



## Advertising Rate Guide

**Do you have a product that you'd like to tell the Western World about?**

**WorldOfRodeo.Com**—offers a unique advertising opportunity. Your message will be spotlighted, reaching a targeted and large active audience. Launched in 2000, WorldOfRodeo.com has become one of the world's leading independent news and information sources for the sport of rodeo, including special stories, results, interviews and much more.

**Reach Value:** in 2011, WorldOfRodeo.com had 4,188,855 hits, over 1,183,274 page views (Avg. 98,606 per month) and 380,527 unique visitors (Avg. 31,711 per month) and is positioned for even more dramatic numbers in 2012.

**Spotlight:** Your ad doesn't get rotated out of place, we don't use sliding banners to cram in ad after ad. Your ad is in the same place for every story and for every general news or information page for its entire run.

**Targeted Audience:** Since WorldOfRodeo.com is focused on a very specific market; you know that the people visiting are interested in rodeo, Western lifestyle and livestock.

**Active Audience:** Most websites today seem to believe that if someone has visited their site once they'll always come back, we know better and we know that the fresher our content is, the more people will be drawn to the site. We also believe that to keep it fresh you can't be isolated from your audience. We rely on interaction with our target audiences through regular use of social media.

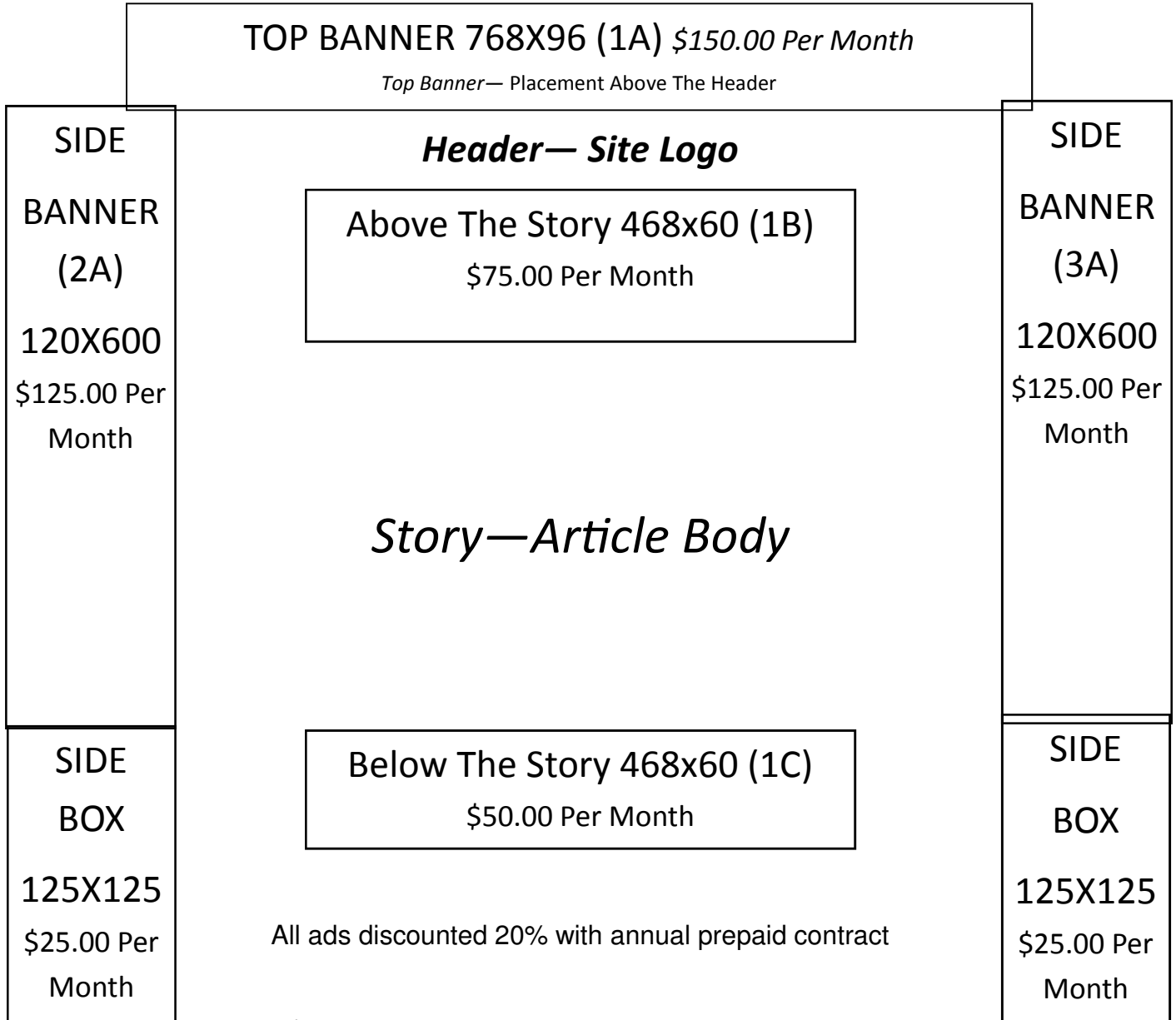


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**Standard Site Layout—Ad Placement**



\*Prices subject to change without notice —All Ads must be prepaid—  
 Client supplies artwork, if client does not have artwork, arrangements can be  
 made for artwork to be created. Artwork must be in one of the following formats JPG, GIF or PNG

For information on how to place an Ad or to place an ad  
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