

# Mobile Advertising Opportunities with the Horse Show Tracker App

App brought to you by



CONTACT FOR ADVERTISING :  
[advertising@funnware.com](mailto:advertising@funnware.com)  
614.348.4558





# Horse Show Tracker App

**23.1K Downloads**

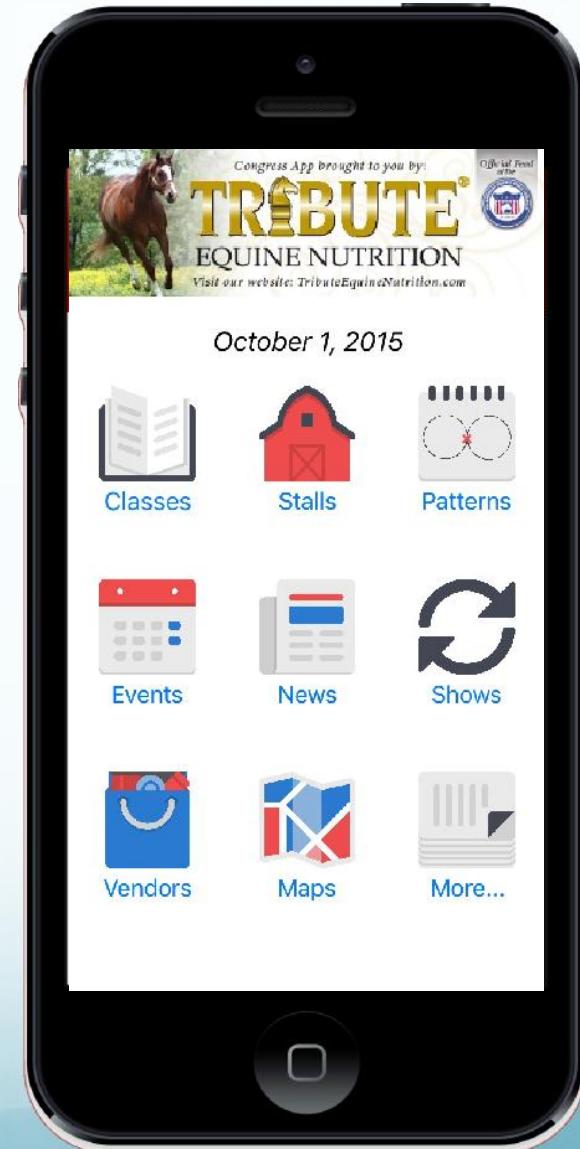
**Over 6 Million**

Bookable Ad Impressions in 2016

*See a short video of your ad potential at  
[funnware.com/advertise-with-horse-show-tracker/](http://funnware.com/advertise-with-horse-show-tracker/)*

*Equine Chronicle named Horse Show Tracker #1 in the list of apps  
mentioned in their article*

*“Quarter Horse Congress...There’s an app for that! Seven Apps you  
Should Download Before Heading to Ohio!”*



Functionality may differ between Android and iPhone apps

# Why Advertise to this Audience?

## About the Show

***The All American Quarter Horse Congress is the largest single breed-horse show in the world***

- OQHA CONGRESS: October 5-29, 2017
- There are over 21,000 horse show entries in Ohio Quarter Horse Congress
- The show attracts more than 650,000 people to the Columbus area
- Congress generates \$200 million for the central Ohio economy

## Audience Profile

***Hard-core trainers and exhibitors who influence your target market***

- Average member age is 45\*\*
- 80% reside in a rural, farm or ranch area\*\*
- 77% have attended college or are college graduates\*\*
- More than 60% are professional owners and managers\*\*
- Average household income: \$103,000 \*\*

