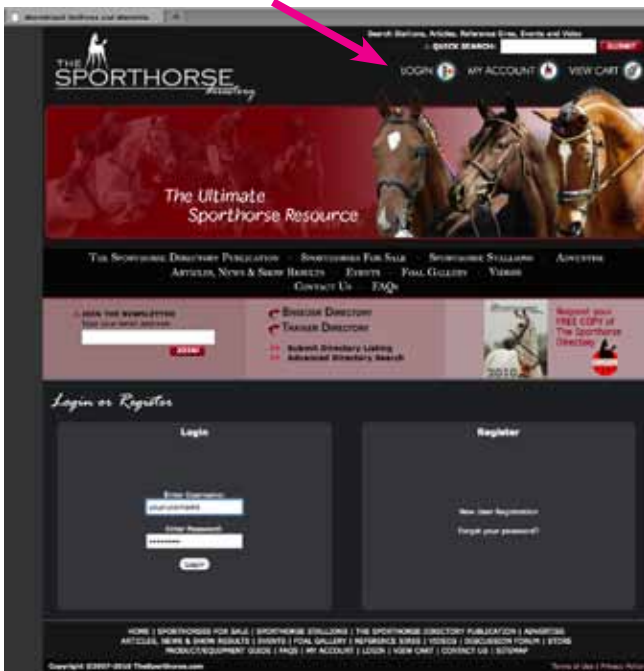


THE SPORTHORSE DIRECTORY

Online Submission of a Stallion Profile Ad for Print

As a member of www.TheSporthorse.com you may place different types of ads and listings that will appear on the website: Stallion ads, Horse for Sale ads, Foal Gallery information, and listings in the Breeder Directory and Trainer Directory.

You may also submit the information for your Stallion Profile ad in the print magazine, The Sporthorse Directory. This document provides complete directions for submitting information for your Stallion Profile ad.



First, become a member

Membership and logging in

The first thing you will need to do, if you haven't already, is to sign up for the free online membership. Go to www.TheSporthorse.com and click on "LOGIN," where you can either log in or register for membership (see left). If you already have a membership, enter your user name and password and log in. If you are not a member, click on "New User Registration" and fill out the form and submit it.

(You may need to scroll down to see the new info.)

Second, pre-pay for your ad

Payment Options

In order to place an ad through TheSporthorse.com, the first step is to pay for your ad, so there is money available in your account on TheSporthorse.com to apply to your ad.

- You have three payment options. • You may pay through TheSporthorse.com, which uses PayPal.
- You may call the Sporthorse Directory office with a credit card (Visa, Mastercard, or Discover), or
 - you may send a check. **See box at left for details.**

If you wish to use PayPal, begin with Pre-payment, Step 1, on the next page.

If you wish to use another form of payment, make your payment first, and we will credit your online account with that amount. Then start with Pre-payment, Step 1, on the next page. You will follow the same "Purchase" steps, but you will use the money we credit to your account to pay for your ad.

To pay using PayPal, follow the directions on these pages. If you have a PayPal account, you will be able to log in when you get to the PayPal screen. If you don't, you will have the opportunity to open an account. The advantage to paying through PayPal is that the money can be credited to your account on TheSporthorse.com immediately, and you can continue the ad submission process right away.

To pay by credit card, please phone The Sporthorse Directory office (9 am to 5 pm Central time) at 608-232-2922 with your credit card information. We will process your card and then post your credit to your online account. This can often be done in minutes, but may take up to 48 hours.

To pay by check, please make check payable to The Sporthorse Directory and mail to

