

# A HOME FOR EVERY HORSE

equine.com

## AD PLACEMENT GUIDE

For 501(c)(3) Equine Rescue Organizations



# A HOME FOR EVERY HORSE

Equine.com, part of the Equine Network, is joining forces with the American Horse Council's Unwanted Horse Coalition to help find homes for America's estimated 170,000 horses in need of care and shelter. A Home For Every Horse is our mission, and we want to include your 501(c)(3) nonprofit rescue organization on Equine.com in order to help solve the unwanted horse problem.

As a nonprofit rescue organization you can place unlimited rescue ads on Equine.com, putting your rescue horses in front of **300,000 visitors each month**. You can also

advertise your rescue organization in our Service Ad section. Both opportunities are free to horse rescues with current 501(c)(3) status. There are just a few simple steps you will need to take. Below you will find instructions on how to upload your rescue horses to Equine.com as well as place a Service Ad for your rescue organization. **Let's work together to find A Home For Every Horse!**

*If you have any questions throughout the process we are here to help. Contact our customer service representative at 1.866.467.7323 Ext. 100. Equine.com office hours are Monday - Friday, 8 am to 4 pm, Mountain Time.*



## ABOUT EQUINE.COM

### The World's Largest Horse Marketplace

Equine.com is the leader in connecting buyers, sellers and breeders of horses and related goods. Our business unites people whose common love for horses fuel a \$25 billion per year industry. Our web site service adds tremendous value to the horse industry by providing a unique set of marketing tools that no other company offers. We combine multi-media content, direct channel marketing and strategic Web opportunities to facilitate every horse owner's dream-finding the perfect horse or finding the perfect home for their horse, and doing so in a fun or thrilling way. Combine this with products and services that significantly add value for our customers and the reason is evident why Equine.com has grown to be the most popular horse-related service on the Internet.

**EVERY HORSE DESERVES A HOME**

equine.com<sup>®</sup>

## STEP 1: SUBMIT YOUR 501(C)(3) STATUS TO EQUINE.COM

1. The Home for Every Horse program is for nonprofit rescue organizations. Please submit your current 501(c)(3) determination letter to Equine.com one of the following ways.

**Fax:** 623.434.9200

**Email:** Orders@Equine.com

**Questions?** Call 1.866.467.7323 Ext. 100

2. Please send an email to Orders@Equine.com to confirm that Equine.com has received your information. A response will be sent as soon as possible.

