

# LIMOUSIN

NALF.org Banner Ad • E-Partners Banner Ad • Email Blast

*Digital*

## NALF.org Banner Ad

The NALF website is currently averaging 9,600 visits per month. Six banner positions are available. Sold on a first come, first served basis by monthly pricing. Contact NALF staff for pricing and availability.

### Exclusive Banner (500 x 82 pixels)

- 2 ad positions available.
- Ads appear on the NALF.org homepage and all subpages except Sales and Shows sections.
- Exclusive rights, meaning ad will not rotate with other ads.
- Ads may animate.

### Prime Banner (150 x 150 pixels)

- 4 ad positions available.
- Ads appear on all sub-pages within the Sales and Shows sections at NALF.org.
- Position will rotate with no more than one other ad.
- Animation not accepted.

### Specifications

- Files must be .jpeg, .gif, or .png.
- Artwork must be sent to NALF at least 2 business days prior to start date.

**To discuss your NALF digital advertising options or bundling opportunities with print advertising, contact:**

**Mallory Blunier**, assistant communications director,  
LimousinDigital@gmail.com, 303-220-1693 (Ext.61)

**Jennifer Scharpe**, director of PR and media,  
LimousinMedia@gmail.com, 303-220-1693 (Ext. 54)

**Email digital artwork to [LimousinDigital@gmail.com](mailto:LimousinDigital@gmail.com)**

*NALF staff is available to assist in the design of artwork for any of the banner ads and the email blasts. Or artwork may be sent in camera ready.*

## E-Partners Banner Ad

The NALF E-Partners is a weekly newsletter from the North American Limousin Foundation for members and stakeholders. It is published every Wednesday and sent to more than 3,000 email subscribers.

### E-Partners Banner Ad (500 x 82 pixels)

- Unlimited positions available per newsletter.
- Breeder rate is \$75 per banner.
- Corporate rate is \$200 per banner.

### Specifications

- File must be .jpeg, .gif, or .png.
- Artwork must be sent to NALF at least 2 business days prior to start date.

## Email Blasts

The NALF email blasts service is very popular in promoting sales, specific genetics, or services. Users report an excellent response rate leading to more inquiries and, ultimately, more sales.

### Email Blasts

- Unlimited email blasts per day.
- Breeder rate is \$250 per email blast.
- Corporate rate is \$350 per email blast.

### Specifications

- Files must be .jpeg, .gif, or .png.
- Artwork must be sent to NALF at least 1 business day prior to start date.
- If NALF staff is designing email blast, copy must be received at least 3 business days before scheduled date.
- Artwork may not exceed 5 MB and will be displayed at a maximum of 612 pixels wide.