***The Average mobile user checks their device 150 times per day.***

***Mobile Apps make up more than 50% of a users online time.***

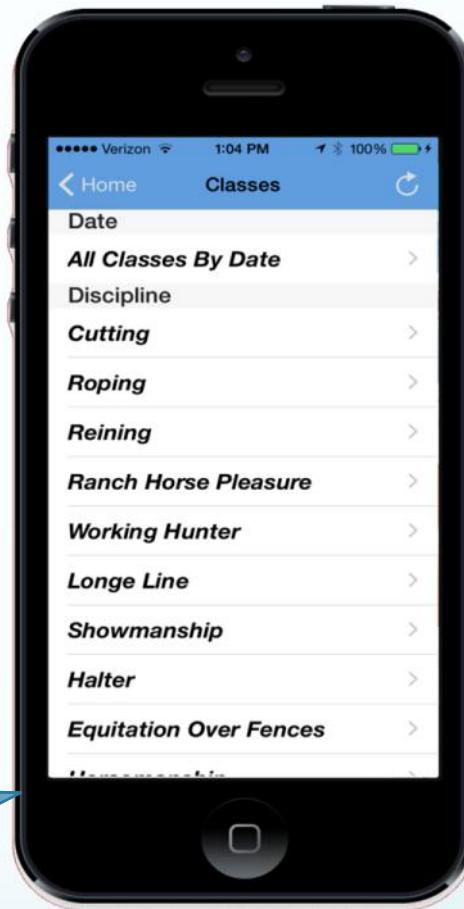
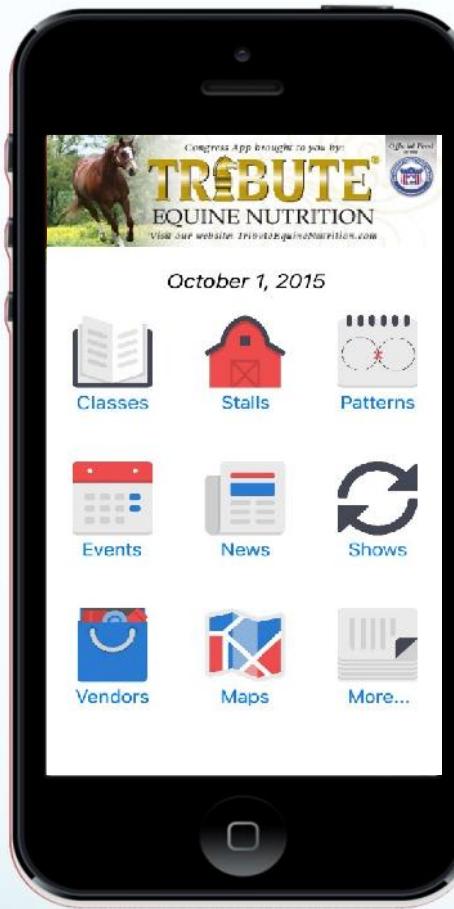
***-COMSCORE, 2014***

\*Most attendees of the Congress are members of the American Quarter Horse Association.

\*\*Audience profile figures based on the most recent AQHA Membership survey.



# 320x480 Full Page Ad Unit



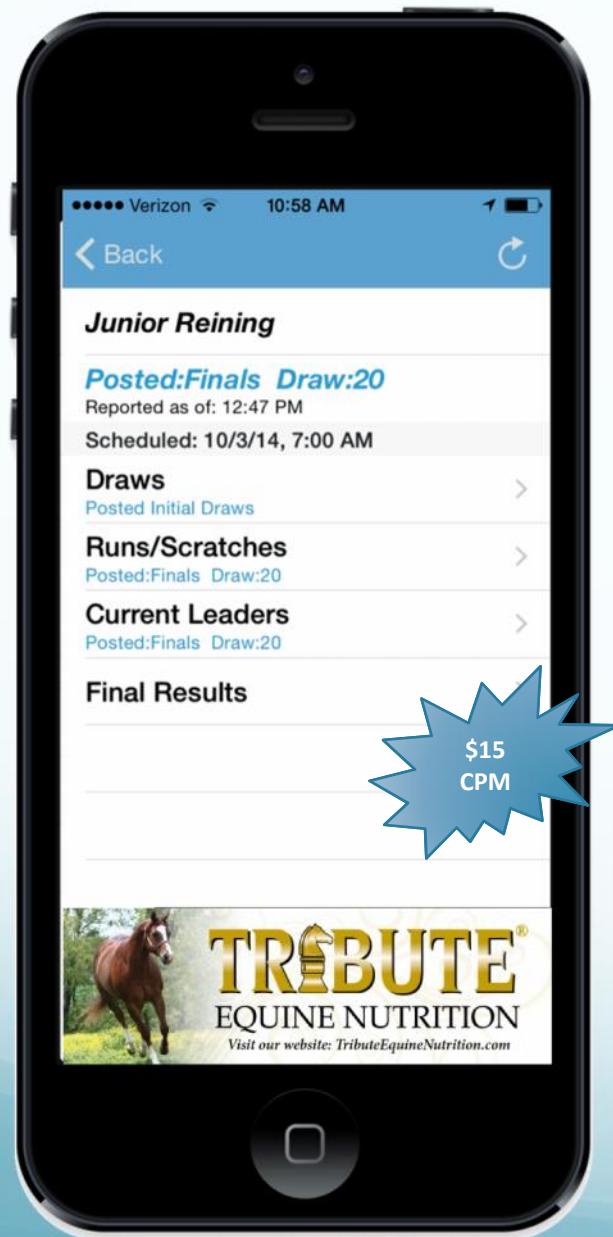
**Ads can: click-to-call or click-to-website**  
**Appears between page views across the App**  
**Ad Size: 320x480**

