

A close-up, high-resolution photograph of a horse's face, focusing on its eyes and nose. The horse has a dark coat, possibly black or dark bay, and is wearing a halter with a brass bell. The background is blurred, showing a person's hand near the horse's head.

ADVERTISING DOSSIER
ANCCE'S OFFICIAL APP



ANCCE'S Official APP

The creation of specialized APPs has skyrocketed with the use of mobile devices and tablets. **ANCCE has its own APP!**

Unlike other channels, it is the only APP that offers official results and the genealogy of PRE horses participating in Conformation and Dressage competitions.

Launched in 2015, the ANCCE APP has **12,000** downloads from more than **105** countries. In 2019, the APP had more than **700,000** visits with more than **2.000.000** page views; it certifies that the ANCCE APP is the favorite among Purebred Spanish Horse breeders.



Why advertise on this APP?

Internet has become the strongest communication channel in today's world. It reaches far and wide to access a specific target audience. That makes it an essential tool for any stud farm interested in growing and contacting other markets.

Currently, an average of **7,000** visits see the banner daily, this make the APP an ideal advertising option to reach users (breeders, enthusiasts, grooms, riders and related industries from all over the world) in a direct, efficient and effective manner.



Technical characteristics

- It is the only APP that shows the official results and and genealogy of any PRE horse participating in Conformation or Dressage competitions.
- This application provides you with quick access not only to results, but also to classifications, scores, rules, videos and photographs as well as exclusive information.
- Follow Conformation Competitions live and access them in a fast and simple manner. Search the competition history and see the detailed scores of judges and compare score developments throughout the year.
- Available of iOS and Android for hand-held devices and tablets.

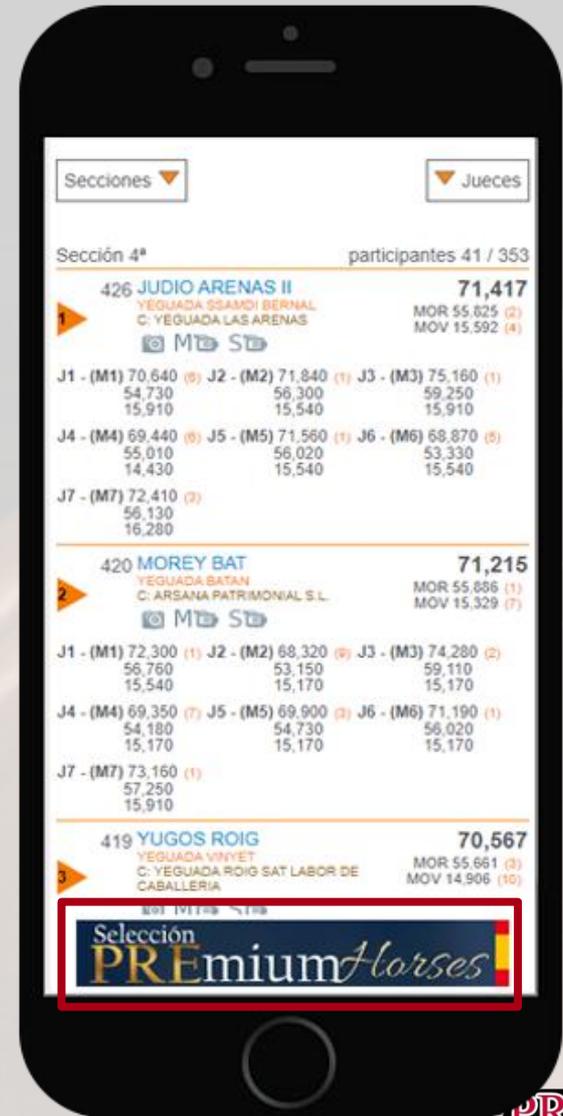


Banner and prices

Banner's annual price:

- Full-fledged Members: €1600 + 21% VAT
- Associate Members: €1800 + 21% VAT
- Non-members: €2000 + 21% VAT

* This banner is also included in the ANCCE Competition web.





ANCCE

ASOCIACIÓN NACIONAL *de* CRIADORES
de CABALLOS *de* PURA RAZA ESPAÑOLA



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