

# ADVERTISING OPPORTUNITIES

As of October 30, 2017

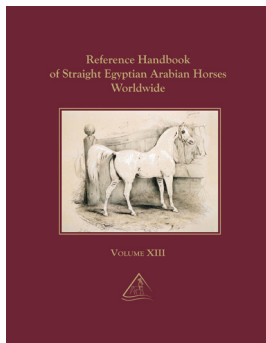
Advertise with The Pyramid Society! Let us help you extend, and optimize your media exposure!

Contact us today to build an advertising package that's right for you.

info@pyramidsociety.org | 859-231-0771 | pyramidsociety.org/advertising

## PRINT

### REFERENCE HANDBOOK OF STRAIGHT EGYPTIAN ARABIAN HORSES WORLDWIDE, VOLUME XIII



**PARTICIPATION DEADLINE: SPRING 2018**

Immortalize your horses through participation in the most sought-after reference book within the worldwide Straight Egyptian Arabian community!

For complete information, including pricing and benefits, please contact us, or visit [www.pyramidsociety.org/reference-handbook-xiii](http://www.pyramidsociety.org/reference-handbook-xiii)

Generously sponsored by Alfala Stud, Kingdom of Saudi Arabia



### 2018 MEMBERSHIP DIRECTORY



Bookings: **January 31, 2018**

Print Ready Art: **February 14, 2018**

#### RATES\*

1/2 page B&W \$125

Full page B&W \$175

Two pages B&W \$275

Full page COLOR \$325

Two pages COLOR \$525

#### AD SPECS

Size: 4.5" x 7.5" (full page)

4.5" x 3.5" (half page)

Format: 300dpi CMYK

PDF/JPG/TIFF

Inside Front Cover\* \$550

Inside Back Cover\* \$500

Back Cover\* \$600

\*Advertisers who reserved these pages in 2017 have first right of refusal in 2018.

### 2018 EGYPTIAN EVENT SHOW PROGRAM



Advertising Opportunities for the 2018 Egyptian Event Show Program will be announced in the Spring of 2018.

# DIGITAL ADVERTISING

## Website Horse for Sale Listings

### **Standard Horse Listing**                    **\$15/month**

List your horse on the *Horses for Sale* page with a unique profile page detailing your horse's bio, pedigree, photo gallery, video (optional), and contact information.

### **Featured Horse Listing**                    **+\$35/month**

Boost your standard listing to the top of the page, and receive a second appearance on *The Horse* page.

### **Marketplace Featured Horse**    **+\$45/month**

All of the perks of a Featured listing, plus showcase your horse on *The Marketplace* page.

## Website Stallion Listings

### **Standard Stallion Listing**                    **\$15/month\***

List your horse on the *Stallions at Stud* page with a unique profile page detailing your horse's bio, pedigree, photo gallery, video (optional), and contact information.

\*\$12/month for stallions enrolled in the EBC!

### **Featured Stallion Listing**                    **+\$35/month**

Boost your standard listing to the top of the page, and receive a second appearance on *The Horse* page.

### **Home Page Featured Stallion**    **+\$85/month**

All of the perks of a Featured listing, plus showcase your horse on both the Home page and *The Marketplace* page.

## Website Farm Profiles

### **Enhanced Farm Profile**                    **\$10/month**

Upgrade your basic member profile and be listed among the Featured Farms, with unlimited text, additional photo and video links, and more!

### **Featured Farm Listing**                    **+\$35/month**

The benefits of the Enhanced profile PLUS a listing at the top of the Membership Directory page.

### **Home Page Featured Farm**                    **+\$85/month**

Boost your Enhanced Profile directly to the Home page.

## Website Banner Ads\*

Home Page                    \$100/month

Egyptian Event Page                    \$45/month

Premium Page                    \$50/month

Standard Page                    \$30/month

## **E-BLAST**    **\$200 each\***

Send your promotions out to the active subscriber list. Single image with web link. Package discounts available.

\*Ad rates do not include design. Banner ads, and e-blast ad placement is on a first come, first serve basis.

For more details, including file specifications, and for a package proposal, please contact:

info@pyramidsociety.org | 859-231-0771 | pyramidsociety.org/advertising