

aqha.com

HOME PAGE AND RUN-OF-SITE (ROS) BANNER ADS

Ad slots are sold at CPM rate.
(Cost Per Thousand Impressions)

Example:
30,000 Impressions @ \$6 CPM
(\$6x30) = \$180

Show Section pages are not included in ROS placements.

Ads must be less than 30 K in size.
Acceptable file types are .jpg, .gif, animated .gif and .png.

The screenshot shows the AQHA website home page. At the top, there is a navigation bar with the AQHA logo, a search bar, and social media icons. Below the navigation bar is a large banner for "GIFT CARDS NOW AVAILABLE!" featuring "QUARTER HORSE OUTFITTERS" gift cards. To the right of this banner is a "Smart." logo with the text "Whatever the weather... WeatherBeeta is unbeatable." Below the gift card banner is a red navigation bar with icons for "JOIN AQHA", "REGISTER A HORSE", "BUY RECORDS", "SUBMIT STALLION BREEDING REPORTS", and "SUBSCRIBE TO THE JOURNAL". The main content area is divided into two columns. The left column contains a "NEWS" section with articles such as "New Rules", "Junior Master Horseman", "This Week on America's Horse TV", "Patti Carter-Pratt Joins AQHA as Executive Director of Shows", "Convention Agenda Items", "December Americas Horse", and "2010 Rodeo Horses of the Year". The right column contains a "QUARTER HORSE 411" section with a horse image and a list of links, an "AMERICAN QUARTER HORSE HALL OF FAME & MUSEUM" section, and a "JOURNAL" section with a "SAVE MORE THAN 50% OFF THE COVER PRICE" banner. On the far right, there are several advertising slots: a yellow "AQHA Corporate Partners No Advertising" slot, a pink "300x100 (Top) \$6 CPM" slot, two purple "125x125 \$3 CPM" slots, a green "300x100 (Bottom) \$6 CPM" slot, and a yellow "300x250 \$8 CPM" slot. At the bottom of the page, there is a dark footer with "HELP", "RESOURCES", and "CONTACT" sections.