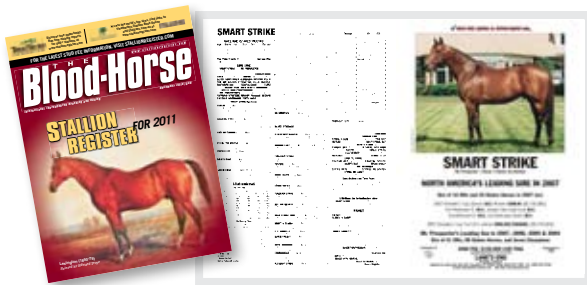


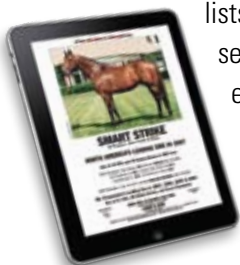
# Advertise Your Stallion in *the* Source Used by Breeders

**In Print** Published since 1935, *The Blood-Horse Stallion Register* is the Thoroughbred industry's oldest, largest, and most widely distributed stallion reference. This substantial reference provides broodmare owners with concise statistical information and conformation photos of commercial Thoroughbred



stallions standing at stud. Year after year, the industry's top breeders consult this reference for the information they need when choosing a stallion for their mares.

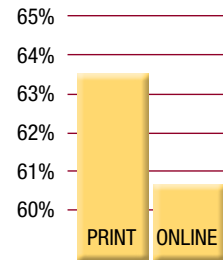
**Online** The online version, **StallionRegister.com** (SRO) is the Thoroughbred industry's most highly trafficked breeding web site. Updated daily, **StallionRegister.com** is used by more than 25,700 involved and unique visitors per month. Downloadable reports, cumulative



lists of top performers, and online search comparisons of statistics help keep users current in the ever-changing breeding industry. Global partnerships with Weatherbys, Bluebloods, and ETurf.com provide expanded international coverage and bonus exposure to breeders in Europe, Australia, and South America.

The combination of print in the Stallion Register and online advertising at StallionRegister.com can give your product optimum marketability along with the global reach and audience you seek.

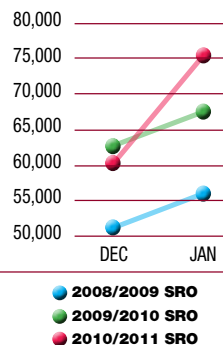
## TBH Stallion Register as a Weekly Reference



**63.6%** of breeders refer to *The Blood-Horse* printed *Stallion Register* at least once a week. **60.7%** refer to the Stallion Register Online at least once a week.

## Multimedia Advertising Ensures That You Reach ALL Prospects

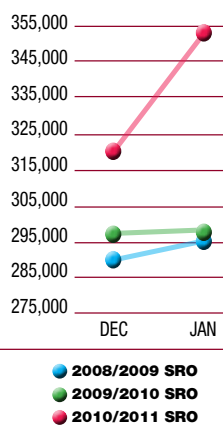
### Stallion Register Online Visitor Sessions in Preseason Planning



### The Growing Impact of Online

With monthly averages of **more than 260,000 page views** on Stallion Register Online, the higher volume of traffic during preseason planning months indicates that our users refer to the online version actively and consistently – not just at a certain time of the year.

### Stallion Register Online Page Views in Preseason Planning



**The Most Popular Reference for Active North American Thoroughbred breeders is The Primary Source for Stallion Information!**

# In a Multimedia World, You Need The World's Best Multimedia Stallion Reference!

## Consider the Benefits of Each Medium...

BENEFIT	PRINT ONLY	ONLINE ONLY	MULTIMEDIA
QUICK REFERENCE	✗		✗
EASY TO USE	✗		✗
CONVENIENT	✗	✗	✗
AUTHORITATIVE	✗	✗	✗
PRIMARY REFERENCE	✗		✗
INFORMATION UPDATES		✗	✗
PROGENY RACING STATISTICS		✗	✗
HYPOTHETICAL MATINGS		✗	✗
VIDEO OPTION		✗	✗
GLOBAL AUDIENCE	✗	✗	✗
SECONDARY REFERENCE		✗	✗

### Don't Forget Our Affordable Rates for Video-

SRO VIDEO ONLY .....	\$295
SRO VIDEO AND INCLUSION IN GALLERY ON BloodHorse.com .....	\$450

## NEW FOR 2012!

### Each SRO page will offer these additional features:

- A list of upcoming progeny sale entries
- Ability to add new stallions anytime and include a future stud fee
- Improved video functionality to include options to view stallion video, stallion races or progeny races, all in one convenient location
- More flexibility on our exclusive lead generation tool (Inquire About Breeding): choose to use ours or link directly to your own season request form
- Update stud fees anytime during the year (and list the year it is associated with)
- Better explanations and more data on Top Performers, current, cumulative, etc.
- Real-time updates on the headline tool
- Addition of social media usage with convenient links to share via Facebook and Twitter
- Page design improvements which will enhance usability

**The Stallion Register includes expanded International coverage with...**

**Bluebloods**  
www.bluebloods.com.au/

**WEATHERBYS**  
www.weatherbys.co.uk/

**eTurf.com**  
www.elturf.com/

**The Stallion Register includes exclusive Nicking Reports from...**

**TRUE NICKS**

## The Choice Is Clear.

**The Benefits of Combining Print with Online Provide the Most Effective Marketing of Your Stallion to the Greatest Number of Breeders!**

**Book by Sept. 8 and receive a 2% discount or free reprints – your choice!**

Please contact your account executive to discuss the best package for your stallion!

**Ad Close: October 14, 2011**



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