

How Do I Post A Classified Ad?

Frequently Asked Questions

- Are the classified ads the ads in the back of The Report on the Bulletin Board page?

No. Bulletin Board ads are approximately three column inches and cost \$65 per week in the Walking Horse Report. Classified ads are one column inch and generally appear on the What N When page. They are a more economical option at \$20 per week.

- Do only paid online subscribers have access to my ad?

No. The Classified Ad section is available free online to all users.

What I can learn...

- How to access our highly qualified audience to find an item you want to buy.
- How to post an item you have for sale.
- How to offer yourself for a new job offering, or post a position you are trying to fill.

Where do I start?

In the left hand column, choose PLACE A CLASSIFIED.

Our online classifieds are fully automated, which means your ad is seen quickly! Craft your ad, fill out our online form, and after our administrators review the placement it's automatically included in our online listings. Online ads cost \$20 per week.

You can also choose to have your ad run in our weekly print publications by selecting this option while placing your ad online and paying an additional \$20 per week. Classified ads in the paper are one column inch (bigger Bulletin Boards are also available by calling our office).

Click on PLACE AN AD TODAY to get started placing your ad. First you will be prompted to log in with your name and password.

Then GO TO STEP 1 by clicking at the bottom of the page. Here you'll input your name and address. Then GO TO STEP 2 and choose when you want the ad to start (we often even post your ad earlier to increase your total exposure time), how many weeks you'd like it to run, and if you want to run it online only or also in the print publication.

Then choose either the For Sale Section or the Help Wanted section. It is important that you choose the subcategory under For Sale or Help Wanted for your ad.

Then type in your ad copy including its title exactly as you want it to appear. Be sure to include whatever contact information you want listed in the ad. By using the style sheet above the copy, you can make your copy look the way you would like online. Our art department will make sure your classified ad in the print edition is styled for your maximum benefit.

GO TO STEP 3 to input your credit card information and your billing address. GO TO STEP 4 to click the box to indicate you accept the Terms of Service. You will then be taken to a review of your ad. Proof your copy carefully as we do not edit the copy that you submit for your online ad. Then PLACE YOUR AD. As soon as our administrator approves your copy, your ad will appear.

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RESULTS & STATISTICS
<ul style="list-style-type: none"> Show Results Judges Cards High Point REPORT Stallion REPORT Rider's Cup WHOA High Points Check Show Records
SUBSCRIBERS
<ul style="list-style-type: none"> My Home Page Message Boards
SHOWCASE
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CLASSIFIEDS
<ul style="list-style-type: none"> View Classifieds Place a Classified
DIRECTORY
<ul style="list-style-type: none"> Horseman's Hotline

- I asked for my ad to start on the next Monday and it's already up. Does that mean it will come down before I intended for it to?

No. Your ad will appear for the full term for which you paid beginning on the date you indicated it should start. However, if our administrator has approved your ad and we believe you would benefit from additional exposure, we do often post the ad early.

- I placed a classified and it doesn't appear. What should I do now?

Please call our office at 931-684-8123 and ask to speak to Ashlea Wheelon or Jan Ontiveros. We'll be happy to investigate to see what went wrong. We want to help you reach your target audience as soon as possible.