

A close-up, high-resolution photograph of a horse's nose and muzzle. The horse's skin is a mix of brown and black, with the nostrils being a dark, almost black color. The texture of the skin and the fine hairs are clearly visible. The background is blurred, showing more of the horse's head and neck.

ADVERTISING DOSSIER

www.ancce.com

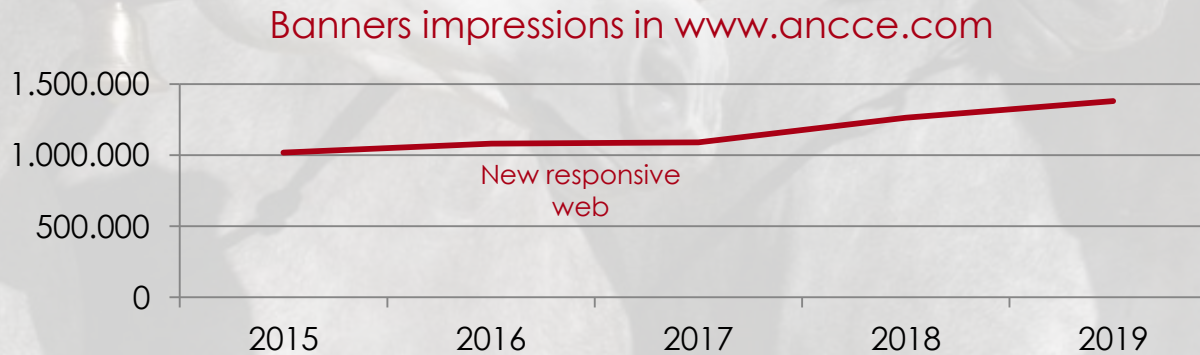


ANCCE

About www.ancce.com

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.

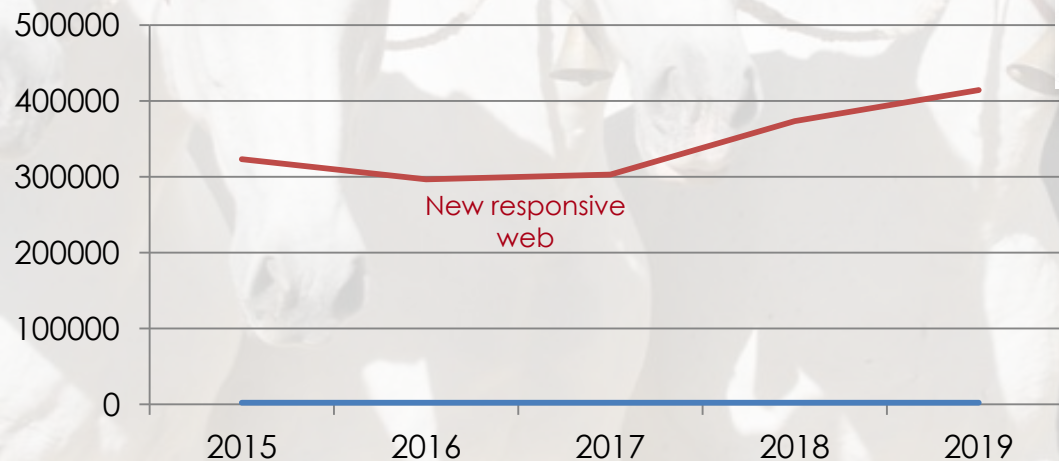
Currently, the advertising banners has more than **1.300.000 impressions**. This makes this webpage an ideal advertising option to reach users (breeders, enthusiasts, grooms, riders and related industries from all over the world) in a direct, efficient and effective manner.



Technical characteristics

- In 2019, there were **210,382** users from more than **171** countries.
- Geographic locations with the most visits: Spain, USA, Mexico, Germany, France, United Kingdom, Netherlands, Ecuador and Colombia.
- Visualization of advertising: 100

Users of www.ancce.com



País	
1.	 Spain
2.	 United States
3.	 Mexico
4.	 Germany
5.	 France
6.	 United Kingdom
7.	 Netherlands
8.	 Italy
9.	 Ecuador
10.	 Colombia



Banners

The screenshot shows the ANCCE website homepage. At the top is the ANCCE logo and navigation menu. Below are four main promotional tiles: 'el caballo español' magazine, '2020 calendario organizativo', 'Venta de Ejemplares', and 'APP Oficial de Concursos'. The 'Últimas Noticias' section features four news items with dates: 29/01/2020, 28/01/2020, 27/01/2020, and 24/01/2020. A 'Próximos Concursos...' section lists events in Medina Sidonia, Honduras, Barcelona, Trigueros, and Camarma de Esteruelas. Two red banners are overlaid on the right side of the page, labeled 'Banner 1' and 'Banner 2'.

Rotating Ad

← Banner 1: €400/month + 21% VAT

← Banner 2: €300/month+ 21% VAT

ADDITIONAL DISCOUNTS	
Full-fledged Members	-20%
Associate Members	-10%
6 months contract	-10%
12 months contract	-20%



Why advertise on www.ancce.com?

- We are a **reference for the Purebred Spanish Horse sector**, both on the national and international scene.
- The many hits and sites visited guarantee that your publicity meets **the desired coverage objectives**.
- We have an **excellent position** on social networks and all of the best search engines.
- Your brand is linked to the Purebred Spanish Horse sector.
- Your brand has a direct connection with ANCCE brand values and awareness.





ANCCE

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

ANCCE Advertising Department
Inmaculada Rodríguez
Tel. (+34) 954 68 92 60 (option 2)
prensa@ancce.com

www.ancce.com