The Sporthorse Directory
4826 South Hill Dr.
Madison WI 53705

THE SPORHORSE DIRECTORY

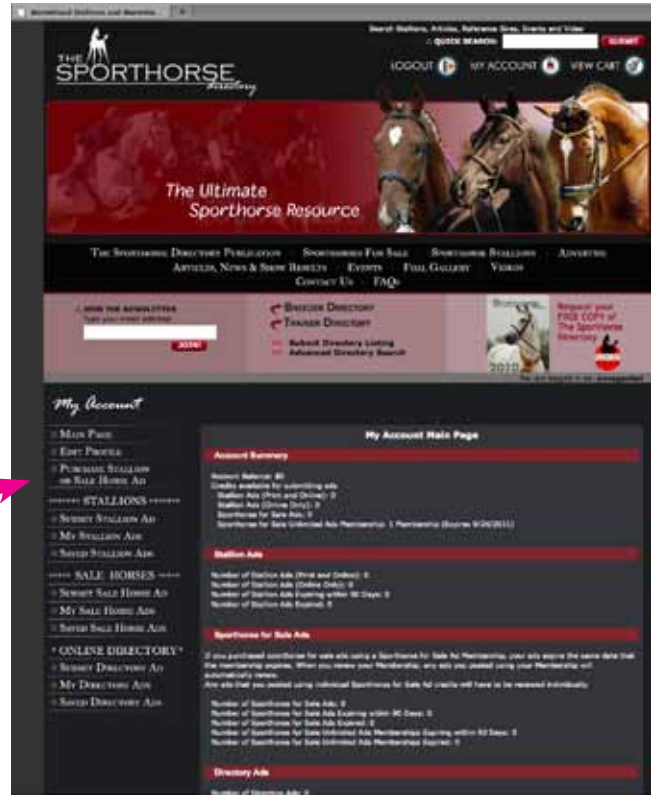
Online Submission of a Stallion Profile Ad for Print

Pre-payment, Step 1

Whether you have paid with a credit card or check, or you plan to pay with PayPal, the process starts the same way.

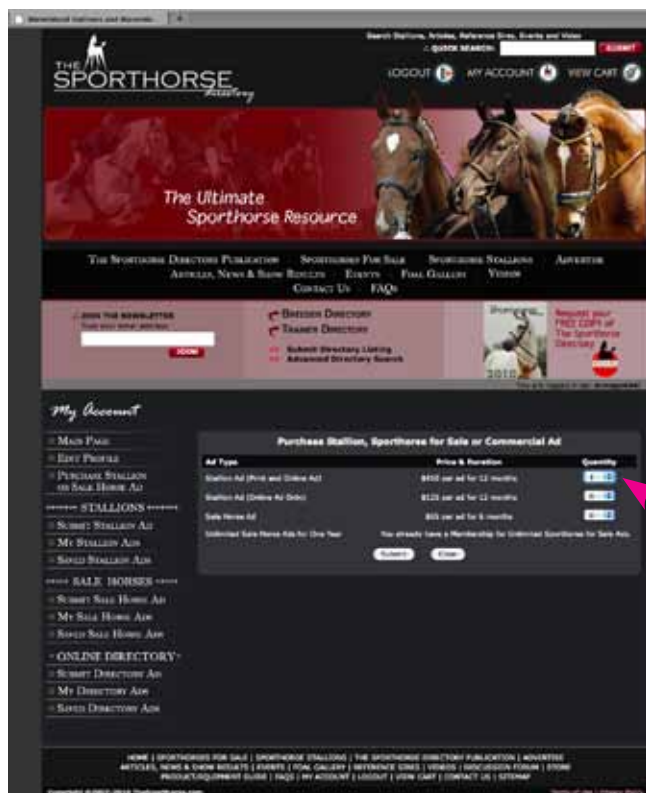
Once you are signed up and logged in, you will be in the member area, with a new menu on the left side of the page, and you're ready to begin.

Using the left-side menu, click on "Purchase Stallion or Sale Horse Ad".



Note:

If you need to return to the screen at any point, click on MY ACCOUNT at the top of the page (above the stallions photo).



Pre-payment, Step 2

You will have a choice of items to purchase. You want "Stallion Ad (Print and Online Ad)." To select it, enter the number of ads you would like to pay for in the "Quantity" field on the right.

When you pay for your Stallion Profile ad for the print magazine, your online stallion listing is included at no extra charge. As you upload your information, the online stallion ad will be automatically generated.

Click on "Submit."

