

Commercial Information

Special advertising section, advertisements, publicity material

A reference point for the Criollo horse

The aim of *justacriollo.com* is to make the pure-bred Criollo horse known and recognised all over the world. The site presents the origin, characteristics, specialities of the coat and areas where the Criollo horse is used. The breeding and the cultural environment, the equestrian traditions complete the editorial content of the site which is regularly updated.

An international audience

justacriollo.com is available in four languages : German, English, Spanish, French (a Portuguese version is being considered).

5,000 visitors
25,000 pages each month

Division by language of the significant pages visited				Number of visits by the main continents		
Anglophone	Francophone	Germanophone	Hispanophone	Europe	North America	South America
21%	14%	14%	51%	30%	26%	44%

3 The chance to publicize your estancia

The site dedicated to Latin American horses and to the Criollo horse offers three services to satisfy your need to publicize your estancia on the Internet.

Publication of infomercials

§ The publication of a special advertising section to present and highlight your activity

Text will present the history, the specialties of your estancia and the origins of the best breed lines. The text will be illustrated by photographs of your estate and its surroundings, and of your best breeding stallions and brood mares. It is an opportunity to present their prize-winning offspring outside the big shows.

The presentation pages could be included in one or more versions of *justacriollo.com*. The text, logos and photographs inserted into the page should be provided by you before they are put together and translated.

On-line catalogue

§ The Personal Ad. Section will help you sell your horses in your own country or internationally.

An advertisement will show a miniature photograph of a horse which is for sale, its main characteristics and its origins. You can also list its awards. Clicking on the miniature photograph will allow the visitor to see a larger picture.

An advertisement will remain on the site for one month. If the horse is sold, it can be replaced by another. In this way, during the course of a month, several horses can be displayed successively in the same reserved space.

The advertisements are grouped together in specialised pages.

Commercial insertions

§ The opportunity for publicity material (banners 468x60 pixels) to promote a new product or service.

At the top of each page of *justacriollo.com* a publicity banner can be displayed. A hypertext link will allow the visitor to go directly to the page on your special advertising section or to your own Internet site. The banners (468x60 pixels) can be provided by you or created by our computer graphics department.

Other displays are possible, please contact us.

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2 solutions according to your needs

	Standard offer	Partnership contract
Publication of infomercials	Other estancias could be presented on the same page of justacriollo.com . The estancias on one page would in any event be grouped geographically from the same country. The text of the special advertising section would contain less than 2000 signs and be illustrated by a maximum of 5 photographs.	This gives you a guarantee of exclusivity, one whole page reserved just for you. There will be a sign saying, " justacriollo.com Partner ." The text and the photographs can be improved or modified without additional cost. The contract will set out the length of time the reserved space will be published.
On-line catalogue	The advertisements will be put up on a sliding scale of costs.	The advertisements will be put up on a preferential sliding scale. Each offer will carry a graphic label stating, " recommended by justacriollo.com ."
Commercial insertions	Not available.	The space necessary for the insertion of a banner 468x60 is free. The number of banners is limited to 2 per version.

1 Attractive rates

	Standard offer	Partnership contract																
Publication of infomercials	Free	US\$169 per year in your choice of one language US\$70 per additional language.																
On-line catalogue	Unit price for an advertisement in this Section's pages. The horse for sale can be replaced several times. For a period longer than six months, please contact us. <table border="0"> <thead> <tr> <th></th> <th>Unit price</th> </tr> </thead> <tbody> <tr> <td>1 to 5 advertisements</td> <td>US\$ 12.00</td> </tr> <tr> <td>6 to 10 advertisements</td> <td>US\$ 10.90</td> </tr> <tr> <td>more than 10 ads</td> <td>US\$ 8.60</td> </tr> </tbody> </table> There is a supplementary fee for insertion into a space on one of justacriollo.com's pages. Ask us.		Unit price	1 to 5 advertisements	US\$ 12.00	6 to 10 advertisements	US\$ 10.90	more than 10 ads	US\$ 8.60	Unit price valid for an advertisement in this Section's pages. The horse for sale can be replaced several times. For a period longer than six months, please contact us. <table border="0"> <thead> <tr> <th></th> <th>Unit price</th> </tr> </thead> <tbody> <tr> <td>1 to 5 advertisements</td> <td>US\$ 9.90</td> </tr> <tr> <td>6 to 10 advertisements</td> <td>US\$ 8.90</td> </tr> <tr> <td>more than 10 ads</td> <td>US\$ 7.20</td> </tr> </tbody> </table> There is a supplementary fee for insertion into a space on one of justacriollo.com's pages. Ask us.		Unit price	1 to 5 advertisements	US\$ 9.90	6 to 10 advertisements	US\$ 8.90	more than 10 ads	US\$ 7.20
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Commercial insertions	Not available	Creation Ask us Insertion of a banner Free 468x60 pixels																
Guarantee	Information about the number of visitors – upon demand.	Each month you will be informed of the number of visitors to your page. The Information Letter of justacriollo.com will inform subscribers of events which you organize and of important news within your page.																

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General conditions of sale

Payment made by check or bank transfer in € (euros) to our account in France is required after validation of the order form before the page and the advertisements are published.

The order form can be validated after seeing the page by reserved Internet access.

There will be ten working days between receipt of the completed order form (including text and photographs) and publication.

Methods of payment

31 October 2001, 1.00 US\$ = 1.10567 €(euros)

By bank draft

Payment must be made in € (euros) to the bank account of the Pasion CRIOLLA Association

BBAN Basic Bank Account Number			
13906 Bank Code	0020 Counter Code	79260187000 Account number	10 BBAN Key
IBAN International Bank Account Number FR76 1390 6000 2079 2601 18700 010			
Account Owner ASSOC. PASION CRIOLLA			
Domiciliation CRCA SUD RHONE ALPES MORESTEL			
BIC - Bank Identification Code AGRIFRPP839			

By check

The check must be made out in € (euros) and made payable to Pasion CRIOLLA and sent to the following address, together with your order form duly completed:

Association Pasi3n CRIOLLA Le Vingt-Un F-38630 Veyrins-Thuellin (France)
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Important : All the elements – text and photographs – should be sent to us electronically.

Justacriollo.com is grateful for your confidence and your order



www.justacriollo.com