

# aqha.com

## SHOWING SECTION BANNER ADS

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

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

Ads only appear in Show Section pages.

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's 'SHOWING' section. At the top, there's a navigation bar with 'HOME', 'NEWS', 'ABOUT', 'EN ESPAÑOL', 'FOUNDATION', 'RACING', 'RIDING', 'SHOWING', 'YOUTH', and 'STORE'. The main content area is divided into several sections:

- SMARTPAK** sponsored banner for the 2010 NCHA Futurity Champion, featuring a photo of a rider on a horse.
- WORLD JOURNAL** section with articles like 'Top of the World by Age 29', 'Top of the World by Age 30', 'NFR Wrap-Up', 'Farnam Superhorse named', and 'World Show Sale'.
- AMERICA'S HORSE DAILY** section with a sign-up form for 'HORSE SHOWING UPDATES'.
- SHOWS** section with a photo of a horse and rider.
- RESOURCES** section with a photo of a horse and rider.
- POINTS AND REWARDS** section with a photo of a horse and rider.

On the right side, there are several advertising spots:

- Smart.** banner: 'Every stride counts. Keep on riding with Adequan joint therapy. Learn more about AQHA Corporate Partners.'
- AQHA Corporate Partners** banner: 'No Advertising'.
- 300x100 (Top)** banner: '\$8 CPM'.
- 125x125** banners: '\$4 CPM'.
- 300x100 (Bottom)** banner: '\$8 CPM'.
- 300x600** banner: '\$12 CPM'.

At the bottom, there's a footer with three columns: **HELP** (Services, HBR Program, Foundation, Corporate Partners, Guide to Showing), **RESOURCES** (FIND FORMS HERE), and **CONTACT** (Please use our contact form, Call Customer Service (806) 376-4811, Address: American Quarter Horse Association, 1600 Quarter Horse Drive, Amarillo, TX 79104).