## STEP 2: CREATE A NEW ACCOUNT FOR YOUR ORGANIZATION ON EQUINE.COM

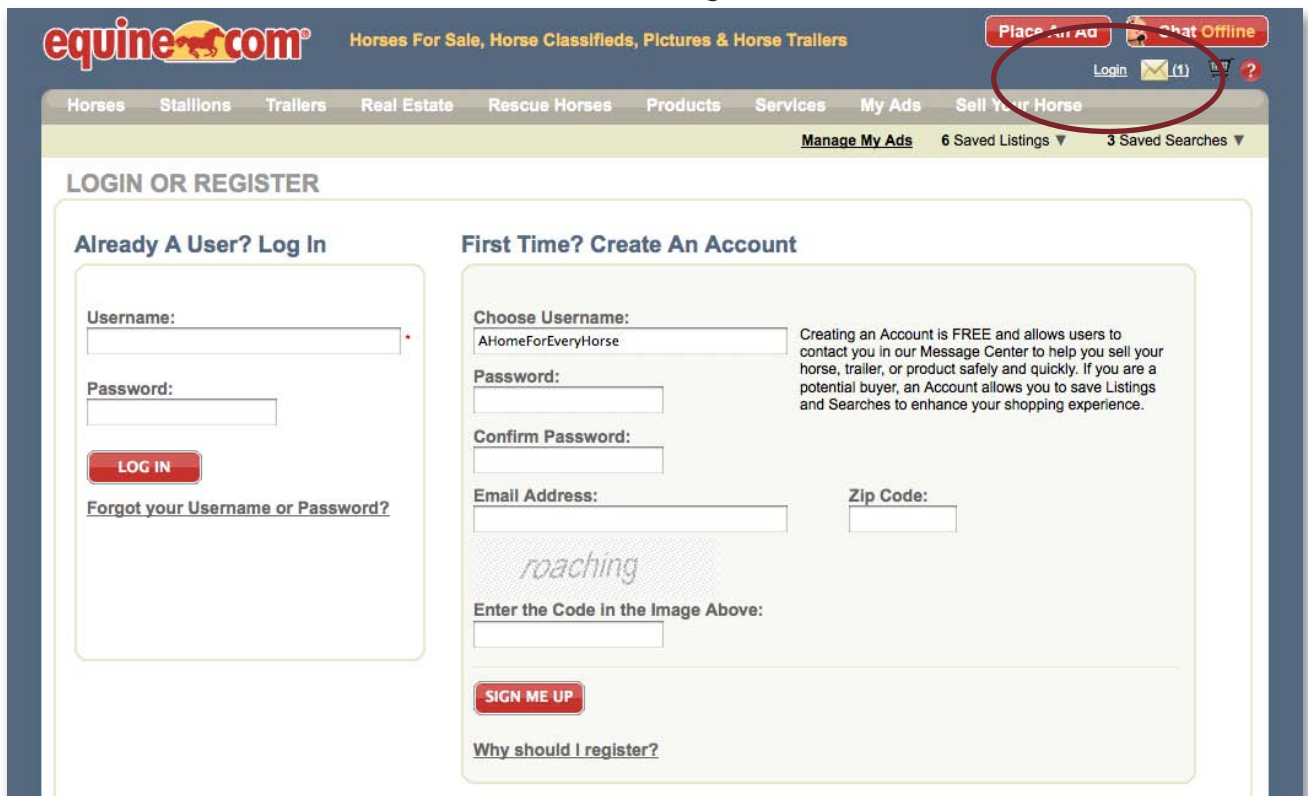
1. Please set up a new or separate Equine.com account for your rescue organization. It is preferred that you choose a username that is similar to, or relates, to the name of your rescue organization. *This will be beneficial when creating a service ad for your organization.* Usernames can contain letters and numbers and must be one word. **\*Do not repeat your username for your password.** Locate the LOGIN/REGISTRATION page by clicking "Login" in the upper right hand corner.

### Example:

Rescue organization is ***A Home for Every Horse***

Username would be ***AHomeForEveryHorse.***

*Creating A New Account Is Easy And Free*



equine.com Horses For Sale, Horse Classifieds, Pictures & Horse Trailers

Place an Ad Chat Offline

Login (1)

Horses Stallions Trailers Real Estate Rescue Horses Products Services My Ads Sell Your Horse

Manage My Ads 6 Saved Listings 3 Saved Searches

### LOGIN OR REGISTER

#### Already A User? Log In

Username:

Password:

**LOG IN**

[Forgot your Username or Password?](#)

#### First Time? Create An Account

Choose Username:

Password:

Confirm Password:

Email Address:

Zip Code:

*roaching*

Enter the Code in the Image Above:

**SIGN ME UP**

[Why should I register?](#)

Creating an Account is FREE and allows users to contact you in our Message Center to help you sell your horse, trailer, or product safely and quickly. If you are a potential buyer, an Account allows you to save Listings and Searches to enhance your shopping experience.

## STEP 3: CREATE YOUR HORSE ADS ON EQUINE.COM

1. Login using your new rescue organization account. From the homepage (www.Equine.com) select **Sell Your Horse** in the upper right hand corner and then choose the **Basic Ad** option.

*Rescue Ads Are Placed As Basic Ads*



**Basic Ad**

More effective than Text Ads:

