



63RD NATIONAL APPALOOSA SHOW & WORLD CHAMPIONSHIP APPALOOSA YOUTH SHOW



JACKSON, MISSISSIPPI
JUNE 21 – JULY 3, 2010

Reach new customers through live Web advertising!

During the National Appaloosa Show and Youth World Championship Appaloosa Show, the ApHC offers live Web casts that broadcast each class in the schedule. This year, the ApHC is excited to offer businesses and individuals the chance to reach the audience that tunes in via the Web with live commercials run during breaks in the action.

Commercials are 60 seconds in length and include audio and video, just like a real television commercial! The live feed typically receives over 34 thousand hits, with an average viewing time of over 28 minutes—there's no other way to reach potential clients or customers than this new opportunity.

Breaks occur after every class while the tractor drags the arena, and certain events have drags during the course of the class.

To best suit your needs, you can choose from the following options:

- A 60-second commercial played during every arena drag in both pens, all day for the single day of your choice, available for only \$400. You may purchase as many days as you wish at this rate.
- A 60-second commercial played during every arena drag in both pens for the National Show—seven days of daily air—for only \$1,700.
- A 60-second commercial played during every arena drag in both pens for the Youth World Show—six days of daily air—for only \$1,500.
- A 60-second commercial played during each arena drag in both pens for both shows—13 days of daily air—for only \$3,000. Choose this option and get your logo and live Web site link on the Web cast page for the duration!

This opportunity to advertise on the live Web feed during the National and Youth World Shows is the perfect way to promote your business and reach an innumerable audience. Advertisers that took advantage of the Web cast options for the 2009 World Show were pleased with the results, and reported increased Web traffic and interest in their respective business. Book your video web cam ad TODAY by contacting the Official Show Videographer, Mustang Productions by telephone (940)243-5124, email horsevideos@verizon.net. Visit Mustang Productions online at <http://mustangproduction.net>

Disclaimer: Due to the nature of the Internet connection, there may be times the signal will be lost, and this is out of the control of the ApHC. The ApHC will do its best to maintain a continuous, quality broadcast, and if the signal is dropped, we'll make every attempt to run your commercial an additional time. However, there are no guarantees.

More about arena drags: Each commercial will be placed in rotation and played during each arena drag, which occurs after each class. Reining, working cow horse and games classes have drags during the course of the class, generally after 10 exhibitors.