Includes a free entry in the business/advertisers section.

*All ads subject to approval*



## 320x100 Banner Ad Unit



Ad Size: 320x100

Banner ads appear at the bottom of the page

Includes a free entry in the business/featured advertisers section.

*Industry Standard charges for Cost Per Thousand Impressions (or CPM) for a 320x50 banner ad (= \$15-\$25)*

***Less for double the ad dimensions @ 320x100!***

*HorseShowTracker's Rate: \$15 CPM  
\$105 minimum purchase per targeted area*

*All ads subject to approval*



# App Sponsorship



<u>Receives</u>	<u>List Price</u>
320x100 ad on Home Page rotated with Congress's	\$3,250
Custom Catalog on Business page	\$3,000
Listing on "Feature Advertisers" page of the Business section	\$100
Listing on "Special Deals" page of the Business section	\$250
35% ** Share of Voice (or Frequency) through multiple Full Page Ads & multiple Banner Ads throughout the site	\$3,027* \$31,238*
Targeting, Industry Exclusivity	Negotiable
<b>Total Value</b>	<b>\$40,865</b>
<b>Package Price</b>	<b>\$14,000</b>

\* Based on 2016 ad impressions and HST CPM rate (\$33/full page; \$15/banner ad)

\*\* Impression share of voice is based on 2016 HST performance

# Gold Sponsorship



\$5000

<u>Receives</u>	<u>List Price</u>
12% ** Share of Voice (or Frequency) through One Full Page Ad & Up to five different Banner Ads dispersed throughout the site	\$1,038*
Listing in the Business section	\$100
Listing on “Special Deals” page of the Business section	\$250
Targeting, Industry Exclusivity	Negotiable
<b>Total Value</b>	<b>\$12,098</b>
<b>Package Price</b>	<b>\$5,000</b>

*Want more of a Share than a package offers?  
Buy more than one!*

\* Based on 2016 ad impressions and HST CPM rate (\$33/full page; \$15/banner ad)

\*\* Impression share of voice is based on 2016 HST performance



# Silver Sponsorship



<u>Receives</u>	<u>List Price</u>
5% ** Share of Voice (or Frequency) through One Full Page Ad & Up to two Banner Ads dispersed throughout the site	\$432*
Listing in the Business section	\$100
Listing on “Special Deals” page of the Business section	\$250
Targeting, Industry Exclusivity	Negotiable
<b>Total Value</b>	<b>\$5,244</b>
<b>Package Price</b>	<b>\$2,250</b>

**\$2250**

*Want more of a Share than a package offers?  
Buy more than one!*

\* Based on 2016 ad impressions and HST CPM rate (\$33/full page; \$15/banner ad)

\*\* Impression share of voice is based on 2016 HST performance



# Bronze Sponsorship



<u>Receives</u>	<u>List Price</u>
1% ** Share of Voice (or Frequency) through One Banner Ad dispersed throughout the site	\$892*
Listing in the Business section	\$100
Listing on “Special Deals” page of the Business section	\$250
Targeting, Industry Exclusivity	Negotiable
<b>Total Value</b>	<b>\$1,242</b>
<b>Package Price</b>	<b>\$550</b>



*Want more of a Share than a package offers?  
Buy more than one!*

\* Based on 2016 ad impressions and HST CPM rate (\$33/full page; \$15/banner ad)

\*\* Impression share of voice is based on 2016 HST performance



# Trade Show Sponsorships

## Additional options specifically for Commercial Exhibitors

App users go to the Business section to see exclusive promotions and offers only available during Congress.

