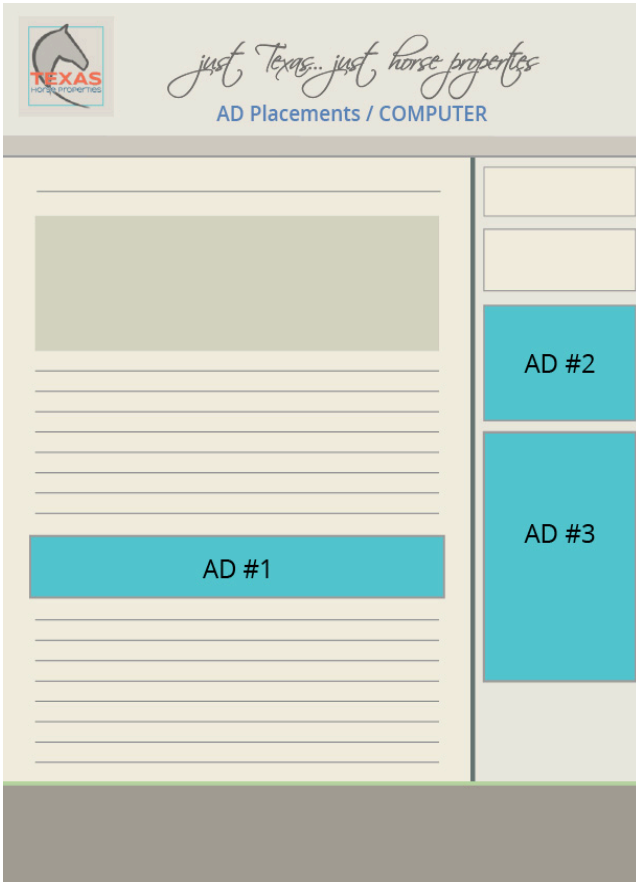




# TEXAS HORSE PROPERTIES

txhorseproperties.com

## Online ads: 2023 placement and pricing



We offer 3 placements for ads on our website as noted on the illustrations. These illustrations represent the majority of our high traffic pages. Our website gets ~280,000 page views per month.

We offer a CPM (cost per “mille” which means thousand) plan. You pick the number of views you want (must be in the 1000s).

### PRICING

CPM is priced based on the location of the ad on the webpage (see illustrations):

AD #1: \$5.00/1000 views

AD #2: \$4.00 /1000 views

AD #3: \$4.50/1000 views



### Here’s an example of how this works —

Let’s say you sign up for AD #1 — \$5/1000 views:

If your ad is viewed 40,000 times, your cost will be \$200 (40,000 divided by 1000 = 40; 40 x \$5 = \$200). Or maybe you want to appear no more than 20,000 times (20,000 divided by 1000 = 20; 20 x \$5 = \$100).

You can choose to be the ONLY ad in an AD location, but if your ad is in rotation with another ad, it will extend the length of time your ad appears on the website as your cost is based on actual page views. For example, if you share the space with one other ad, your ad will appear every other time the page is viewed.

Based on 280,000 views per month, we average about 9,333 page views per day. So you can see how quickly your ad views can add up. This is a general example.

### AD SIZES

AD #1: 960px x 126px

AD #2: 300px x 250px

AD #3: 300px x 600px

### SUBMITTING YOUR AD

There are two options: you can submit your ad based on the sizes noted above, or, for a one-time \$45 fee, we can create one for you based on info that you submit.

We accept the following file formats: ai, psd, jpg, png, pdf. RGB color.