



## Discover the advantages of online advertising with The Cattle Pages

Whether you are new to the idea of online advertising or you are already knowledgeable about how the process works, we are here to help you. Just let us know which advertising zone you are interested in, or let us help you design a custom package of options to fit your needs and budget.

### Rates

Prices effective June 15, 2007

Advertising Zone	1 Month (\$/mo)	3 Month (\$/mo)	6 Month (\$/mo)	* Monthly Impressions
Leaderboard	\$350	\$325	\$300	100,000
Medium Rectangle	\$200	\$175	\$150	50,000
Text Ad	\$50	\$45	\$40	50,000
Footer	\$36	\$33	\$30	N/A
Text Line	\$100/week			
Feature Content	Contact for Pricing			

\* impressions based on site traffic history

### Advertisement Sizes and Specs



Feature Content  
Message

Images and Text (varies)



Medium  
Rectangle

300x250 Image

Text Ad

35 characters/line  
2 lines Text



Leaderboard

728x90 Image



Text Line

75 characters Text



Footer Banner

468x60 Image



## **Discover the advantages of online advertising with The Cattle Pages**

### **Cattle Industry Directory**

*Be sure your ranch or company is listed in our directory. It's free – just follow the links on the website to see if you are already in the directory. Feel free to contact us if you would like to be added.*

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### **Special Advertising Packages**

*We can create a custom advertising package depending on your needs and budget.*

*A few of the many options include:*

- Placing a link on our site to your sale catalog or event flyer*
- Sign up pages for your event or to receive a catalog*
- Sponsoring certain areas of the directory or website*
- Hosting chats for direct interaction with customers*

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### **E-mail Newsletter**

*Be sure to sign up for the free The Cattle Pages E-Newsletter! Packed with highlights of the website, featured products and ranch information, this is a great way to stay in touch with cattle industry events and activities. Consider including your advertising message in the E-Newsletter to reach your customers even better – contact us for pricing information.*

*Contact us Today  
to promote your cattle ranch or business!*