



# WWW.USEVENTING.COM

## ADVERTISING RATE SHEET

www.useventing.com offers a range of targeted advertising solutions, from web banners and buttons to text messages on web pages. Advertisements are shown on the entire site, or only in specific sections.

### USEA WEBSITE STATISTICS

- Monthly average unique users – 65,834
- Monthly average page views – 381,482
- The site has reached as high as 95,455 unique users and 538,410 pageviews in certain months.
- From April 2016- March 2017, the site logged 4,744,972 pageviews and 574,790 unique visitors
- The average user spends 2 minutes and 36 seconds on the site with 2.70 pages per session.
- Further specific statistical information is available upon request.

### BANNER ADS

Currently Industry-standard size of 468x60 pixels is supported on the www.useventing.com pages.

**Pricing:** 468 x 60 IMU - \$15 CPM

Animated ads are acceptable, as long as it is 300KB or less

Both .jpeg and .gif files are accepted; including animated or interlaced banners with JavaScript or HTML. Active X and Server Side Includes (SSI) advertisements are NOT supported. We charge \$15 CPM (cost per thousand impressions) for ads appearing on the entire site.

Please remember to include the alt text and the destination address link when sending banner ad graphics. We can accept your ad as a linked or directly attach image file in an email. You must provide the banner for review no less than 5 business days prior to ad date.

Do you need to have a banner ad created? We can make recommendations on designers or create a simple ad in-house for an extra fee.

### WHAT IS CPM?

Abbreviated as CPM (the letter “M” in the abbreviation is the Roman numeral for one thousand). CPM is used by Internet marketers to price ad banners. Sites that sell advertising will guarantee an advertiser a certain number of impressions (number of times an ad banner is downloaded and presumably seen by visitors.), then set a rate based on that guarantee times the CPM rate. A Web site that has a CPM rate of \$15 and guarantees advertisers 600,000 impressions will charge \$9,000 ( $\$15 \times 600$ ) for those advertisers' ad banner. You can purchase preset amounts at a rate you can afford, allowing you flexibility within your budget. You can start off as low as \$105 for 7,000 CPMs.

### FIND OUT MORE

Contact Nancy Knight to setup an account or to discuss further detail at 703-669-9997 [nancy@useventing.com](mailto:nancy@useventing.com).

For technical support, contact Robert Winter at 703-669-9991 [robert@useventing.com](mailto:robert@useventing.com)

## WEB ADVERTISING REQUEST FORM

I would like to advertise on the United States Eventing Association Website (www.useventing.com)

<b>Company:</b>		
<b>Contact:</b>		
<b>Address 1:</b>		
<b>Address 2:</b>		
<b>City:</b>	<b>State:</b>	<b>Zip:</b>
<b>Telephone:</b>	<b>Fax:</b>	
<b>Email:</b>	<b>Website:</b>	
<b>Signature:</b>	<b>Date:</b>	

I would like to purchase: \_\_\_\_\_ (sets of 1,000 impressions) x \$15 CPM = Total: \_\_\_\_\_

## PAYMENT AND AD SUBMISSION

**Make check payable to:**

United States Eventing Association, Inc

**Ad files should be emailed to:**

nancy@useventing.com

Contact: Nancy Knight (703) 669-9997

Fax: (703) 779-0550

**Complete and return this order form with your check to:**

Nancy Knight

USEA

525 Old Waterford Rd., NW

Leesburg, VA 20176

**We accept MasterCard, Visa & American Express.**

<b>Credit Card Number:</b>
<b>Name on the Card:</b>
<b>Expiration Date:</b>
<b>CVV:</b>
<b>Signature:</b>