

DIGITAL ADVERTISING

Expand your reach to the Paint Horse industry through APHA's digital platform. Visitors can search the website for breaking news, upcoming events and results, horses for sale, read training tips, horse health information and much more. Averaging more than 450,000 page views and 50,000 users per month, APHA websites with banner space provide an opportunity for advertisers to reach Paint Horse enthusiasts at a great value! Websites include: *apha.com*, *aphaonline.org*, *apha.com/phj*, *apha.com/oawcs*, *apha.com/ywcs*, *apha.com/pbrip*, and *mychromelife.com*.

Advertisers with a 6-time contract in the Paint Horse Journal will receive posts on the Paint Horse Journal Facebook page included in the advertising price!

**Price of Facebook posts are subject to increase as amount of followers grows.*

Name	Description	Rate
Facebook Post (Official page)*	One (1) social media post (advertiser to provide content and imagery).	\$870.00
Facebook Post (PHJ page)*	One (1) social media post (advertiser to provide content and imagery).	\$150.00
Instagram		\$170.00
Eblast	Two (2) eblasts to APHA membership.	\$3,500.00
Premium Web Banner (728 x 90 pixels)	Appears above the fold of the website. Limited availability for maximum exposure. Expect 60,000+ impressions/month.	\$500/month
Premium Square (350 x 234 pixels)	Located below PHJ news stories and other valuable content.	\$1,000/year contract or \$100/month (single insertion)
Interior Square Web Banner (230 x 205 pixels)	Located below the navigation bar on interior pages.	\$750/year contract

Facebook Handle (Official): @americanpainthorse

Facebook Handle (PHJ): @PaintHorseJournal

Instagram Handle: @officialalpha