- 6 full-color photos
- Preview photo ("thumbnail")
- Appears above Text Ads

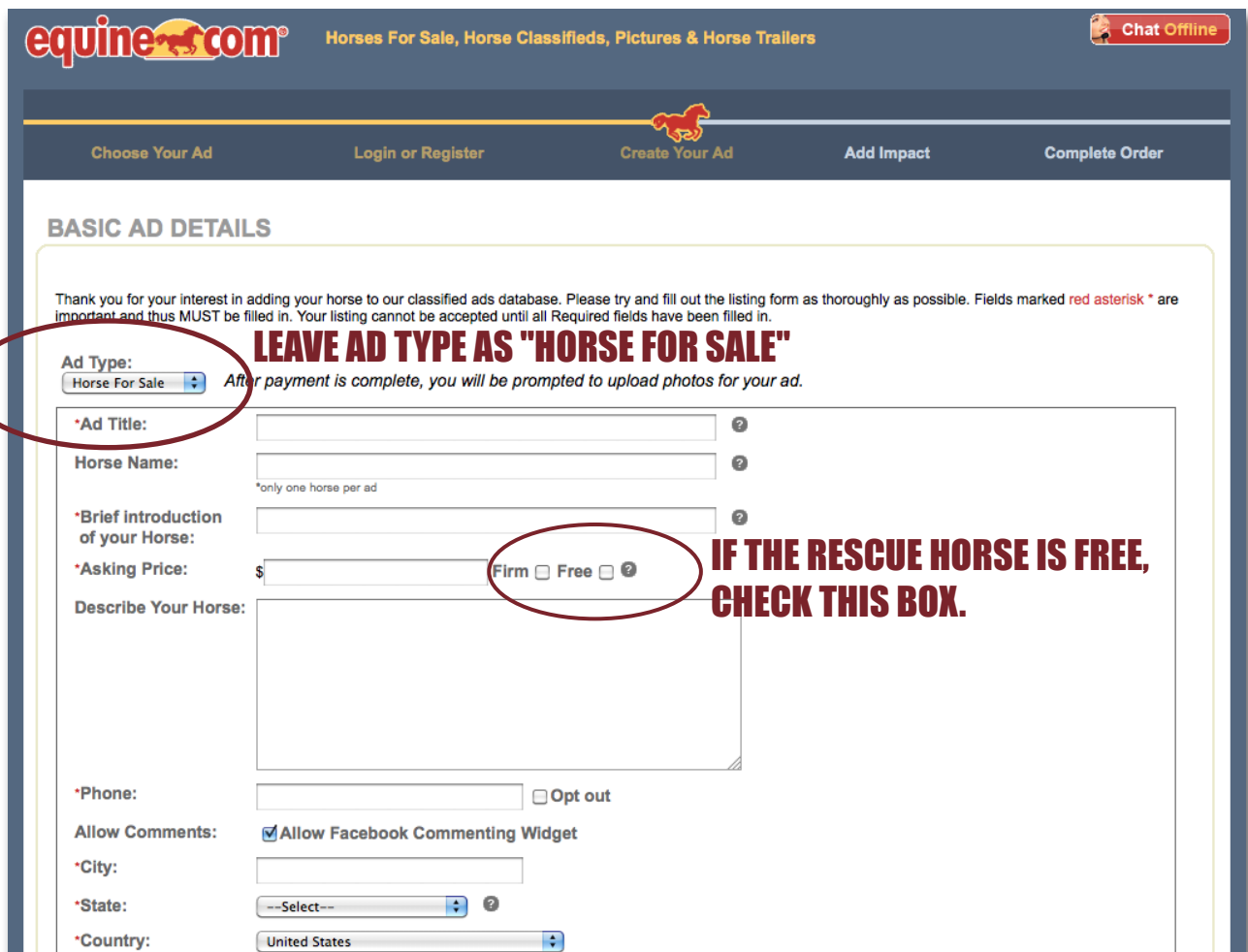
[More About Basic Ads](#)

**\$14.95 for 3 months**

**GO BASIC**

[More About Basic Ads](#)

2. Complete the **Basic Ad Details** for your rescue horse and hit **Continue**. You must complete all fields with a red asterik. (Please note you can type as much as you wish into the **Describe Your Horse** section, but only a portion of the text will be visible on your live ad until Equine.com has upgraded the ad and you have added your photos. See STEP 4.)



equine.com<sup>®</sup> Horses For Sale, Horse Classifieds, Pictures & Horse Trailers [Chat Offline](#)

Choose Your Ad Login or Register Create Your Ad Add Impact Complete Order

### BASIC AD DETAILS

Thank you for your interest in adding your horse to our classified ads database. Please try and fill out the listing form as thoroughly as possible. Fields marked **red asterisk \*** are important and thus **MUST** be filled in. Your listing cannot be accepted until all Required fields have been filled in.

**LEAVE AD TYPE AS "HORSE FOR SALE"**

Ad Type: **Horse For Sale** After payment is complete, you will be prompted to upload photos for your ad.

\*Ad Title:

Horse Name:  \*only one horse per ad

\*Brief introduction of your Horse:

\*Asking Price: \$  Firm  Free  **IF THE RESCUE HORSE IS FREE, CHECK THIS BOX.**

Describe Your Horse:

\*Phone:   Opt out

Allow Comments:  Allow Facebook Commenting Widget

\*City:

\*State:

\*Country:

3. Advance through the add-on options to the **Complete Order** page. If you have more rescue horses to add, do so by clicking on the **Place Another Ad** link on the top right of the **Ad Information** box and repeat STEP 3, Section 2.

