each page |
| 120 x 90 | Right Sidebar Tower Button | | \$100 | ROS equally with other advertisers on right sidebar of each page |
| 125 x 125 | Right Sidebar Tower Button and in our blog, AHorseBlog.com | | \$100 | ROS equally with other advertisers on right sidebar of each page. \$25 per month for blog site(s) or \$110/mo for both sites. See Blogger Package. |
| 120 x 60 | Featured Sponsor Ad - 5 spots ea., rotating | | \$35 | ROS equally with other advertisers on mid-bottom of each page |
| 300 x 250 | Special Event or Marketing Ad zone in page body on selected pages. | | \$175 | ROS on Home page, Article, Event and Directory channels. |
| 125 x 125 | Our blog site, http://AHorseBlog.com or an Ad zone in page body – by special request | | \$25 | Because we submit our blog posts to our Facebook page & our Twitter pages, we get hundreds of views a day from this! |
| Text Box | Home Page - special request | | TBD | |
| Marketplace Advertising | MarketPlace Sponsors – become a Preferred Advertiser! Contact teri@horsesinthesouth.com & ask about marketplace advertising. | | TBD | Special listings that we can 'vouch' for. Can be Trade for Services for product or services sponsorships. |
| Email/Newsletter Blasts – cost by month | | Images/links | \$50 | Good item for a Package Deal |
| | | Text section w/ image | \$75 | |
| | | Sponsored | \$100 | |
| | | Banner | \$85 | |
| Custom Email Blasts | | | \$200 | |
| Banner Design | Static - \$60; Animated - \$110; Flash - \$150 | | | May be included in a Package deal |
| Three month minimum display, unless otherwise approved. Prices lower by 10% per each month of display (up to 12 months) *Package deals may require a setup cost, but have display rates lowered as much as 30% and may include Premium Directory listings with Resource Guide article displays. | | | | |
| Ask about our Package Specials - mix and match your advertising for a higher ROI! | <p>Additional advertising for our Subsidiary sites starting at \$25 per month - currently: NorthFloridaHorse.com, SouthernDressage.com, SouthernHunterJumper.com, DressageontheFirstCoast.com, Eco-Equestrian.com, HorsesinFlorida.com and our blog – Ahorseblog.com. In development: TheEquinePost.com, & more! Ask for a Special Package Deal! We can give you a combination of products that will include even lower rates and some for FREE. We have found that Packages give you the most efficient way to reach a larger market and get your product and/or service seen by everyone.</p> <p>We will customize a package for you to meet YOUR marketing needs!</p> | | | |
| <p><i>Be one of the first to Sponsor Eco-Equestrian.com at a killer rate of \$75 per *month! This includes 2 different banner types, dedicated spot on the HorsesintheSouth.com email newsletter, and announcement of your service/product that is environmentally friendly and free Premium Directory listing with Resource Guide article! Let's show the horse world that we are supporting the 'green' initiatives for our planet. Contact green@horsesinthesouth.com or marketing@HorsesintheSouth.com to place your order.</i></p> <p>New! Blogger Packages – get your OWN customized hosted Wordpress blog so YOU can update your own site. See the separate document for pricing.</p> | | | | |
| *6 month minimum display. Get another %10 discount for 12 month display. Advertising payments can be billed quarterly. | | | | |



HorsesintheSouth.com Banner Size Examples

All banner ads are Run Of Site (ROS) except the 300 x 250 which is on the Home page, Article home channel and Calendar of Events home channel. Can be added to MarketPlace and other sections by special request and for trade for services and product sponsorships. All banner displays are a 3 month minimum, unless otherwise stated. Ad server stats can be provided upon your request. We can create a dedicated channel for your banner, too.

728 x 90 px leaderboard banner

Top and bottom of all pages. Limited to 8 advertisers. Can have a dedicated channel assigned.

**160 x 600 px
skyscraper
tower
banner**

Right Side of all pages.
Limited to 8 advertisers.

**300 x 250 px
Special Event or
Marketing
page body ad zone**

Limited to 6 advertisers.

**120 x 240
px
tower
banner**

Right Side of all
pages. Limited to 6
advertisers.

**125 x 125
px
square
banner**

Both 125 x 125 and the 120 x 90 banners are
on the Right Side Zone.
The 125 x125 is on our Blog – AHorseBlog.com & is the industry
standard size for our blog(s).

**120 x 60 px
featured
sponsor**

Mid Bottom of all
pages. Limited to 15
advertisers total.
Each spot has a
rotation of 3
advertisers.

**120 x 90
px
button
banner**

468 x 60 px banner

Top of all pages. Limited to 10 advertisers

Note: Banners may be split into separate page/section channels to accommodate additional banner displays. If this occurs, the advertiser will receive additional free month's compensation for their banner display.