



Bull Run Hunt Web Advertising FAQ

What kind of Web advertising is available on the BRH Web site?

Advertising on the BRH Web site is limited to banner ads on the Sponsors page and links on the Links page.

Who can advertise?

Each member in good standing may place one banner ad on the Sponsors page and any number of links on the Links page. Non-members may request to place banner ads or links; requests will be considered on a case-by-case basis for approval.

What can be advertised?

Any product or service that may be of interest to foxhunting folks can be advertised. Just remember that we're a family site and reserve the right to reject ads we consider objectionable, in poor taste, or wholly unsuited to our audience.

What is the cost?

For members, the cost for a banner ad is \$25. For non-members, approved banner ads are \$150 (limit one approved ad per non-member business). Links are free.

What are the ad art requirements?

Your ad graphic must be submitted in a digital format that conforms to the following requirements:

- 400 x 150 pixels
- 72 dpi
- JPEG (quality 50% or level 5), GIF (animated or static), or PNG format

If your ad art does not conform to these requirements, it will be returned for further editing.

How do I create a banner ad?

Use any graphics software to create your ad—or get a graphic artist to assist you. Carole Pivarnik offers fee-based ad creation and update services as an adjunct to managing the Web site. Contact her at mulelady@bullrunhunt.com for info.

How often can I change my ad, and how do I do that?

You can update your ad as frequently as you like. To update an ad, email an updated graphic to Carole Pivarnik at mulelady@bullrunhunt.com or on CD to her regular mailing address at 6 Midnight Lane, Castleton VA 22716. Bear in mind that Web updates are generally posted weekly so it may take a few days for your

updated ad to appear. If there is an urgent need for an immediate update, please let Carole know.

What determines the sequence of ads on the Sponsors page and links on the Links page?

Banner ads and links are listed alphabetically by business name within alphabetized categories.

How do I submit and pay for my ad?

Members: Print out and complete the Ad Submission form and send it with your payment (made out to Bull Run Hunt) to Carole Pivarnik at 6 Midnight Lane, Castleton VA 22716. You can include your ad graphic on a CD (no floppy disks, please; none of my computers have a floppy drive) or email to Carole at mulelady@bullrunhunt.com.

Non-Members: Contact Carole Pivarnik at mulelady@bullrunhunt.com with your proposed ad information prior to sending any payment.

What if my product or service doesn't fit any of the available categories?

The Ad Submission form asks you to identify a category in which to place your ad. This is the category your ad will appear under on the Sponsors page. If no category fits your needs, suggest one!

What if my product or service is suitable for more than one category?

Due to space limitations, each banner ad can appear only once on the Sponsors page. Pick the BEST category for your ad.

How long will my ad run?

Ads and links remain in place for the current foxhunting season (September through August). Membership and ad payment status will be reviewed regularly for currency. Ad fees are not pro-rated.

Can I remove my ad and get a refund?

You can request that your ad be removed at any time, but Bull Run Hunt will not issue any refunds for such.

Who do I contact if I have questions?

Contact Carole Pivarnik at mulelady@bullrunhunt.com or call her at 540.987.8566 (prior to 8:00 p.m.) any day of the week.