

advertise in good company

A new approach to sale horse advertising: Modern promotion of the equine athlete.

More than professional preparation of your advertising materials, The Exchange Equine Marketing Campaign is professional promotion of your quality Hunter-Jumper sale horse to the competitive equestrian community.

Much as sports agents promote their talent with an eye on future contracts, we promote your horse's success with an eye on future Buyers. Working with various media outlets we drastically increase publicity of horse show results, and act as your personal marketing assistant with updates to copy, photos, videos and show schedules on a monthly basis.

- [The Exchange Video Catalog](#)
- [ExchangeHunterJumper.com](#)
- [Print Advertising](#)
- [Horse Show Marketing](#)
- [Publicity Generation](#)
- [Buyer & Trainer Networking](#)
- [Custom Copy Writing](#)
- [Professional Ad Design](#)
- [Marketing Updates & Reports](#)
- [Nationwide Market Experience](#)

Quality matters.

Our dedication to this simple concept has secured our reputation among Buyers as a legitimate source for quality show horses. We require a minimum investment for each horse but nothing near the cost of another commission, and are the only web site to actively screen the horses we promote.

Our web site is the #1 return for the Google search "Hunter Jumper Sale Horses" but our efforts don't end there. Because the equestrian world lives largely off the internet we take extra steps to promote our horses at horse shows and through direct-mail marketing to trainers. With top-notch media developers and copy writing professionals at your call, plus access to a wide range of industry media outlets, advertising a handful of quality horses can bring enough exposure to benefit your entire sale program.



"If you want to see \$100K+ horses. . .
go to [ExchangeHunterJumper.com](#)"

Poster's response to the question, "What makes a 6-Figure hunter?" on the Chronicle of the Horse Bulletin Board.
For more unsolicited recommendations of our service visit www.ExchangeHunterJumper.com/recommendations.html

Services & Pricing

Each Exchange Equine Marketing Campaign includes the following features:

Nationwide Exposure:

Insertion in Exchange Video Catalog

2500 DVDs direct mailed & distributed throughout United States & Canada.

Web listing on ExchangeHunterJumper.com with professionally written copy, unlimited photos and video

Site averages 70,000 page views and nearly 20,000 video downloads each month.

On-Site Horse Show Marketing with DVD distribution:

Marketing at 2-6 "A" & "AA" rated horse shows across the country each month.

Email blasts announcing new photos, videos, changes to listing details, show appearances and show results:

Database of 1400 HJ enthusiasts & professionals. Multiple blasts sent each month.

Listing on BigEq.com.

We create and manage your ad on this popular sale site for 6 months.

Exchange advertisements run in a variety of print publications; each refers Buyers to ExchangeHJ.com and promotes the quality horses available there.

We actively pursue creative online & horse show exposure opportunities to promote The Exchange, publicize our horses and funnel Buyers to our site.

Promotion, publicity and campaign management:

Tracking of show results; promotion of notable results on home page, newsletters, RSS feeds and distribution materials.

Notable show results released to various print and internet news outlets.

Promotion of availability at horse shows on our home page, newsletters and RSS feeds.

Updates to photos, videos & copy on web site at any time. Updates promoted on home page, newsletters, and RSS feeds.

Consideration of each Buyer we meet as potentially suitable for your horse.

Cataloging of Buyer Needs & consideration of known Buyers for new horses.

Daily email and phone networking with Buyers and trainers searching for horses.

Screening of nonprofessional Buyers to ensure basic legitimacy & suitability. Videos promptly mailed to potential Buyers.

Marketing Updates mailed to Sellers every two months. Includes exposure reports and web site stats that allow you to track the success of your media and marketing.

Seller Marketing Tools:

Sale DVDs with Full-Color Photo Face:

You receive 10 copies of your horse's professionally edited footage for your own distribution at registration. Request more as needed, up to ten each month.

Professional Sale Flyers:

20 provided for your own distribution, also printable from your horse's page on ExchangeHJ.com. Great to hang at horse shows!

Professional evaluation of your horse for appeal to a national audience of show horse Buyers. Honest assessment of potential for success given the media submitted, quality of horse, geographic location, asking price, etc.

Professional Production:

Evaluation of your media and selection of best materials for advertising; transfer into proper video and image formats.

Professional editing & DVD authoring for a custom video presentation that highlights the selling points of your horse.

Image cropping, polish and touch-up for enhanced presentation in print, video and online advertisements.

Custom copy professionally written for every horse and every advertisement.

Loading Fee: \$250 per horse

(non-refundable, due at media submission)

6-Month Service Subscription: \$35.00/mth/horse

Successful sale at any time releases Seller from contract and future subscription payments.

Complete explanation of service commitments and termination requirements is located in The Exchange Service Agreement.

Questions?

Call or email me directly. I look forward to working with your quality sale program.

- Amber Aslin

Owner & Head of Marketing

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