**\$550**

- 1% Share of Voice (or Frequency) through One Banner Ad dispersed throughout the site
- Listing in the Business section including Booth location (with click through to your website or Facebook page)
- Additional Listing on “Special Deals” page of the Business section

**\$1242 Value**

**\$250**

- Listing in the Business section including Booth location (with click through to your website or Facebook page)
- Additional Listing on “Special Deals” page of the Business section

**\$350 Value**

**\$100**

Listing in the Business section including Booth location (with click through to your website or Facebook page)

*Want more of a Share than these packages offer?  
Buy more than one, step up to another sponsorship, or buy a la carte to fit your needs.*



# Target Discipline and/or Specific Class



## Full Page

**\$33**

Cost Per Thousand  
(CPM) + 20% Targeting  
surcharge

Great to promote your business, horse, trainer specialty, boarding facilities, and more to a specific discipline and/or class.

### Available first come first served

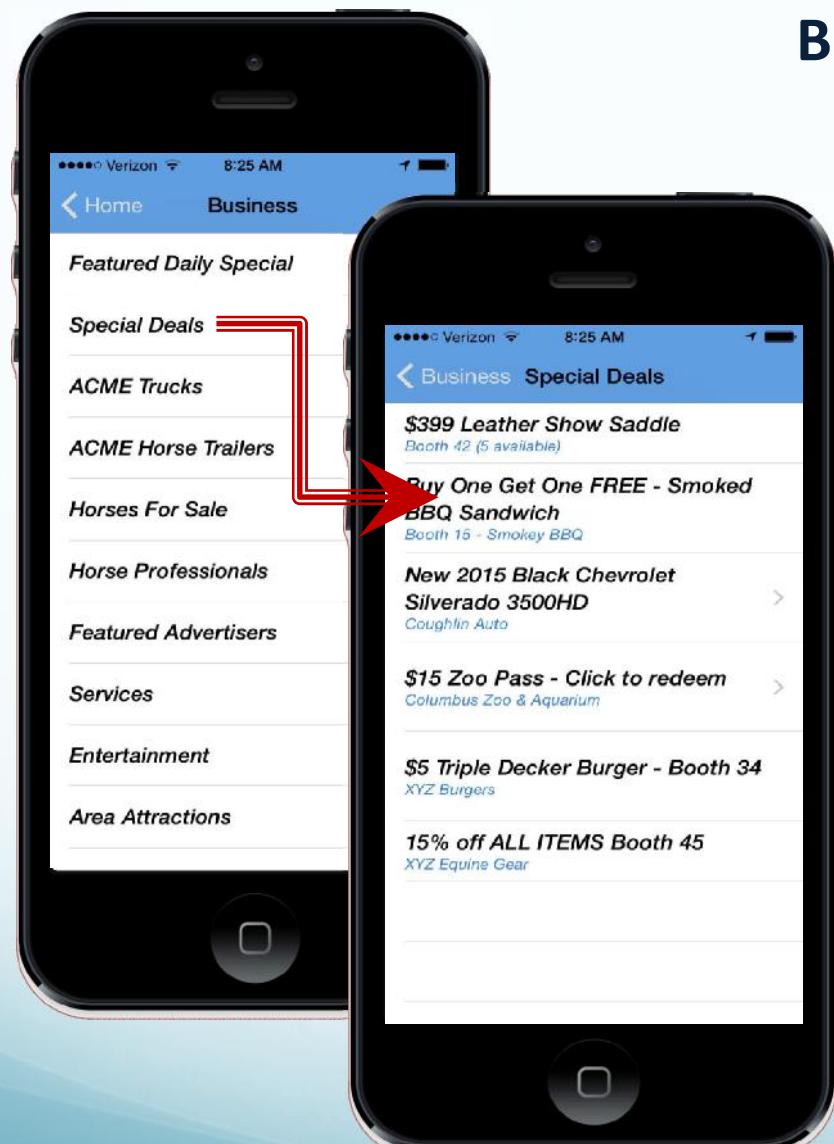
Cutting  
Roping  
Reining  
Ranch Riding  
Working Hunter  
Longe Line  
Showmanship  
Halter  
Equitation Over Fences  
Horsemanship  
Hunter Under Saddle  
Hunter Hack  
Jumping  
Western Pleasure  
Pleasure Driving  
Trail  
Hunt Seat Equitation  
Barrels  
Pole Bending

## Banner Ad

\$15 CPM + 20% Targeting  
surcharge



# Business Listings/Special Deals



**Be in the right place at the right time!**

App users go to the Business section to see offers and exclusive promotions only available on this App during the weeks of Congress.