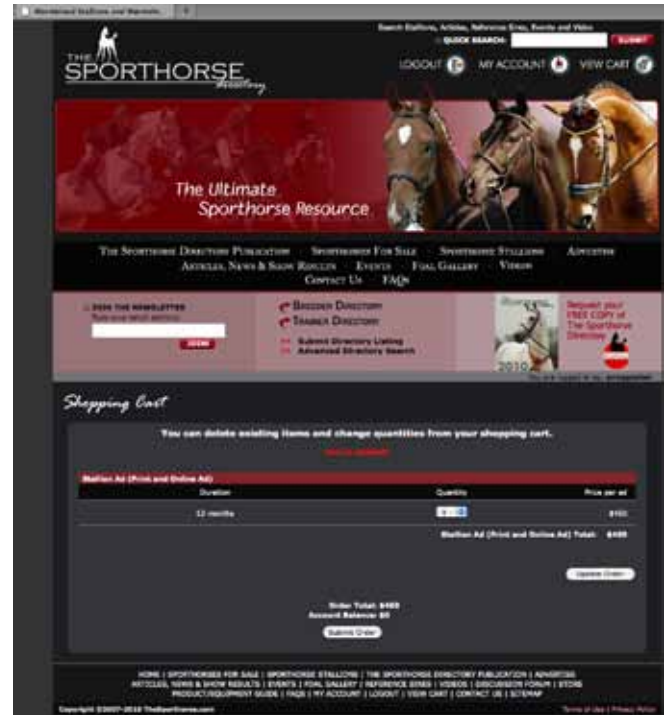
THE SPORTHORSE DIRECTORY

Online Submission of a Stallion Profile Ad for Print

Pre-payment, Step 3

This is the screen you will see next. The “Duration: 12 months” refers to how long the online stallion listing will remain active.

Verify that the quantity is correct and the total price, and click on “Submit Order.”

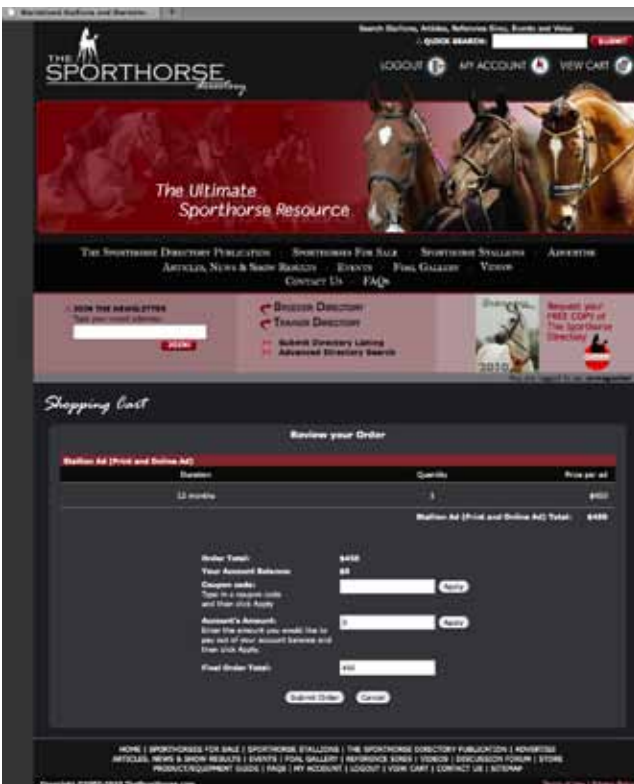


Pre-payment, Step 4

Here you will have another chance to verify your order, and also an opportunity to enter a Coupon code if you have one. If you don't have a Coupon code, don't worry; you aren't missing anything. We are not using Coupon codes this year.

If you are paying with PayPal, review and confirm the order amount and click on “Submit Order.” You will arrive at the screen shown on the next page.

If you have money in your account, skip to Pre-payment, Step 7, on the page 5.

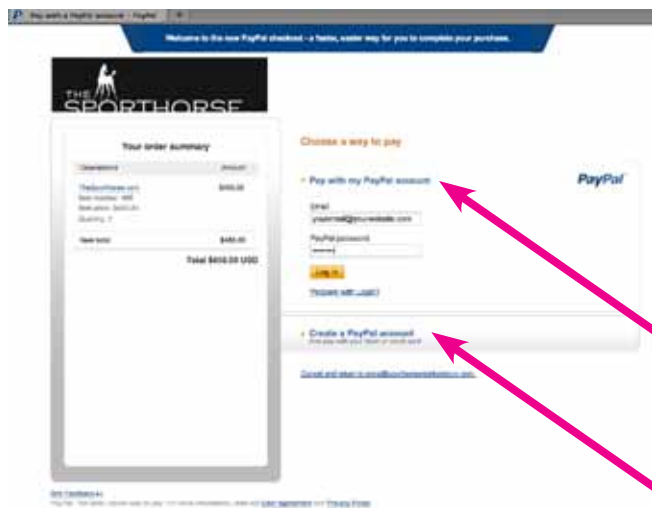


THE SPORTHORSE DIRECTORY

Online Submission of a Stallion Profile Ad for Print

Pre-payment, Step 5

Our online payment system uses PayPal. If you have a PayPal account, you will be able to log in when you get to the next screen. If you don't, you will have the opportunity to open an account. Click on the "PayPal" icon on this page to move to the next screen.



