



BULLETIN # 4 – Updated 10 Jul 2022

WEBSITE ADVERTISING - advertising on Main-Events.com

Four things you need to make digital marketing work

- **Matching niche market with a captive audience.** 13,648+ people entered shows online at Main-Events website last season before Covid hit hard ... 1 Aug 20 to 31 Jul 21. These are your customers too!
- **A tonne of traffic** that same season on Google Analytics – 3.56 million+ page views and 99,420 unique visitors who viewed an average of 8.64 pages per session over 4.41+ minutes per session. Page views are up 56.52% on the season before. That averages out to over 296,000 pages per month viewed!
- **Guaranteed exclusivity** in your product category if first in on 1 year contract
- **Great ad placement** - only ONE company advert featured per page and they rotate around the website

All ads are "above the fold" - positioned strategically so the viewer doesn't have to scroll down to stumble across them. They are in plain view when the page first opens. And you can change them regularly to keep them fresh at no further charge.

Your job? ... well designed adverts or animated gifs

We will feature no more than 15 commercial companies on our website at any one time and will share coverage equally over all 15 companies.

All ads will rotate around on the website so they feature on all Main-Events.com pages at some stage. There is no fixed placement to ensure your ads are seen by different groups in the equestrian market.

You get all three sizes in the bundle

Three different sizes. You can have three different messages at the same time. You can use animated GIFs to maximise attention. All measurements are width x height.

- Medium Square 200 x 200 pixels (5.29 x 5.29 cm)
- Skyscraper 200 x 600 pixels (5.29 x 15.87 cm)
- Medium Rectangle 300 x 100 pixels (7.94 x 2.65 cm)

Advertising messages can be changed bi-monthly to keep specials in front of customers.

200 x 200 pixels

200 x 600 pixels

300 x 100 pixels

FOR FURTHER INFORMATION:

Contact advertising@main-events.co.nz