*Place As Many Rescue Ads As You Would Like*

**COMPLETE ORDER**

**Ad Information** [Place Another Ad](#)

**Amazing Mare for Adoption**

1 Horse For Sale Basic Ad	\$14.95	<a href="#">Remove</a>
<b>Total</b>	<b>\$14.95</b>	
<b>Grand Total</b>		<b>\$14.95</b>

Promo Code:  [Apply Promo](#)

**Billing Information**

Name:

\*Address:  Suite/Apt:

\*City:  \*State/Province:

\*Zip Code:  \*Country:

Phone:  \*E-mail Address:

\*Payment Type:

\*Name On Card:  \*Security Code:

\*Credit Card Number:  \*Expiration Date:

Comments:

**YOU WILL NOT NEED TO "PLACE YOUR ORDER"**

[Cancel Order](#) [Place My Order](#)

**ONCE ALL ADS YOU WISH TO PLACE ARE DISPLAYING UNDER AD INFORMATION, YOU ARE READY TO CONTACT EQUINE.COM** (See #4 Below)

\*You do not need to click the "Place My Order" button. Once your ads are in your shopping cart they will be available to our customer service rep.

**Equine**

Order #: 522026  
Order Date: 11/4/2011 9:39:02 AM

Billing Information:  
United States  
Email: fb@equine.com

Amazing Mare for Adoption	
1 Horse For Sale Basic Ad	\$14.95
1 One-year subscription to:	\$0.00
Discount	-\$14.95
<b>Total</b>	<b>\$0.00</b>
Discount Total	-\$14.95
<b>Grand Total</b>	<b>\$0.00</b>

If you have photos to send us, click on the link below or enter it into your web browser.  
[Upload Photos](#)

Best Regards,  
EQUINE.COM Team  
[orders@Equine.com](mailto:orders@Equine.com)  
[Equine Homepage](#)

4. Once all the rescue horses you wish to place are appearing in the **Ad Information** box on the **Complete Order** page please send an email to **Orders@Equine.com** letting us know you have set up your rescue horse ads on the site and that you are ready to upload images. Our customer service representative will upgrade your ads and when the process is complete you will receive a receipt at the email address in which you created your account (your account will not be charged). **You are now ready to add photos and manage your horse ads.**

*Ads Are Upgraded So You Can Add Photos*

## STEP 4: ADD PHOTOS & MANAGE YOUR HORSE ADS

1. After you receive email confirmation (*Equine.com - Order Receipt*) that we have upgraded your ad(s) you can log in and upload images to each ad. Find the **Manage My Ads** link in the upper right hand corner of the site. Each rescue ad can have up to six photos.

*Photos Are An Important Part Of Your Ad*

The screenshot shows the Equine.com website header with navigation links: Horses, Stallions, Trailers, Real Estate, Rescue Horses, Products, Services, **My Ads**, and Sell Your Horse. The 'My Ads' link is circled in red. Below the navigation is a 'MANAGE MY ADS LINK' section with a 'Manage My Ads' link also circled in red. Underneath, there's an 'ORDER STATUS' section for a 'Horse Basic Ad for Amazing Mare for Adoption on 11/4/2011' with 'Upload Photos' and 'Transfer' buttons circled in red. A large red text overlay says 'UPLOAD PHOTOS HERE'.

The screenshot shows the 'Equine.com Photo Center' interface. It says 'Here you will be able to send us photos for your classified ads quickly and easily.' Under 'STEP 1: Let's get started!', it instructs the user to click the first upload button. A note states that the first photo uploaded will be chosen as the thumbnail. The interface shows 'Uploaded: 1 of 6', 'Title: Amazing Mare for Adoption', and 'Ad Type: Horse'. There is a thumbnail image of a horse and a blue 'IMAGE' button with 'REPLACE' and 'UPLOAD' options below it. At the bottom, it says 'I'm done uploading/replacing photos'.

*Follow The Steps To Upload Photos*

The screenshot shows the 'Equine.com Photo Center' interface for 'STEP 3: How does this look?'. It asks 'Is this the correct photo? If yes, please click the "Yes, go to the next step" button. If not, click "start over".' A large photo of a brown mare and her foal is displayed. Below the photo, it says 'The above image may have been resized to work with our service.' There are 'Start Over' and 'Yes, go to the Next Step' buttons.

