

Banner and Text Advertising on PegasusTV.com

- * There are **200+ customized local channel pages** within the PegasusTV television portal.
- * Each local channel page destination is ***customized for its own television market*** -- from the biggest (New York, NY) with 7.5+ million households -- to one of the smallest (Helena, MT), with less than 30,000.
- * This customized **“virtual cable system”** reaches over 100,000,000 households throughout the United States. Canadian cities are also represented.
- * There are an additional **500 pages in the Video Archives**, each dedicated to a specific, individual video or film program.

EACH LOCAL CHANNEL PAGE represents an opportunity for reaching a niche population located within a very defined geographical area. Banners are prominently displayed next to each player screen.

EACH VIDEO ARCHIVE PROGRAM PAGE has a single row of individual horizontal banners which scroll across the top of the page. The scroll stops when a curser is placed on a banner. The same banners are displayed on each of the 500 different pages.

Advertisers can choose a **single market** (ideal for local tack stores, a hay supplier or a person with a horse/truck/trailer for sale), a **group of markets** (great for a regional feed manufacturer or multiple geographical retail outlets for a particular product line) or a **national market** (a great way to reach equestrian enthusiasts and horse lovers throughout North America).

Rates are based primarily on quantities of four factors:

How many banners	>> [quantity]
How many channels	>> [markets]
How long the ads will run	>> [frequency]
The size of the ad	>> [size]

Banner and text ads are priced the same in every market, and substantial discounts are available for multiples of quantity, markets and frequency. As long as an advertiser continues to advertise on PegasusTV after this initial offering period, their ad rates will remain constant regardless of price changes.

Sizes:

180px wide by 60px high	Static	“mini rectangle”
180px wide by 72px high	Static or Scrolling	“small rectangle”
360px wide by 60px high	Static Only	“wide rectangle1”
360px wide by 72px high	Static or Scrolling	“wide rectangle2”
150px wide by 150px high	Static Only	“square 1”
180px wide by 150px high	Static Only	“square 2”
150px wide by 300px high	Static Only	“small tower”
150px wide by 600px high	Static Only	“vertical tower”

Types:

Banners can be in .jpg, .gif, .png or flash format (flash ads must be approved for animation content).

Text – Can be in the form of a “classified ad” which can fit into the defined space.

Combined – Banner with explanatory text below.

Placements: (Channel Pages) Right of Player Screen. Due to the different ad sizes that can be accommodated on the page display layouts, there is a random mosaic placement of banners within the defined banner display area. An ad might change position occasionally (i.e., “top,” “middle,” “bottom” or “left” or “right”) but will always be prominently displayed on the affiliate channel page to the right of the Player Screen. (Permanent positioning can be available for advertisers seeking a “branded” location for their ads at a slight premium.)

Placements: (Archive Program Pages). All banners are restricted to two sizes and are displayed at the top of each page in a scroll from right to left. There is no rotation. Archive programs are on-demand and can be paused so a banner link can be explored.

Rotations: Two banners of like size may rotate in the same position. This position may change as is outlined in “Placements,” above.

Pricing is based on a Flat Rate schedule (impressions and clicks are not counted):

1 month - 1 market - 1 ad	\$50	3 months – 1 market – 1 ad	\$120
1 month - 2 markets or 2 ads	\$90	3 months – 2 markets or 2 ads	\$220
1 month - 3 markets or 3 ads	\$120	3 months – 3 markets or 3 ads	\$275
1 month – any 10 markets – 1 ad	\$250	3 months – any 10 markets – 1 ad	\$650
Six months or more – Quote		Custom size ad – Quote	

National Sponsorship – Quote (several options available)

Video Advertisers receive a complimentary banner in 5 markets of their choice.