



## MEDIA INFORMATION

### Website Advertising Opportunities

Visits : ~6500 per month

The IHSGB offers advertising on most pages and allows you to promote your website to an audience of IHSGB members, along with a vast number of equestrian enthusiasts. It is a simple, cost-effective and efficient way of driving new business to your company's website.

To advertise on the website please contact the communications trustee at [communications@ihsgb.co.uk](mailto:communications@ihsgb.co.uk)

Location/Page	Member (Discounted £pcm)	Non-Member (£pcm)
All pages including Home - Footer ONLY	Free	10
Links Page	Free - see further info below	5
Events Calendar	Free	5
News and Events - Individual Ad post	Free	10
Stallions	Free	5
Sales (Horses and Items)	Free	10



## Newsletter Advertising Opportunities

Readership - 250 copies per issue (4 issues per year), including a readership throughout the world. Apart from that outlined below under further information:

To advertise in the Newsletter please contact the communications trustee at  
 communications@ihsgb.co.uk  
**IHSGB Advertising Rates:**

	B&W	B&W	B&W	B&W	Colour	Colour	Colour	Colour
<b>IHSGB Member?</b>	Yes	Yes	No	No	Yes	Yes	No	No
<b>No of Issues</b>	1	3+	1	3+	1	3+	1	3+
<b>Full Page (A5)</b>	£10	£18	£20	£25	£20	£35	£30	£45
<b>1/2 Page</b>	£5	£9	£10	£15	£10	£16	£15	£22
<b>1/4 Page (100 words)</b>			£8	£10			£7.50	£12

The prices shown above are for one insertion. Adverts are accepted on a first come, first served basis. Full payment to "IHSGB Ltd." must be made to the treasurer before the copy deadline. Prices are subject to change.

10% discounted rates for multiple issues.

## Anniversary Year Book Opportunities

Readership - 1000, to be published Autumn 2021 (35<sup>th</sup>).

Advertisement options	Member discounted (£)	Non-Member (£)
Directory of Services/Classifieds (60 words limit)	15	25
Full Page Colour (A4)	175	200
Half Page Colour	100	120
Quarter Page Colour	50	65



## Membership Benefits

- Free link to your website from the IHSGB website Links page.
  - This entitles each member to have a link to their commercial website (Icelandic horse relevant only), and up to 40 words. No pictures.
- Free advertising of your events on the IHSGB website Events page and in the Newsletter.
  - This entitles each member to have their event listed on the website, up to 40 words. No pictures.
  - This also entitles each member to have their event advertised in two Newsletters, half a page black & white. Pictures extra - at the discretion of the Editor.
- Free advertising of your horse on the IHSGB website Stallions or Horses For Sale page and in the Newsletter.
  - This entitles each member to have their stallion advertised on the website, one picture.
  - This entitles each member to have their horse for sale advertised on the website, up to 200 words and two pictures for an unlimited time.
  - This also entitles each member to have their horse advertised in the Newsletter, up to 100 words no pictures. A full page / half page with picture will be charged at the normal members advertising rates above.
- Free advertising of your items for sale on the IHSGB website Items For Sale page and in the Newsletter.
  - This entitles each member to have their item advertised on the website, up to 200 words and one picture for an unlimited time.
  - This also entitles each member to have their item advertised in the Newsletter, up to 100 words no pictures. A full page / half page with pictures will be charged at the normal advertising rates above.
- Discounted rates for members to advertise in Anniversary Year Books.
- Members also have the opportunity to advertise events, horses and items on the Members Forum, which is unlimited in terms of time, words and pictures!



Acceptance of any advertising is at the discretion of the Trustees & their representatives, see the Advertising Policy below. For more information & a booking form contact [communications@ihsgb.co.uk](mailto:communications@ihsgb.co.uk) or find it on [www.ihsgb.co.uk/about](http://www.ihsgb.co.uk/about).



## IHSGB Advertising Policy      Effective Date: Updated October 2017

The IHSGB's mission is to provide our members with the best, most relevant information to assist in the management, health and training of their Icelandic horse. We accept advertising on the site and in our magazine to support our mission. This policy has been established by the Board to govern advertising on our website and within our magazine, including our acceptance of advertisements and how advertisements are displayed on and removed from our sites. For these purposes, "Advertising and Advertisements" mean all forms of advertising and sponsorships for which the IHSGB receives compensation, including banner, badge, and contextual advertising, sponsored content, and promotions.

1. The IHSGB has sole discretion to determine the types of Advertising that will be accepted and displayed on IHSGB sites. The IHSGB does not review or endorse any products or services that are advertised on its sites. In no event shall the IHSGB acceptance of any Advertisement be considered an endorsement of the product or service advertised or for the company that manufactures, distributes, or promotes such product or service.
2. The IHSGB will not accept Advertising that, in the IHSGB's opinion, is not factually accurate or that which does not relate to activity of pure-bred Icelandic horses. In addition, Advertising must not contain false or misleading claims, or offensive material, including material that misrepresents, ridicules, or attacks an individual or group on the basis of age, colour, national origin, race, religion, sex, sexual orientation, or handicap.
3. The IHSGB will not accept Advertising related to any of the following: alcohol, firearms, ammunition, fireworks, gambling, pornography, tobacco, or the simulation of news or an emergency event. Advertising also must not promote products that are illegal or whose distribution would violate the law, advocate a political, religious or controversial public position or candidate for public office, make health claims that are not adequately substantiated.
4. The IHSGB maintains a distinct separation between Advertising and editorial content. On all the IHSGB sites it shall be clearly and unambiguously identified as such, and the IHSGB will not accept any Advertising on the IHSGB sites that is not so identified. Clicking on the advert on the site will link to the advertiser's site. The IHSGB is not responsible for the content on the advertiser's site.
5. From time to time, the IHSGB may create special advert sections of its websites, consisting of content from its advertisers. Content that is created, provided or influenced by an advertiser on the IHSGB site is clearly and unambiguously identified as "From Our Sponsor" or "Provided By" the advertiser. Such advertiser content is not



subject to editorial review by the IHSGB. Any content in these areas that the IHSGB provides is clearly identified as such and is created and editorially reviewed by the IHSGB Communications team and is not reviewed or influenced by advertisers.

6. From time to time, the IHSGB's advertisers contract with it to sponsor certain targeted sections of its websites. Content in such sections will be labelled as "Brought to You By" or "Funded By" the advertiser. Such content is created and editorially reviewed by the IHSGB and is not reviewed or influenced by advertisers. Such sponsored pages are clearly and unambiguously identified as such.

7. The IHSGB reserves the right to reject, cancel, or remove at any time any Advertising from the Site for any reason and will provide prompt notice to the advertiser upon rejection, cancellation, or removal of any Advertising. The IHSGB also reserves the right to determine the appropriate placement of the Advertising on the sites.

8. It is the responsibility of the Advertiser to comply with all applicable domestic and foreign laws, including pharmaceutical advertising and any other relevant accrediting bodies. The IHSGB assumes no obligation to monitor its advertisers' compliance with applicable laws and regulations; however, if the IHSGB becomes aware of any breach or potential breach of any applicable law or regulation or of these guidelines, the IHSGB may remove the Advertising.

9. No Advertising shall be permitted which may injure the good name or reputation of the IHSGB or FEIF.

The IHSGB has sole discretion with respect to interpretation of this policy and all other issues associated with Advertising on our Web sites or in our magazine. The IHSGB may change this policy at any time in its sole discretion. If the IHSGB makes changes to this policy, the updates will be posted here. This policy's effective date will be identified at the top of the page.