2. If you need to make changes, such as mark the ad as SOLD (rescued in this case), you can do so by clicking on the individual ad in the **Ad Manager** box to open the **Manage Your Ad** page for the individual horse.

The screenshot shows the 'ADMANAGER' interface for 'Horses for Sale'. It features a table with columns: THUMBNAIL, NAME, # OF WATCHES, # OF VIEWS, MESSAGES, and EXPIRES. The first row shows a thumbnail of a horse, the name 'Amazing Mare for Adoption', 0 watches, 9 views, 0 new messages, and 91 days. A red circle highlights the thumbnail. Below the table, there are buttons for 'Update Ad', 'Replace Photo', 'Add Impact', and 'More Options'. A large red text overlay says 'CLICK TO MAKE CHANGES TO THIS AD'.

3. When trying to make changes to your ad, be sure you are on the **Manage Your Ad** page for the individual horse you wish to edit. Use the horizontal toolbar at the top of the page to edit or delete your ads.

**equine.com** Horses For Sale, Horse Classifieds, Pictures & Horse Trailers [Place An Ad](#) [Chat Online](#)

Logout | Welcome AHomeForEveryHorse (1) ?

Horses Stallions Trailers Real Estate Rescue Horses Products Services My Ads Sell Your Horse

**Manage My Ads** 1 Saved Listings Saved Searches

**Manage Your Ad** **USE THIS TOOLBAR TO EDIT YOUR AD**

[Edit Ad](#) [Upgrade Ad](#) [Add Photo](#) [Edit/Add Icons](#) [Upload/Edit Photos](#) [Mark Sold](#) [Delete Ad](#) [Copy Ad](#) [Manage Videos](#)

<< Back to admanager

**AMAZING MARE FOR ADOPTION FREE**  
12YO Thoroughbred Mare

[Share on Facebook](#) [Share on Twitter](#)

Showing 1 of 2

**VIEW YOUR LIVE AD BY CLICKING HERE** [View live ad >>](#)

Horse Name	Sister
Price	FREE
Location	Phoenix, Arizona
Breed(s)	Thoroughbred
Sex	Mare
Height	
Color	Silver Dapple
Foal Date	May 1999
Markings	
Weight	
Registrations	
Disciplines	Trail Horse
Attributes	
Temperament	

**LET'S FIND A HOME  
FOR EVERY HORSE!**

4. Congratulations, your ad is now complete and **LIVE** on Equine.com where 300,000 monthly visitors will have access to view your horse!

Rescue Horse ads are good for **90 days** from the time of the Equine.com upgrade. If the horse has not been adopted after 90 days please contact Equine.com and we will re-new your ad.

# STEP 5: PLACE YOUR RESCUE ORGANIZATION SERVICE AD

1. Login using your new rescue organization account. From the homepage (www.Equine.com) scroll over **Services** in the navigation bar and in the drop down menu choose **Place An Ad**. You can also click **Services**. On the services list choose **Rescue Organizations** and click **Place Ad** on the **List your Rescue Organization Service!** page.

The screenshot shows the Equine.com website interface. At the top, the logo and navigation bar are visible. The main heading is "LIST YOUR HORSE SERVICES!". Below this, there's a search bar "What are you selling?" with a "List My Service" dropdown. A grid of service categories is displayed, with "Rescue Organizations" circled in red. An inset window shows the "LIST YOUR RESCUE ORGANIZATIONS SERVICE!" page, featuring a "Standard Photo Ad" for \$19.95 for 12 months, with a "Place Ad" button.

The screenshot shows the "SERVICE STANDARD PHOTO AD" form on Equine.com. The form is filled out with the following details:

- Category: Rescue Organizations
- Ad Title: A Home For Every Horse
- Brief introduction of your Service: Dedicated to Finding A Home For Every Horse
- Detailed description of your service: Located in Phoenix, Arizona, A Home For Every Horse has the mission of finding A Home For Every Horse. We have many horses for adoption and we welcome your interest.
- City: Phoenix
- State: Arizona
- Country: United States
- Zip/Postal Code: 85086
- Contact Email: fb@equine.com
- Contact Phone: 866.467.7323
- Website: www.Equine.com


At the bottom, there is a checkbox for "I have read and agree to Equine.com's Terms Of Service" and a "Continue" button.

