

Model Horse Blab Banner Advertising Information

www.modelhorseblab.com
email: mary@modelhorseblab.com
phone: (817) 771-6650

THANKS FOR INQUIRING ABOUT BANNER ADVERTISING WITH MODEL HORSE BLAB

Blab is a lively forum website with 1,000+ active members and 2.5+ million posts from across the U.S., Canada, Great Britain, Germany, Australia and many other locations throughout the world. It is not unusual to find 80+ registered members browsing Blab during the day (see the bottom of the forum main page for a stat on current viewers).

Members express their passion for the hobby in an average 4,000+ posts weekly. Member's interests cover virtually the entire range of the hobby – manufactured plastics, artist resins, china, other artistic media, customizing, sales, live and photo showing, and making and showing tack and props, and more.

BLAB BANNER ADS CAN BE SEEN

in the [upper right corner of all forum pages](#). Ads are rotated into the display each time a user navigates or performs an action on Blab. When a user clicks the ad display, the advertiser's website is displayed. And, an [Advertiser's Directory](#), linked from the navigation tabs, displays each ad continuously to make it easy to find.

OTHER THINGS TO KNOW

YOU MAY CHANGE YOUR AD AS OFTEN AS YOU WISH.

Take advantage of the chance to increase visibility to your special sales events, or just to keep your banner ad fresh and interesting!

CLICK ON THESE TITLES FOR MORE INFORMATION ABOUT:

[How to be able to independently make changes to your banner ad \(linked\)](#)

[Details on how the paid subscription works for banner advertisers who already have a current paid subscription. \(linked\)](#)

RATES FOR 2017 WITH EXTENDED TERM DISCOUNTS

\$10 per month

6 months for \$50 (\$10 discount)

\$25 for 3 months (\$5 discount)

12 months for \$100 (\$20 discount)

**Live & Photo Shows
FREE**

BLAB BANNER ADS INCLUDE A PAID SUBSCRIPTION. This includes access to posting individual items for sale in the Sales Forum. A Free Member will have paid access for the duration of their banner ad. A Paid Member will have time added to the end of their paid subscription. [See details at this link.](#)

AN ADVERTISER MAY RUN TWO BANNER ADS AT THE SAME TIME, WITH THE SECOND AD FOR HALF PRICE.

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PAYMENT IS MADE THROUGH BLAB'S PAID SUBSCRIPTION PAGE

On any Forum page, select the top header links [My Blab > Paid Subscription](#) (linked).
Scroll down for the Banner Ad choices.

If you prefer other payment options, email mary@modelhorseblab.com .

TO START YOUR BANNER AD

Email mary@modelhorseblab.com and include the

- **Ad file**
- **URL to your linked web page**
- **Start date and term**
- **Your contact email address**
- **Your name and Blab username**

Advertiser's url may link to your website, or to Blab Sales forum posts, or to ads on other websites such as MHSP, eBay or My Auction Barn – wherever you want the inquirer to go.

BANNER AD FILE **.gif, .jpg or .png file format**
468 x 60 pixels, horizontally displayed (standard banner size)

If you have several panels but don't have the software to assemble them into one gif file that rotates the panels, I can do that for you at no extra charge. Just send the panels numbered in the order you want them to appear.

PLEASE SEND QUESTIONS TO mary@modelhorseblab.com.

THANKS FOR YOUR BANNER ADVERTISING ON MODEL HORSE BLAB!

Mary Hirsch
Owner, Model Horse Blab

10/1/2015

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MORE INFORMATION ABOUT ...

HOW TO INDEPENDENTLY MAKE CHANGES TO YOUR BANNER AD

Several advertisers choose to host the banner file on their own server.

Blab displays the banner from a url link to the file. **This allows the advertiser to update the banner any time they wish** without needing to email the file and wait for it to be uploaded on the Blab server. Use a generic filename that stays the same with each change to the banner ad. (The new file is saved over the old filename.)

We recommend making any changes you wish to the web page (such as new items or updated special offers), **while maintaining the same url and generic filename for the page.** At this time unfortunately it isn't possible to give advertisers independent editing of the url.

These options allow the advertiser to make changes independently while the ad is active. Several advertisers use this option to make frequent changes to their banner ad and to the click-through web page.

HOW TO ADVERTISE INDIVIDUAL ITEMS IN THE SALES FORUMS

Your banner ad includes access to the Sales Forums (scroll down on the main forum page) to post individual items for sale.

MORE INFORMATION ON PAID SUBSCRIPTIONS WITH BANNER ADS

- **Free members** who pay for a banner ad through the [Paid Subscriptions screen \(linked\)](#) (using Paypal) will be immediately promoted to paid membership.
- **Paid members - Current paid subscribers will have their expiration date extended by the term of the banner ad.** For example, the purchase of a 3 month banner ad, by a subscriber who already has a paid sub expiring on 7/1/2016, will have the sub expiration date extended to 10/1/2016. The 3-month banner ad may run on any dates the subscriber chooses.

***** *Thank you for advertising with Model Horse Blab!* *****