Advertise online with the industry’s most trusted media source for current industry news and event coverage.

LOYAL AND LONGTIME READERS
For more than three decades, Barrel Horse News has positioned itself as the source of information for the world of barrel racing. BHN is the trusted mainstay in the performance horse industry.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Monthly Pageviews</td>
<td>110,788</td>
</tr>
<tr>
<td>Average Monthly Unique Visitors</td>
<td>33,000</td>
</tr>
<tr>
<td>Email list</td>
<td>28,762</td>
</tr>
<tr>
<td>Facebook Fans</td>
<td>156,000+</td>
</tr>
<tr>
<td>Instagram Fans</td>
<td>58,000</td>
</tr>
</tbody>
</table>

Contact your Sales Representative for more information.
WEB, MOBILE & VIDEO AD OFFERINGS

A. Peel Back (485x485px) $500/month
   Image visible space of 485x349px and a URL home page/ ROS presence. One advertiser/month, 100% SOV

B. Billboard Ad
   970x550 + 320 x 50 mobile size $800/month
   970x250 + 320 x 50 mobile size $600/month

C. Leaderboard (728x90px)

D. Box (300x250px) Packaged $550/month

E. Mobile (320x50px)
   Top and bottom leaderboard, one box ad and one mobile ad.

F. Video Sponsorship $300/month
   15-sec pre-roll video or logo placed within BHN content video. Preferred mp4, or .mov. Need URL and Facebook tag. Pre-roll streamed through Google DFP. Video posted to BHN homepage and on social media.

G. Stand-Alone Video Ad Spot $300/month
   30 sec. - 3 min. video spot, preferred mp4, or .mov. Need URL. Videos streamed through Google DFP. Video posted to BHN homepage and ROS.

Contact your Sales Representative for more information.
NATIVE CONTENT

Native Content $3,000/month
Content 500-700 words, 2-3 engaging photos to go with content (min. 1000 px wide), 728x90, 300x250, 320x50 banner ads & URL, Eblast (600 x 1,000 px. Under 100KB.), Facebook Post (image + 1-2 lines of enticing text)
Advertiser-generated story on homepage for the month and remains on website at least 12 months. Road block of banner ads on Sponsored Content page that month, Sponsored Newsletter package which includes (2) newsletters sent to full list, (2) Facebook posts to promote content and (2) FB posts of advertiser’s choice.

Contact your Sales Representative for more information.
LIVE WEBCAST SPONSORSHIPS

$150/day. Total number of days varies per event.
300x250 ad (limited to 4 total advertisers per webcast)
Static ad positioned directly above or below the live webcast window during live event only; sponsor mentions in webcast print, email and FB promotions. Sponsor logo & link to website on Webcast page. Sponsors may also provide a post on the BHN Facebook Event page.
FACEBOOK & NEWSLETTER PACKAGE

Sponsored Facebook Post & Newsletter Package  $1,500/month
Quality lifestyle/horse image min. 640x425px max width, 200-250 word advertorial, headline, subject line and link. Facebook post materials Sponsored Newsletter sent to full email list; (2) Facebook posts. Sponsored message should be written to help readers solve a problem or offer tips. Materials subject to editing.

Facebook sponsorships do not exclude BHN from acting as a social media site and sharing interesting news and information in addition to sponsorship postings.

Contact your Sales Representative for more information.
SOCIAL MEDIA OPPORTUNITIES

Stand-Alone Facebook  Post $300
Link share (URL is embedded into the image) - 1200 w x 630 h or strong image (not link share) minimum 600w. For both options, need a few lines of enticing copy and URL link. Recommend good lifestyle or horse photos. Link share and option to tag. $10 boost with all posts. Targeting and boosts available for extra charge.

Facebook Live  $400
Facebook page to tag and any call to action - i.e. Facebook likes, product mention, etc. Sponsorship will be recognized at the end of the broadcast. Will be tagged if there is a promotional post.

Instagram  $150
Good photo, few lines of copy and any hashtags. Posts may be images or video.

Facebook Fans 156,000+
Instagram Fans 58,000+

As of May 2018

Contact your Sales Representative for more information.
EMAIL SPONSORSHIPS & FAST TIME NEWSLETTER OPPORTUNITIES

Stand-Alone Eblast  Entire List - $1,650  Targeted $75/cpm
600 x 1,000 px. Under 100KB. Subject line, URL and text version of eblast is needed.
Your custom image sent to full third-party list.

BHN Fast Time Newsletter Banner Ad
$200/issue  $300/month for all 4
600 x 100 px. Banner ad with URL
Newsletter sent weekly to a double opt/in newsletter list (different than our third-party list). Two article ad spots maximum per newsletter.

BHN Fast Time Newsletter Sponsored Article
$300/issue  $600/month for all 4
600 x 300 px. Photo, headline & short description with URL
Newsletter sent weekly to a double opt/in newsletter list (different than our third-party list). Two article ad spots maximum per newsletter.

Contact your Sales Representative for more information.
CUSTOMIZED BLOG SPONSORSHIPS

PRICE DEPENDS ON FREQUENCY OF BLOG
Contact your Sales or Customer Service Representative for more information

600x90 static badge, 300x250 box ad, URL, Facebook tag, home page presence above the fold for the month, link to article on blog page. Content will live in Sponsored Content section of website.

RICH MEDIA INFORMATION
Rich Media ads can run on every page throughout the site. You must supply both the compiled .swf file and the output HTML ‘sniffer’ file in either a .zip or .sea (Mac) compressed file.

• Do not rely on setting the background in the movie properties, please create a bottom layer of the color desired for the background.

• All ads with white or light-colored backgrounds must have a black edge at least one pixel wide.

• A default static GIF image must be sent with the .swf file to be served to browsers that do not have a compatible Flash plug-in.

• No auto expanding banners that enlarge or expand when the user moves their cursor over it.

• Some Rich Media types can only be viewed in specific browsers. MCC Magazines Interactive is not responsible for user’s browser options or availability.
SOCIAL MEDIA EVENT SPONSORSHIPS

Extend your reach and tap into our highly engaged fan base with this exclusive partnership opportunity. Align your brand with Barrel Horse News as we bring highlights, behind-the-scenes exclusives, interviews and more to passionate readers across our social media platforms from some of the most elite barrel racing events of the year.

Contact your Sales Representative for more information.
The best in barrel racing training videos!

Pre-roll or Post-roll – **15 sec spot** shown before or after each trainers training video - Over 20 training videos per trainer!

**Roadblock ads on each training video page**
Videos included in our weekly FAST TIME newsletter

**Banner ad in the FAST TIME** –
4 newsletters sent each month to our double opt-in list

**Tagged as sponsor on Facebook posts of videos**
– minimum of 2 per week

**2 Stand-alone Facebook posts** – content provided by sponsor

**1 stand-alone email blast** sent to our full list of over 28,000 subscribers!

Sponsorship is based on a 3-month contract to allow all the videos to be shared on Facebook at least once.

**Total Value - $10,000**

Contact your Sales Representative for more information.