Pre-payment, Step 6

If you are paying by PayPal, you will next see this screen. You have another opportunity here to check the total amount, and then log in to your PayPal account. If you don't have an account with PayPal and wish to set one up, click on "Create a PayPal account." Follow the PayPal screens and complete your payment.

Congratulations! You are now the proud owner of a Stallion Profile page and an online Stallion Listing! Skip to Uploading, Step 1, on page 5.

THE SPORTHORSE DIRECTORY

Online Submission of a Stallion Profile Ad for Print

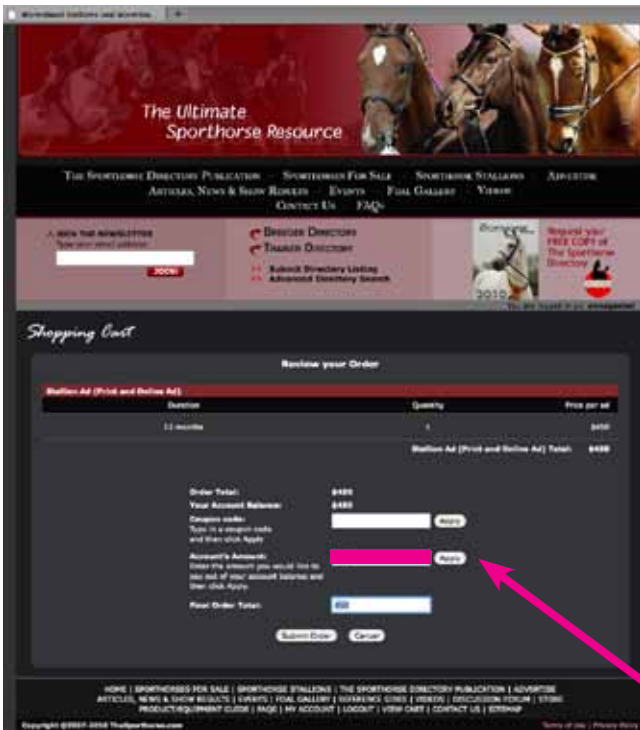
Pre-payment, Step 7

If you paid by credit card or check, once we have applied your payment to your account, you have one more step before you are ready to upload your files.

This is where you pay for your ad using that money.

In the box highlighted at left, “Account’s Amount,” enter the amount you want to apply to the ad. If you have paid for one ad, then you will apply your entire account balance. *Once you enter the amount, be sure to click the “Apply” button next to the box (arrow)!* Then click “Submit Order” at the bottom of the page.

You are now ready to upload your ad! Go to “Uploading, Step 1” below.



Third, upload your stallion text and images

Uploading, Step 1

Now you are ready to upload all your stallion’s information—both photos and text—to submit for your print ad and to generate your Stallion Listing on www.TheSporthorse.com.

This is the screen you should see. It should tell you how many credits you have, and what they have been assigned to. Click the link that says, “Submit Print and Online Stallion Ad.”



