



ADVERTISING OPPORTUNITIES

Optimize your media exposure within your target market!
Contact us today to build an advertising package custom tailored to your needs.
email: info@pyramidsociety.org, tel: 859-231-0771
pyramidsociety.org/advertising

E-BLAST

\$200 each - Package discounts available.

Ensure your message reaches an ideal audience! Send your promotions to our active subscriber list, the largest international list comprised of those with a specific interest in the Egyptian Arabian horse.

FACEBOOK FEATURED FARM

\$100 per post

Showcase your farm on our Facebook page with a post featuring an image, brief description, and link directly to your webpage or farm video as desired.

2020 MEMBERSHIP DIRECTORY

Advertise in our digital Membership Directory and enjoy special pricing for 2020! Exciting features include availability from any device, searchable listings, and for those that prefer a hard copy, the directory is downloadable to print. Ads feature live links directly to your website.

Membership Listing Information &
Print Ready Art: **March 31, 2020**

AD SPECS

Size: 8" x 10.5"

Format: 300dpi CMYK (PDF/JPG/TIFF)

RATES

Full page	\$150
Two page spread	\$300
Inside Front Cover	\$350
Inside Back Cover	\$200
Back Cover	\$250



THE PYRAMID SOCIETY WEBSITE **Banners & Listings**

Horse for Sale & Stallion Listings

List your horses in a personalized profile page detailing the horse's bio, pedigree, photos, video, and contact information.

Standard Listing	\$10/month
Marketplace Featured Horse	\$25/month
Home Page Featured Stallion	\$50/month

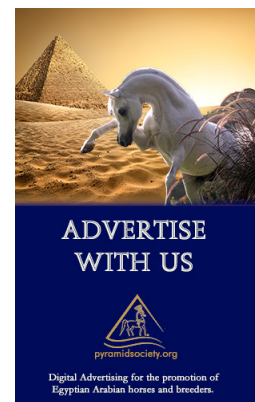
Farm Profiles

Included with Membership. Enhance them with your logo, photos & video.

Upgrade to the **Home Page Feature** \$50/month

Digital Banner Ads

Primary Landing Page	\$50/month
Secondary Landing Page	\$30/month



Digital Advertising for the promotion of Egyptian Arabian horses and breeders.

THE PYRAMID SOCIETY ADVERTISING POLICIES

March 2020

Unless otherwise noted, all advertising opportunities are reserved for current, paid Pyramid Society members, select program sponsors, and select Egyptian Event corporate affiliates.

The agreement to purchase advertising, at any time, whether verbal, written, electronic, or implied via payment, constitutes a binding contract with The Pyramid Society including agreement with all standard and additional Advertising Guidelines and any special terms set forth therewith.

All horses advertised, pictured or mentioned in an ad must meet the Pyramid Society's definition of Straight Egyptian or Egyptian-Sired.

All advertising materials are subject to approval by The Pyramid Society.

The Pyramid Society reserves the right to edit, alter or reject any and all advertisements that contain questionable content or which do not meet Pyramid Society definitions and standards.

A \$50 editing fee may be applied in the event that materials submitted do not meet advertisement specifications and require alteration by The Pyramid Society prior to ad placement.

Advertising Rates apply for the year of booking.

Pricing is based on photo-ready ads. Advertising Design is available for an additional fee.

Advertising does not promise or guarantee the sale of your horses, stallion services, or any other products or services.

Any ads containing sale horses must appear without pricing.

Month-specific ads will always begin on the first business day of the month, which may or may not be dated the 1st.

Advertisers listing Stallions At Stud are eligible for a reduced monthly rate when stallions are enrolled in the current year's Egyptian Breeders' Challenge program.

Premium Members receive a 50% discount on E-Blasts.

The Pyramid Society maintains the right to display a horse as "SOLD" on the Pyramid Society marketplace for up to two months after a sale is reported, whether or not the sale resulted from a listing on The Pyramid Society's website.

Published web traffic statistics are generalized figures based on previous site usage and are not a promise or guarantee of future web traffic. The Pyramid Society cannot guarantee "clicks" on your advertisements.

A 3% processing fee is applicable to all credit card charges. No processing fees with ACH bank drafts.

Full payment is required prior to publication.