

exchange campaign registration

If you have more than six horses for sale we recommend submitting your best marketing candidates, the exposure we generate will benefit your entire equine sale program.

1

Subscriber:

Subscriber is the person paying for Exchange Services and may be the horse's owner or agent. Subscriber's address must match billing address of credit card given in Box 5, and the Subscriber must sign The Exchange Service Agreement. The contact information for Buyers interested in this horse, if different from that of the Subscriber, will be requested on The Exchange Equine Fact Sheet.

Name: _____

Address: _____

City: _____ State: _____

Zip: _____ Phone: _____

Email: _____

You are the horse's: Owner Trainer Agent

2

Horse(s):

List show names of the horses you are registering. Each horse requires a \$250 Loading Fee plus six-month subscription to the service at \$35/mth. Successful sale at any time terminates subscription and future payment obligations for that horse, though no refunds are issued. Please review Sec. 9 of Service Agreement. All horses listed here will be processed to the credit card provided in Box 5.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

3

Additional Exposure Opportunities:

ADD THESE OPTIONS TO EXPONENTIALLY INCREASE YOUR HORSE'S EXPOSURE. If purchasing multiple insertions we will charge as each ad is submitted: if horse is sold be sure to notify us so future ads are not submitted. For multiple horses, circle the number that corresponds to the horse's name in Box 2.

Our Favorite: Plaid Horse Magazine Ad: \$75/horse
Distribution: 1 Month | Exposure: 20,000+ | Target: Horse Show Exhibitors
Full-page, black & white ad with a maximum of four horses featured per page.

→ QUANTITY: _____
Horse Numbers: 1 2 3 4 5 6

Best Value: Plaid Ad 3-Pack: \$180
Feature 3 horses in one ad, or one horse in 3 months of ads.

→ QUANTITY: _____
Horse Numbers: 1 2 3 4 5 6

Chronicle of the Horse Advertising
Distribution: 1 Wk | Exposure: 20,000 | Target: Competitive Equestrian Subscribers
There are a variety of ways we offer exposure in this prestigious publication, check this box if you would be interested in including your horse when we plan feature ads. You will not be charged until you agree to include your horse or horses. We can also custom design an ad for your barn.

Chronicle Classified w/photo \$90.00 per week
Includes additional listing online at www.chronofhorse.com for 14 days.

SELECT AD DURATION:

- 1x: We will select an upcoming "special" issue in which to run your ad
 2x: Ad will run every other week for 1 month
 4x: Ad will run every other week for two months

→ QUANTITY: _____
Horse Numbers: 1 2 3 4 5 6

4

Submission:

The following items must be submitted before advertising will begin.

1 CAMPAIGN REGISTRATION (this document)

2. MEDIA: Videos & photos are required for every horse. We reserve the right to refuse any media not up to our standards of quality. If you need assistance finding quality media let us know; we work with videographers & photographers nationwide & can assist in finding the best media for your campaign.

PHOTOS: You may submit unlimited photos. At least one photo must have a minimum resolution of 200 dpi for print advertising purposes. 300 dpi is preferred. Mail photos for scanning, submit on CD, or email to Amber@ExchangeHJ.com. Mailed photos will be returned.

PLEASE NOTE: Professional photos cannot be used without permission from the photographer. There are varying degrees to this standard so please contact the person holding the copyright and request permission to use the photo in sale horse advertising. Assure them we always credit photos and most will release rights for this use, though some will charge an additional fee. **YOUR SIGNATURE ON THE EXCHANGE SERVICE AGREEMENT STATES YOU HAVE OBTAINED THE NECESSARY PERMISSION TO USE ANY PHOTO YOU SUBMIT.**

VIDEOS: High quality video is required, videos edited and converted for internet use are not suitable and will not be accepted. We recommend sending original DVDs/tapes when possible for best quality. Videos must be mailed to The Exchange on any DVD disc (DVD +/-R, DVD +/-RW), VHS or mini-DV tape. Videos can not be emailed. Media will be returned. If there is any section of the video you are concerned about using please let us know with a note attached to the media.

3. EXCHANGE FACT SHEET: This 3 page document collects details about your horse & the contact information Buyers should use. Registration will not be processed without a completed & signed Fact Sheet for every horse. We recommend the person most familiar with the horse and its training needs fill out the Fact Sheet, this person does not have to be the Subscriber. **Download at: www.ExchangeHJ.com/pdf/exchangeFactSheet.pdf.**

4. EXCHANGE SERVICE AGREEMENT: Covering the requisite legal concerns this 3 page document must be signed by the Subscriber and may be kept on file for future Registrations. It is often attached to this form, or can be downloaded at www.ExchangeHJ.com/pdf/exchangeServiceAgreement.pdf.

CHECK HERE IF YOU HAVE A SIGNED SERVICE AGREEMENT ON FILE WITH THE EXCHANGE.

Note: As of April 2009 this document has changed and may require a new signature.

Please submit entire package (Media, Registration, Fact Sheet and Agreement) to:
Eohippus LLC | 2498 Waterside Drive | Aurora, IL 60502

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Payment Information & Authorization

CREDIT CARD IS REQUIRED FOR PAYMENT. BILLING ADDRESS OF CREDIT CARD STATEMENT MUST MATCH SUBSCRIBER'S ADDRESS IN BOX 1. PLEASE SELECT:

Visa Master Card

Name on card

Card Number

Expiration

Security Code

I authorize Eohippus, LLC to arrange for the following charges to this credit card:

- \$250 Loading Fee for each horse listed in Box 2.
- Monthly reoccurring charge of \$35.00 for each horse listed in Box 2. To be deducted on the 5th of each month for 6 months commencing the month following activation of Registration.
- Charges for any additional advertising options selected in Box 3, which will be processed at time of ad submission.

Signature