2. Fill in the **Service Standard Photo Ad** details as completely as possible. It is best to use your Rescue Organization's name as the Ad Title.

Be as detailed as you wish in the description section. **Be sure to include your organization's website here.**

*Be Detailed About Your Organization*

4. Once you complete your ad details and advance to the **Complete Order** page please send an email to **Orders@Equine.com** letting us know you have set up your **Rescue Organization Service Ad** on the site and that you are ready to upload images. Our customer service representative will upgrade your ad and when the process is complete you will receive a receipt at the email address in which you created your account (your account will not be charged). **You are now ready to add photos to your service ad.**


THE BEST SITE FOR BUYING AND SELLING HORSES!
Chat Online

Choose Your Ad
Login or Register
Create Your Ad
Add Impact
Complete Order

### COMPLETE ORDER

#### Ad Information Place Another Ad

<b>A Home For Every Horse</b>		
1	Service Rescue Organization Photo Ad	\$19.95 <a href="#">Remove</a>
<b>Total</b>		<b>\$19.95</b>
<b>Grand Total</b>		<b>\$19.95</b>

Promo Code:  [Apply Promo](#)

#### Billing Information


\*Name:

\*Address:  Suite/Apt:

\*City:  \*State/Province:

\*Zip Code:  \*Country:

Phone:  \*E-mail Address:

\*Payment Type:  

\*Name On Card:  \*Security Code:

\*Credit Card Number:  \*Expiration Date:

Comments:

YOU WILL NOT NEED TO  
"PLACE YOUR ORDER"

[Cancel Order](#)
Place My Order

ONCE YOU REACH THE COMPLETE ORDER PAGE, YOU ARE READY TO CONTACT EQUINE.COM (See #3 Above)

\*You do not need to click the "Place My Order" button. Once your ads are in your shopping cart they will be available to our customer service rep.

#### ORDER RECEIPT

Order #: 522044  
Order Date: 11/4/2011 11:54:27 AM

**Billing Information:**  
United States  
Email: fb@equine.com

#### A Home For Every Horse

1	Service Rescue Organization Photo Ad	\$19.95
		Discount -\$19.95
<b>Total</b>		<b>\$0.00</b>

Discount Total	-\$19.95
<b>Grand Total</b>	<b>\$0.00</b>

## STEP 6: ADD PHOTOS & MANAGE YOUR SERVICE AD

1. After you receive email confirmation (*Order Receipt*) that we have upgraded your service ad, you can log in and upload images. Find the **Manage My Ads** link in the upper right hand corner of the site and then follow the instructions in STEP 4 (Add Photos and Manage Your Horse Ads).

*Share Your Live Ad With Your Friends*

The screenshot shows the Equine.com website interface. At the top, there's a navigation bar with 'equine.com' logo and 'Horses For Sale, Horse Classifieds, Pictures & Horse Trailers'. A 'Place An Ad' button and 'Chat Offline' status are visible. Below the navigation, there are tabs for 'Horses', 'Stallions', 'Trailers', 'Real Estate', 'Rescue Horses', 'Products', 'Services', 'My Ads', and 'Sell Your Horse'. A 'Manage My Ads' link is highlighted, along with '3 Saved Listings' and '2 Saved Searches'. The main content area features the 'A Home For Every Horse' logo, a 'Dedicated to Finding A Home For Every Horse' tagline, and social sharing options (Facebook, Twitter, Save This Ad, Print This Ad, Send to a Friend, Report This Ad). A 'Contact Seller' button is also present. Below the logo, there's a carousel of images showing a horse and a facility. To the right, a contact information box lists: Location: Phoenix, Arizona; Contact Phone: 866.467.7323; Contact Email: fb@equine.com; and a link to 'View our Horses'.

2. For your rescue, you can upload photos of your facilities, pictures from special events or even your logo. After uploading photos, your Service Ad is now **LIVE on Equine.com**. Service ads can have up to five images and are good for 12 months from the time of the Equine.com upgrade. After 1 year you will need to contact Equine.com to re-new your ad! *We look forward to working with your organization and making great strides towards the common goal of finding A Home For Every Horse!*

## WE'RE HERE TO HELP

If you have any questions throughout the process of placing your Rescue Horse or Service Ad **contact our customer service representative at 1.866.467.7323 Ext. 100 or Orders@Equine.com**. Equine.com office hours are **Monday - Friday, 8 am to 4 pm Mountain Time**.