

## Homepage Banners

“Our lead count went up exponentially with the advertising program to the point of creating an internal system for managing the leads and hiring more sales staff to close the sales. Equine.com is our primary source of advertising.”

-Scott Holmes  
TR3 Rake



- ◆ Premium placement on the industry's #1 destination website
- ◆ CPM-based-pricing -- only pay when impressions are delivered
- ◆ Advertising Specs:
  - 728 x 90 pixel size
  - 300 x 250 pixel size
  - 250 x 250 pixel size
  - 18K max file size



**INVESTMENT: \$20 CPM**

*\$20 for every 1,000 ad views*