

Ask ED...



The ultimate online equestrian directory

www.britishequestriandirectory.com

Advertising Rates

The **British Equestrian Directory** and the **Trade Suppliers Directory** are highly effective advertising platforms for companies and services to market their businesses, products and brands to the entire equestrian community. Specifically designed to provide successful search engine optimisation, high Google ranking and constant user access, this directory website offers some great advertising opportunities to suit all tastes and budgets. To ensure visitors are drawn in your direction and keep your business ahead of your competitors, benefit from one of our banner advertisements in a choice of two sizes and three locations.

Headline banner

Side banner



Banner Advertising Options

Location	Banner Size	3 Months	6 Months	12 Months
Home Page	Headline Banner (728 x 90 pixels)	£280 (£93/month)	£375 (£63/month)	£500 (£42/month)
Search Pages (BED/TSD)	Headline Banner (728 x 90 pixels)	£195 (£65/month)	£260 (£43/month)	£350 (£29/month)
Search Pages (BED/TSD)	Side Banner (234 x 176 pixels)	£165 (£55/month)	£220 (£37/month)	£295 (£25/month)
Categories Pages (BED/TSD)	Headline Banner (728 x 90 pixels)	£195 (£65/month)	£260 (£43/month)	£350 (£29/month)
Categories Pages (BED/TSD)	Side Banner (234 x 176 pixels)	£165 (£55/month)	£220 (£37/month)	£295 (£25/month)

Advertising rates are subject to VAT at the prevailing rate

*All pages are set with header/side banners cycling through three rotations.

Adverts should be submitted as Flash swf, gif or jpg files only. The file sizes are:

Headline Banner – 20kb to 25kb (max) and Side Banner – 10kb to 15kb (max)

For further information or to book a banner advertisement please contact Jennifer Dalton on:

Tel: +44 (0)1937 582111 or email: directories@beta-int.com

Company Listing Options

A listing puts your company right in front of your target audience – raising your profile and directing customers to your door – highlighting your presence to the equestrian world.

There is an opportunity to have your company listed for **FREE** in either or both the **British Equestrian Directory** and/or **Trade Suppliers Directory**. However, if you wish to increase your company profile and highlight your company presence then there are two enhanced listing options available at competitive prices.

Listing Type	6 months (cost)	12 months (cost)	Company Name and Address	Telephone and Fax	Email and Web Address	Categories	Brands (TSD only)	Company Logo	Company Profile	Google Map	Rank of Listing
Free	Free	Free	*	*	*	*	*				3rd
Silver	£50.00	£80.00	*	*	Hyperlinked	*	*	*			2nd
Gold	£65.00	£95.00	*	*	Hyperlinked	*	*	*	*	*	1st

Listing costs are subject to VAT at the prevailing rate

Uploading your listing is incredibly easy, just go to the website: www.britishequestriandirectory.com and select which directory you wish to be listed in, click on the **Get Yourself Listed** tab and complete the form.



www.britishequestriandirectory.com is owned by the British Equestrian Trade Association