**75 character line item** (click to website or Facebook page if applicable)

**Include your best offer**

**(who, what, when, where, why)**

**Business Listing** – included under best category

Entire Show Listing..... **\$100\***

High Visibility (5 Listings)... **\$300\***

**Special Deals Listing** – Separate listing under the Special Deals category..... **\$250\***

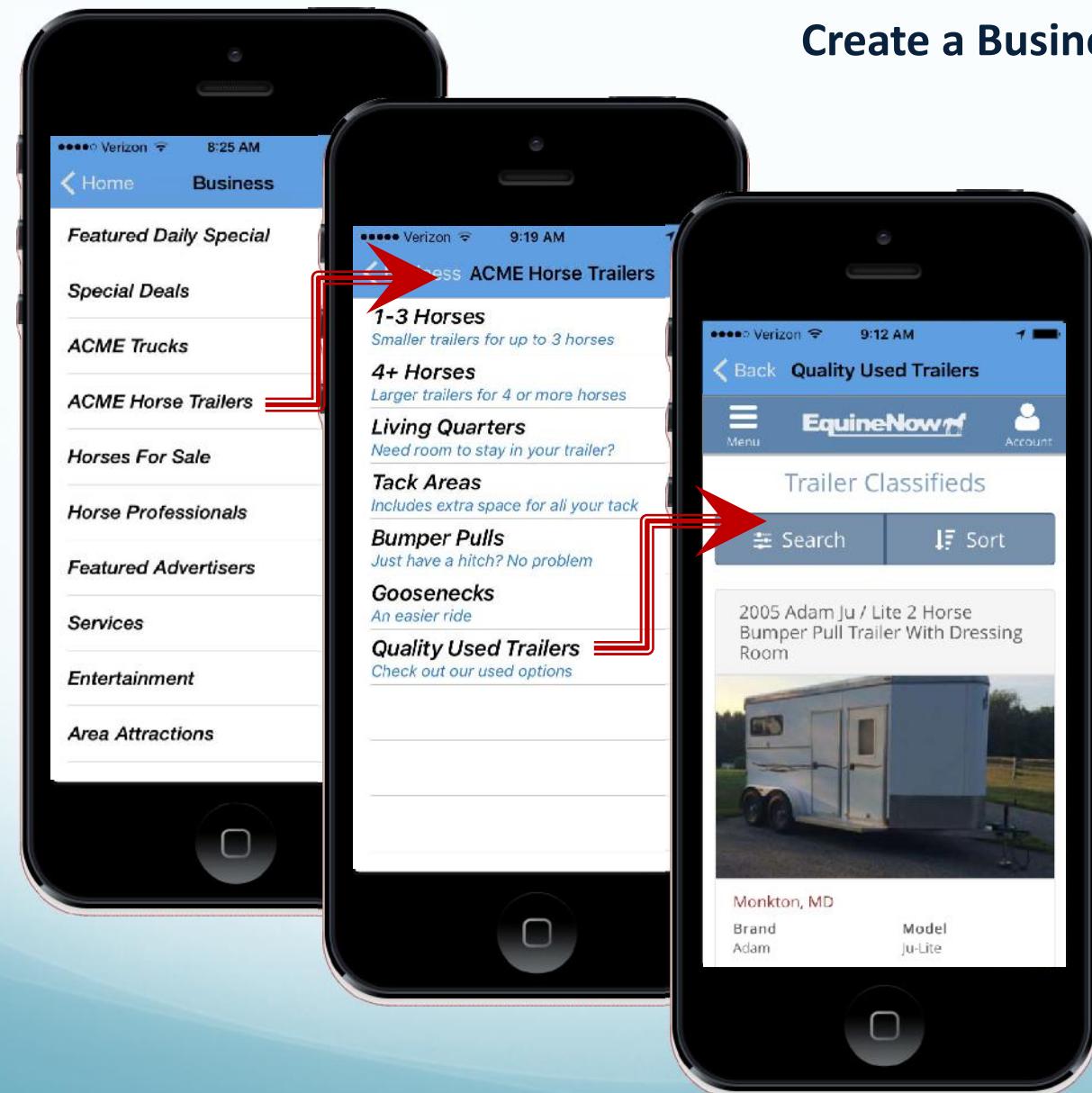
\*\$25 per-copy change

**\*\* Customization opportunities are always available**

- All ads subject to approval



# Custom Business Catalog



Create a Business Catalog into your website!

