

## Hereford.org Banner Ads Drive Traffic

The American Hereford Association (AHA) recently introduced banner ad packages, combining banner advertisements on the AHA Web site with advertisements in the *Hereford World*.

Caryn Vaught, Hereford Publications Inc. production manager, says these packages were created in response to requests from AHA members.

"While some breeders are just interested in purchasing a banner ad as a way to advertise, many other breeders often choose to advertise in the *Hereford World* or have AHA Creative Services

design a sale catalog for their sale or event," Vaught says. "These packages give them an option to combine their print advertising with their online advertising, which is a great value."

These banner ads can be linked directly to the advertiser's Web site or to an online sale catalog.

When the AHA staff creates a banner advertisement for a breeder, the advertisement is created as a square and rectangle for use on the AHA Web site and in electronic newsletters. Advertisements located on the AHA Web site rotate

throughout the site and are visible on all popular pages, Vaught says.

Each banner advertisement can be created with a maximum of two frames. Up to two additional frames can be added for \$50 each.

All information for banner advertisements — including information and photos — should be submitted to the AHA staff at least one week prior to the anticipated start date, Vaught says.

### Pricing options include:

- 1-month with 4 *eNews* or *Sales Digest* ads – \$500
- 2-month with 4 *eNews* or *Sales Digest* ads – \$900
- 1 year with 20 *eNews* or *Sales Digest* ads – \$1,500
- HPI Contract — 4 one-page *Hereford World* ads (4-color) and a one-year banner ad on the AHA Web site – \$5,500
- Creative Service Contract — catalog, one-month banner ad on AHA Web site and 4 *eNews* or *Sales Digest* ads – Catalog bid price + \$400
- 1 distribution in *eNews* or *Sales Digest* — \$100 or \$200 for top spot

In July banner ads posted on *Hereford.org* had a total of 193,479 views. Most ads, both sizes combined, are getting about 6,000 views per month. For more information, visit [Hereford.org/mediakit](http://Hereford.org/mediakit) or contact Vaught at [cvaught@hereford.org](mailto:cvaught@hereford.org) or 816-842-3757. **HW**



Banner ads are created in two sizes and rotate throughout the AHA Web site, *Hereford.org*.