THE SPORTHORSE DIRECTORY

Online Submission of a Stallion Profile Ad for Print

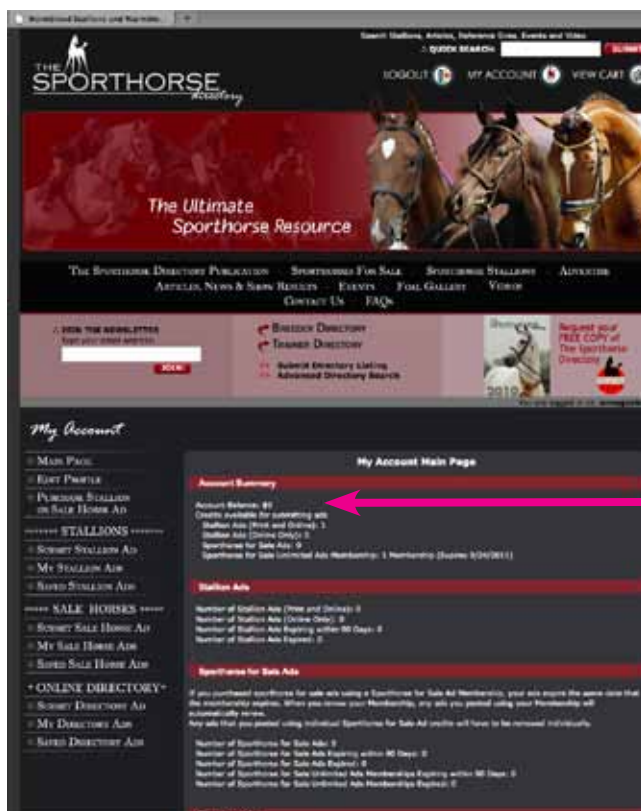
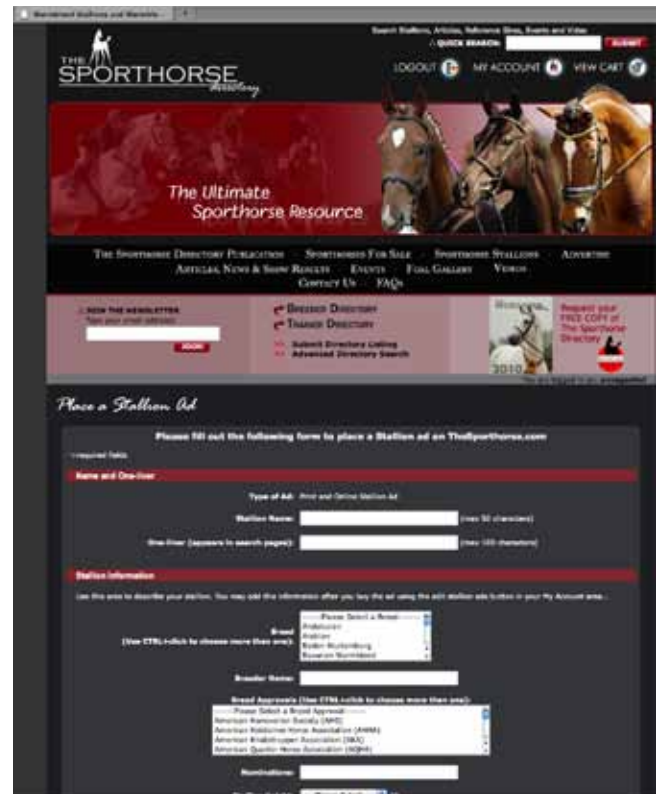
Uploading, Step 2

This form is designed to collect quite a bit of information about your stallion. This will be used in the Stallion Profile page in the print magazine and in the online Stallion Listing. We include almost everything a mare owner would want to know, from the stallion's genealogy to his recognition in registries. We give you plenty of room to describe your stallion (up to 1900 characters, with a running count so you know how much space you have left). You can also upload photos.

When you are finished, click "Submit Ad" and your Online Stallion Ad will be generated immediately. The print ad will happen more slowly, because it requires humans. A proof will be sent to the email you list for your member contact information.

To see your Online Stallion ad, go to www.TheSporthorse.com/stallion.php

Thank you for submitting a Stallion Profile ad for The Sporthorse Directory!



Navigation Note, and the My Account Main Page

You can always return to the My Account Main Page by clicking on the "MY ACCOUNT" button above the stallion portraits at the top of the page. The content of that page is the current status of your account, including Stallion Profile ads for print, and any online ads you have. Note that the first line, your Account Balance (arrow), only shows *unassigned* money in your account. Money that has been paid and assigned to a specific type of ad will show up as credit available under that category, for example: "Credits available for submitting ads/Stallion Ads (Print and Online): 1" means you have paid for one ad and can proceed to submit the ad information. Click on "Submit Stallion Ad."

If you have any questions, please let us know and we will be happy to help. You can email suzan@thesporthorse.com or anna@thesporthorse.com, or you can call the office (9 am–5 pm Central time) at 608-232-2922.