Your business has it's own line item on the Business listing page in a prominent position.

Build out several other line items within there to targeted pages on your website

\$3000-\$5000 depending on number of listings/levels

\*\$25 per-copy change



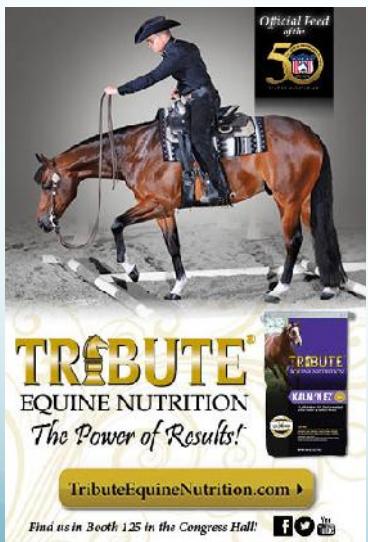
# Best Practices for Creating Effective Ads

**Ads are designed to increase brand awareness and drive traffic to your website. They should have 3 basic components:**

**Your company logo:** Your company logo must be included to build brand awareness. Make sure that it's visually dominant but not as dominant as the value proposition and the call to action.

**The value proposition:** The value proposition showcases the service/product your brand provides and calls attention to itself with attractive products, special offers and prices, i.e. 'High Quality,' '50% off,' 'Limited time offer,' or 'Free!' It should take up the most space in your ad and be the first thing that you viewers' eyes are attracted to.

**The call to action:** The call to action is usually made of text or a button with phrases like 'Click Here,' 'Learn More,' 'Watch Now,' or 'Register Here.' It should be a standout focal point of the ad, prompting viewers to click on it.



## Other tips to keep in mind:

- Keep the design simple
- Use buttons, and use them appropriately
- Text should be instantly readable
- Instill a sense of urgency
- Make your click thru webpage mobile friendly
- Choose appropriate colors



# Graphic Designing Services

---

**Full Page  
Static**

**320x480**

**Banner Ad**  
Static/Animated  
**320x100**

## Need a Graphic Designer?

Static Banner = \$30 w/ 2 rounds of changes

Animated Banner = \$35 w/ 2 rounds of changes

Static Full Page = \$50 w/ 2 rounds of changes

Additional rounds of changes = \$10 per round

*Typical industry banner ad size is 320x50.  
HorseShowTracker offers 320x100*



# Horse Show Tracker Ad Offering Summary

AD OFFERING	DETAILS	HST LIST PRICE
Full Page Ad Unit 320x480	Click-to-call, website, or image Appears between page views across the App Includes free entry in the Featured Advertiser section	\$33 CPM
Banner Ad Unit 320x100	Double the ad dimensions (industry norm is 320x50) Includes free entry in the Featured Advertiser section	\$15 CPM
App Sponsorship	320x100 ad on home page rotated with Congress' Custom Catalog on Business Listing 40% share of voice through multiple full page ads per day and ongoing banner ads throughout the site Includes free entry in the Business section and Special Deals page	\$14,000 (SOLD 2015-2017)
Gold Sponsorship	12% share of voice through a full page ad and up to five banner ads Includes free entry in the Business section and Special Deals page	\$5000
Silver Sponsorship	5% share of voice through a full page ad and up to two banner ads Includes free entry in the Business section and Special Deals page	\$2250
Bronze Sponsorship	1% share of voice through a banner ad Includes free entry in the Business section and Special Deals page	\$550
Trade Show Sponsorships	Different options to choose from starting with the Bronze	\$550/\$250/\$100
Target Discipline/Class	Full page or banner ad as viewers navigate through a specific discipline or class to find the schedule, draws, results, etc.	CPM rate + 20% surcharge
Business Listing/Special Deals	75 character listing on the Business page for the duration of the show Separate/Additional listing on Special Deals page	\$100/listing (\$300/5) \$250
Custom Business Catalog	Own line item in prominent position on Business listing page building out additional listings/levels connecting to website	\$2000-\$4000
Featured Advertiser Listing	Included with any Full Page or Banner purchase	FREE